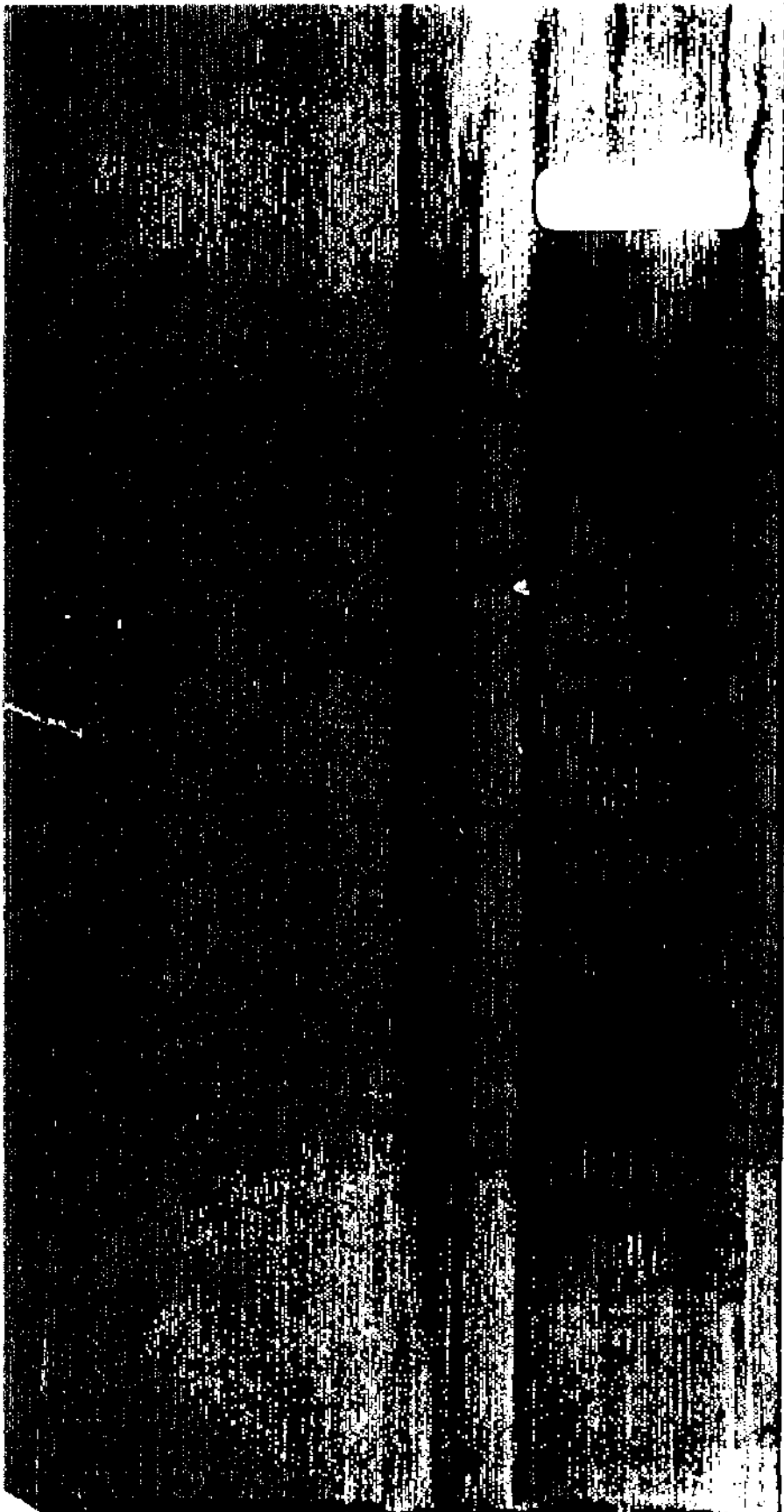
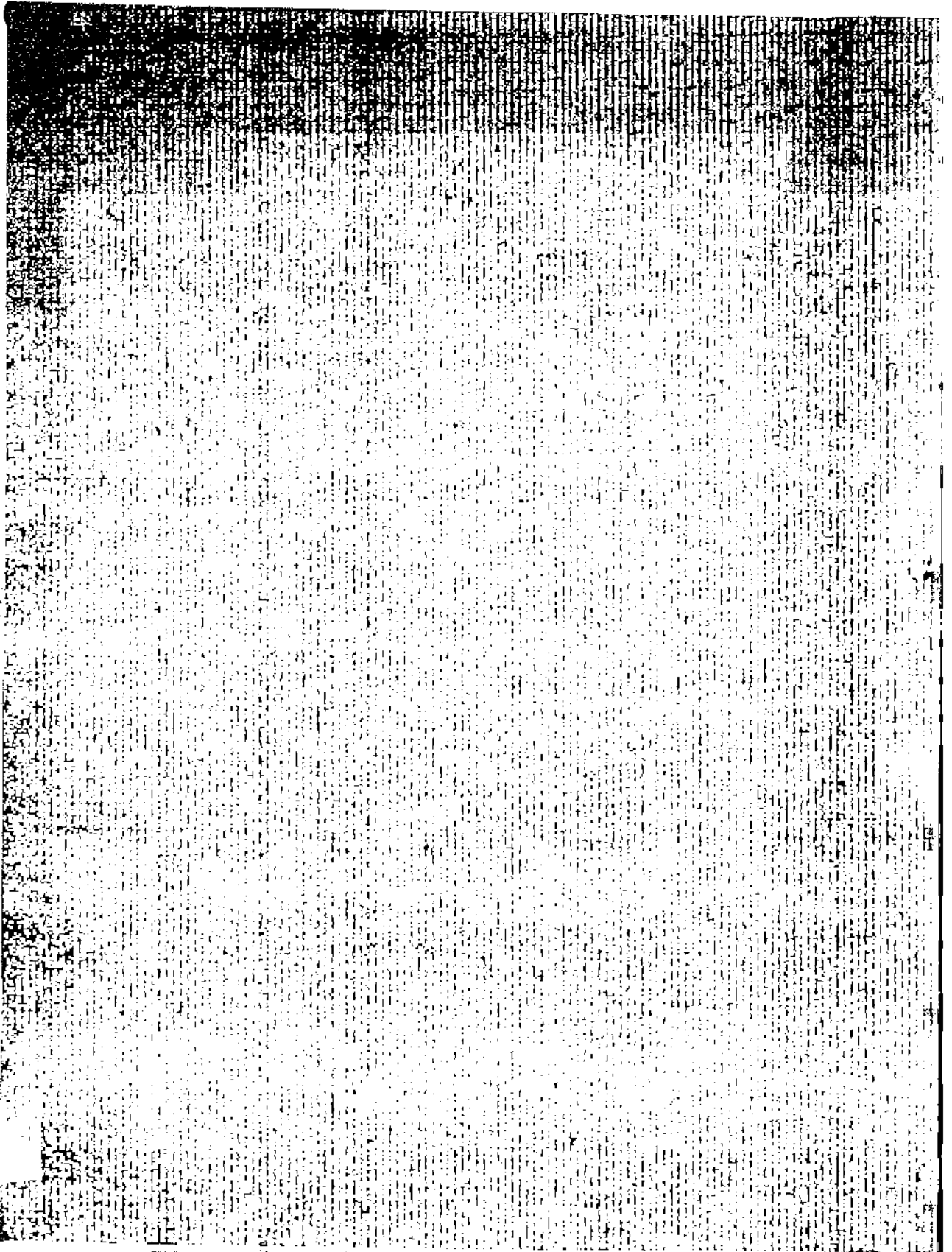


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# RUTHRAUFF & RYAN Inc. ADVERTISING

## RADIO DIVISION

**CLIENT:**

AMERICAN TOBACCO COMPANY  
LUCKY STRIKE - L.S./M.F.T.

**PROGRAM:**

THE WAYNE KING PROGRAM

**BROADCAST:** SUMMER REPLACEMENT  
FOR JACK BENNY SHOW

**DATE:**

PROGRAM #1  
JUNE 3, 1945

**NETWORK:**

NBC

AS BROADCAST

PROGRAM

Theme

-

Commercial

-

"I Know"  
"There's No You"  
"Leibestraum"  
"Promises"

-

Commercial

-

"Josephine"  
"Twilight Time"  
"Blue Hawaii"  
"Stars In My Eyes"  
"Melody Of Love"

-

Closing Commercial

-

Theme

RUTHRAUFF & RYAN *Inc.* ADVERTISING

## RADIO DIVISION

## CLIENT:

AMERICAN TOBACCO COMPANY  
LUCKY STRIKE - L.S./M.F.T.

## PROGRAM:

THE WAYNE KING PROGRAM

## BROADCAST:

DATE: 3RD REV.  
PROGRAM #1  
NETWORK: JUNE 3, 1945  
NBC

## I OPENING

MUSIC: WAYNE KING THEME - (FADE AFTER FEW BARS FOR - )

DELMAR: Wayne King and his orchestra is presented for your entertainment by the manufacturers of Lucky Strike Cigarettes during Jack Benny's summer recess.

MUSIC: (UP AND OUT)

RUYSDAEL: Quality of product is essential to continuing success.

BOONE: (CHANT - SOLD AMERICAN)

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

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT  
LS - MFT

DELMAR: You said it!  
(Ex. B)

SHARBUTT: Why, sure!

RUYSDAEL: Yes, sir!

SHARBUTT: Lucky Strike means fine tobacco. So smoke that smoke of fine tobacco - Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw!  
(Imp. Tag #1)

RIGGS: (CHANT - SOLD AMERICAN)  
(SWITCHOVER TO CHICAGO FOR WAYNE KING)

ATXO1 0236934

MUSIC: (THEME - UP AND FADE FOR)

(In Chi.)

MacCORMACK: We in America have enjoyed many fine orchestras and their leaders ---- Each has contributed greatly to our entertainment and happiness, but there is only one WALTZ KING ---- Wayne King. Three years is a long time to be denied anything for which so many people hold so much affection, but we were patient because we knew Wayne was serving his country in the Army of the United States. It's a real thrill to all of us who have enjoyed Wayne King's music in the past, to hear that old familiar theme song again. We've missed you Wayne, and we are all glad you are back .....

KING: Thank you, Mack. This is a big night for it's just like coming home. Here I am again, playing music for all the loyal friends who have proven such an inspiration to me. You know, ladies and gentlemen, it is my determination to help preserve everything in American music that has stood the test of time - And add to it all that is new and beautiful. (CHORD) Our first number is new. (CHORD) I think it is beautiful. (CHORD) The title is "I Know".

MUSIC: ("I KNOW" - UP AND COMPLETE - SEGUE TO)

MUSIC: (INTRODUCTION TO "THERE'S NO YOU" - FADE FOR)

MacCORMACK: Standing before the microphone is a radiant and talented young girl. A delight to behold, a pleasure indeed to hear --- DOLORES GREY singing "There's No You".

MUSIC: ("THERE'S NO YOU" - UP AND COMPLETE - SEGUE TO-  
INTRODUCTION FOR "LIEBESTRAUM")

MUSIC: ("LIEBESTRAUM" - FADE FOR)

MacCORMACK: Wayne, I was hoping that you'd include "Liebestraum" in your first program - And how about that golden saxophone? It's been a long time since we've heard it.

MUSIC: ("LIEBESTRAUM"- UP AND COMPLETE - SEGUE TO -  
"PROMISES")

MUSIC: ("PROMISES - UP AND FADE FOR)

MacCORMACK: Here is a young man with a typical American voice. Just the kind of handsome kid who lives next door. The WALTZ KING likes him. Just listen to  
SKIP FARRELL singing ----- "Promises".

MUSIC: ("PROMISES -----UP AND FINISH)  
(APPLAUSE)

## III MIDDLE COMMERCIAL - QUALITY - HENRY WADSWORTH LONGFELLOW

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: Let that historic chant remind you that Lucky Strike means fine tobacco -- yes, Lucky Strike means fine tobacco -- so round, so firm, so fully packed, so free and easy on the draw.

RIGGS: (CHANT - SOLD AMERICAN)

SHARBUTT: Henry Wadsworth Longfellow, that Poet who sang of America.

DELMAR: He left the greatest monument of all: not a pillar of marble nor a shaft of stone, but the language of a living people. For this man was a poet, a poet who sang of America. His name ... Henry Wadsworth Longfellow. Out of the wonder of earth and the joy of living, he built his own shrine in the hearts of Americans everywhere. Listen ... here is a boy in a prairie schoolhouse reading a familiar tale, a deathless song called "Hiawatha" ...

BOY:  
(14) "By the shores of Gitchee Gumee  
By the shining Big-Sea-Water,  
Stood the wigwam of Nokomis,  
Daughter of the moon, Nokomis.

(FADE) Dark behind it rose the forest ..."

DELMAR: And here in a lonely Dakota farmhouse -- a farmer sits near the kitchen window, and by the fading light, reads to himself....

(MORE)

FARMER:  
(50)

"Under a spreading chestnut-tree  
The village smithy stands;  
The smith, a mighty man is he,  
With large and sirewy hands,  
(FADE) And the muscles of his brawny arms .."

DELMAR:

And in a captain's cabin on an American merchant ship ...  
far at sea -- overhead the storm lamp swings in a wide  
arc as the ship rolls in the heavy swell. But there is  
magic here, for out of a book called "Evangeline," the  
captain, reading - finds a vision of Maine - his home.

CAPTAIN:  
(45)

"This is the forest primeval. The murmuring pines and  
the hemlocks, Bearded with moss, and in garments green,  
indistinct in the twilight, (FADE) Stand like Druids  
of old...."

DELMAR:

And now, -- perhaps this very night, -- a young American  
sweating in a foxhole on Okinawa .. exhausted - dirty -  
gains a bit of comfort as there comes to him the  
recollection of verses learned long, long ago ....  
the memory of "Home Town" - a boyhood recitation before  
the village school ...

SOLDIER:  
(24)

(SLOW, GROPING)  
"Between the dark and the daylight,  
When the night is beginning to lower,  
Comes a pause in the day's occupation,  
(FADE) That is known as the Children's Hour."

(MORE)



DEIMAR: (QUIETLY) His name was Henry Wadsworth Longfellow ... and to us, the people of America, he has left the greatest gift of all, a legacy of love ... testaments of faith, works of everlasting beauty. And this was his greatest quality: that he found the living language to speak of his love and of his faith in simple people and in the good things of American life. This was the quality of Henry Wadsworth Longfellow ... the poet who sang of America.

BOONE: (CHANT - SOLD AMERICAN)

SHARBOFF: Quality distinguishes a man - and quality distinguishes  
(Quality Closing #1) a product - for quality of product is essential to continuing success. The quality of Lucky Strike Cigarettes is distinguished by fine tobacco - the finer, the lighter, the naturally milder Lucky Strike tobacco. Yes, Lucky Strike means fine tobacco. So smoke that smoke of fine tobacco - Lucky Strike.

RIGGS: (CHANT - SOLD AMERICAN)

MUSIC: ("JOSEPHINE" - COMPLETE - SEGUE TO "TWILIGHT TIME")

MacCORMACK: Well, Pappy, I could see no reason whatsoever for saying anything about that grand old Wayne King standby.

"Josephine" - yes, it's still as cute and bouncy as ever. In the cool of the evening it's "Twilight Time".

MUSIC: ("TWILIGHT TIME" - UP AND FINISH - SEGUE TO "BLUE HAWAII")

MUSIC: ("BLUE HAWAII" - FADE FOR)

MUSIC: ("BLUE HAWAII" - UP AND COMPLETE - SEGUE TO "STARS IN MY EYES" - FADE FOR)

MacCORMACK: Thank you, Skipper. Stars in my eyes --- Will always shine --- Till your love for me dies -- There'll be stars in my eyes --- Wayne King's incomparable music.

MUSIC: ("STARS IN MY EYES" - UP AND COMPLETE - SEGUE TO "MELODY OF LOVE")

MacCORMACK: (POEM - "WHY DO I LOVE YOU")

I love you, not only for what you are, but for what I am when I am with you.

I love you, not only what you have made of yourself, but for what you are making of me.

I love you for ignoring the possibilities of the fool in me ---

And for laying firm hold of the possibilities of the good in me.

(MUSIC UP)

MacCORMACK: I love you for closing your eyes to the discords in me,  
and for adding to the music in me by worshipful listening.  
I love you because you are helping me to make of the  
lumber of my life, not a tavern, but a temple, and of  
the words of my every day, not a reproach, but a song.  
(MUSIC UP)

MacCORMACK: I love you because you have done more than any creed to  
make me happy.  
You have done it without a word, without a touch,  
without a sign.  
You have done it by just being yourself.  
Perhaps, after all, that is what love means.

MUSIC: ("MELODY OF LOVE" - UP AND FINISH)  
(APPLAUSE)

V CLOSING COMMERCIAL

BOONE: (CHANT - SOLD AMERICAN)

SHARBUTT: At market after market Lucky Strike has won the approval of independent tobacco experts -- men like Mr. Dewey H. Huffines - tobacco auctioneer of Reidsville, North Carolina, who said:

HUFFINES: Like other tobacco men, I know that good tobacco makes a good cigarette. And because the type of tobacco I see Lucky Strike buy, makes a milder, better tasting smoke...Luckies have been my cigarette for twenty-five years.

DELMAR: Quote: "-the type of tobacco I see Lucky Strike buy makes a milder, better tasting smoke -" unquote. Yes Lucky Strike means fine tobacco. So smoke that smoke of fine tobacco - Lucky Strike.

RUYSDAEL: The famous tobacco auctioneers heard on tonight's program were Mr. F. E. Boone, of Lexington, Kentucky (CHANT - SOLD AMERICAN) and Mr. L. A. (Speed) Riggs, of Goldsboro, North Carolina (CHANT - SOLD AMERICAN). Basil Ruysdael speaking.

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

(SWITCHOVER TO CHICAGO FOR WAYNE KING SIGN-OFF)

MUSIC: (THEME - UP AND FADE FOR)

MacCORMACK: And now, ladies and gentlemen, your host, Wayne King.

KING: Well Mack, you can tell I'm happy...because my orchestra and I are again playing music. And so, ladies and gentlemen, until we get together again next week, this is Wayne King saying "goodnight".

MUSIC: (THEME - UP AND FADE FOR)

MacCORMACK: And this is Franklyn MacCormack inviting you to enjoy the incomparable music of Wayne King with Dolores Grey and Skip Farrell. The two young people chosen by Wayne King to bring you the lyrics of beautiful new songs. Save next Sunday - same time - same station for Wayne King and his orchestra.

MUSIC: (THEME - UP TO FINISE)

(APPLAUSE TO CLOSE)

# RUTHRAUFF & RYAN Inc. ADVERTISING

## RADIO DIVISION

**CLIENT:** AMERICAN TOBACCO COMPANY  
LUCKY STRIKE - L.S./M.F.T.

**BROADCAST:** AS BROADCAST  
PROGRAM #2

**DATE:** JUNE 10, 1945

**PROGRAM:** THE WAYNE KING PROGRAM

**NETWORK:** NBC

(SUMMER REPLACEMENT FOR JACK BENNY)

Theme

AS BROADCAST

Commercial

"Merry Widow Waltz"  
"Temptation"  
"Intermezzo"  
"Dream"

Commercial

"Pretty Penny"  
"Georgia On My Mind"  
"I'm Gonna Love That Guy"  
"Yamtcheck"  
"I'll See You Again"

Commercial

Theme

**RUTHRAUFF & RYAN Inc. ADVERTISING**  
**RADIO DIVISION**

**CLIENT:**

AMERICAN TOBACCO COMPANY  
 LUCKY STRIKE - I.S./M.F.T.

**BROADCAST:**

**DATE:** PROGRAM #2  
 JUNE 10, 1945  
**NETWORK:** NBC

**PROGRAM:**

THE WAYNE KING PROGRAM

I OPENING

MUSIC: WAYNE KING THEME - (PADE AFTER FEW BARS FOR - )  
 DELMAR: WAYNE KING and his orchestra.  
 MUSIC: (UP AND OUT)  
 RUYSDAEL: Quality of product is essential to continuing success.  
 RIGGS: (CHANT - SOLD AMERICAN)  
 RUYSDAEL: Lucky Strike means fine tobacco - so round, so firm,  
 so fully packed, so free and easy on the draw!  
 TICKER: ( 2 & 3, 2 & 3)  
 RUYSDAEL: LS - MFT  
LS - MFT  
LS - MFT  
 DELMAR: Why, sure!  
 (Ex. A)  
 SHARBUTT: Yes, sir!  
 DELMAR: Lucky Strike means fine tobacco. So smoke that smoke  
 of fine tobacco - Lucky Strike - so round, so firm,  
 so fully packed, so free and easy on the draw!  
 BOCNE: (CHANT - SOLD AMERICAN)  
 (SWITCHOVER TO CHICAGO FOR WAYNE KING)

MUSIC: (THEME UP & FADE FOR)

MacCORMACK: The incomparable music of Wayne King -- the Waltz King -- songs by Dolores Grey and Skip Farrell -- and yours truly, Franklyn MacCormack.

(APPLAUSE)

MUSIC: (THEME UP & FINISH -- SEGUE TO INTRO FOR "MERRY WIDOW")

MUSIC: ("MERRY WIDOW" FADE FOR)

MacCORMACK: Music that has endeared him in the hearts of America -- Wayne King plays "The Merry Widow Waltz."

MUSIC: ("MERRY WIDOW" UP AND FINISH -- SEGUE TO "TEMPTATION" -- FADE FOR)

MacCORMACK: Pappy's Sunday night boy -- Skip Farrell has a great song for you tonight. Skip sings -- "Temptation".

MUSIC: ("TEMPTATION" UP AND COMPLETE -- SEGUE TO "INTERMEZZO" FADE FOR)

MacCORMACK: So many things could be said about the intermezzo -- but its beauty speaks for itself. Wayne King, the waltz king, plays "Intermezzo".

MUSIC: ("INTERMEZZO" UP AND FINISH -- SEGUE TO "DREAM" -- FADE FOR)

MacCORMACK: Dream -- when you're feeling blue -- dream -- that's the thing to do. Wayne King's lovely Dolores Grey sings...

MUSIC: ("DREAM" UP AND FINISH)  
(APPLAUSE)



III MIDDLE COMMERCIAL - QUALITY - PAUL REVERE

REGGS: (CHANT - SOLD AMERICAN)

SHARBUTT: Let that historic chant remind you that Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: The Ride that Echoed 'Round the World!

RUYSDAEL: This story is as old as America itself. Perhaps you heard it for the first time, as many generations have heard it...seated in the family circle before the fireplace on a winter's evening. Maybe it was Grandfather who opened the book and began the magic lines.....

GRANDFATHER: "Listen, my children, and you shall hear  
(STRONG MELLOW VOICE) of the midnight ride of Paul Revere....."

RUYSDAEL: Yes, there was magic in going back to another time.... to a day long ago when American independence was only a spark glowing deep in the hearts of men like Paul Revere -- men who loved liberty even above life....

GRANDFATHER: "On the eighteenth of April in seventy-five,  
Hardly a man is now alive  
Who remembers (FADE) that famous day and year..."

RUYSDAEL: There were no telephones then, no radio, no telegraph. But there was danger, and a stouthearted patriot named Paul Revere waited on a riverbank for the flash of a light in a church tower...

(MORE)

GRANDFATHER: "One if by land and two if by sea,  
And I on the opposite shore will be...."

RUYSDAEL: Most exciting of all, there was Paul Revere himself...  
dedicated to his country's great cause ... Paul Revere  
thundering on horseback down the quiet streets of  
Lexington ... risking his life to give the alarm to the  
Sons of Liberty and the Minute Men, to Sam Adams and  
John Hancock....

GRANDFATHER: "A voice in the darkness, a knock at the door,  
And a word that shall echo forevermore..."

RUYSDAEL: And, finally, there were the last lines telling you that  
the story of Paul Revere's famous ride for freedom was  
not over, that down through the years whenever there  
was danger to America's birthright ....

GRANDFATHER: "In the hour of darkness and peril and need,  
The people will waken and listen to hear  
The hurrying hoofbeats of that steed  
And the midnight message of Paul Revere!"

RUYSDAEL: Yes, it is an old, old, story...told with deep meaning  
today, and it will be told, over and over again, to  
generations of Americans yet unborn. For it is the  
story of a great American patriot whose spirit can  
never die in a free land ... the story of the courage,  
the faith in freedom, the love of liberty that was the  
inspiring quality of Paul Revere!

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

DELMAR:  
(Quality  
Closing  
#8)

Quality is the measure of a man - and quality is the measure of a product. For quality of product is essential to continuing success. The quality of your Lucky Strike cigarette can be summed up in these five words: Lucky Strike means fine tobacco. Yes, Lucky Strike means fine tobacco. So for real, deep-down smoking enjoyment, smoke that smoke of fine tobacco - Lucky Strike.

BOONE: (CHANT - SOLD AMERICAN)

MUSIC: ("GEORGIA ON MY MIND" -- ESTABLISH AND FADE FOR)  
MacCORMACK: That's Pappy with that golden saxophone -- must be...  
"Georgia on My Mind."  
MUSIC: ("GEORGIA ON MY MIND" -- UP AND FINISH -- SEGUE TO)  
MUSIC: ("PRETTY PENNY" -- ESTABLISH AND FADE FOR)  
MacCORMACK: So close to the Waltz King's heart -- "Pretty Penny".  
Wayne, your little daughter couldn't have been the  
inspiration for this, could she?  
KING: Could be.  
MUSIC: ("PRETTY PENNY" -- UP AND FINISH -- SEGUE TO)  
MUSIC: ("I'M GONNA LOVE THAT GUY" -- ESTABLISH AND FADE FOR)  
MacCORMACK: Dolores Grey sounds determined, "I'm Gonna Love That Guy".  
MUSIC: ("I'M GONNA LOVE THAT GUY" -- UP AND FINISH -- SEGUE TO)  
MUSIC: ("YAMTCHECK" -- ESTABLISH AND FADE FOR)  
MacCORMACK: All of the romance -- all of the fire -- all of the  
tenderness of the gypsy. Wayne King plays, "Yamtcheck".  
MUSIC: ("YAMTCHECK" -- UP AND FINISH -- SEGUE TO)  
MUSIC: ("I'LL SEE YOU AGAIN" -- FADE FOR POEM)  
MUSIC: ("I'LL SEE YOU AGAIN" AND POEM)

"IF I MUST LEAVE"

If I must leave you now, my love ...  
Let not your heart be sad ...  
But think of all the happiness ...  
That you and I have had.  
Let not the sunshine disappear ...  
Behind a cloud of grey ...  
But live again the dream we shared ...  
When it was yesterday.  
Remember how we used to walk among the roses red ...  
The plans we made -- the promises --  
The loving things we said.  
Remember how we used to gaze ...  
Beyond the morning mist ...  
And when the stars came out at night ...  
We closed our eyes and kissed.  
Remember how I told you that,  
No matter where I go ...  
My love for you will always be ...  
The only love I know.  
But if I must leave you now --  
Someday we'll meet again.

MUSIC:

(UP AND FINISH)

(APPLAUSE)

## V CLOSING COMMERCIAL

RUYSDAEL: Quality of product is essential to continuing success.

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: Today, tomorrow, always, Lucky Strike means fine tobacco. Independent tobacco experts present at the auctions can see the makers of Lucky Strike consistently select and buy the finer, the lighter, the naturally milder Lucky Strike tobacco.

SHARBUTT: Yes, it takes fine tobacco to make a fine cigarette - so smoke that smoke of fine tobacco - Lucky Strike, so round, so firm, so fully packed, so free and easy on the draw.

RUYSDAEL: The famous tobacco auctioneers heard on tonight's program were Mr. L. A. (Speed) Riggs, of Goldsboro, North Carolina (CHANT - SOLD AMERICAN) and Mr. F. E. Boone, of Lexington, Kentucky (CHANT - SOLD AMERICAN). Basil Ruysdael speaking.

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT  
LS - MFT

DELMAR: Right you are!

RUYSDAEL: You bet!

SHARBUTT: Lucky Strike means fine tobacco! So smoke that smoke of fine tobacco -- Lucky Strike!  
(SWITCHOVER TO CHICAGO FOR WAYNE KING SIGN-OFF)

MUSIC: (THEME UP AND FADE FOR)

MacCORMACK: Ladies and gentlemen -- your host, Wayne King.

KING: It's nice to have been your guests this evening, ladies and gentlemen. Now look, if you have time next Sunday and think of it, perhaps we can visit again. Goodnight.

MacCORMACK: Save next Sunday - same time - same station - for Wayne King, the waltz king -- songs by Dolores Grey and Skip Farrell. This is Franklyn MacCormack speaking. The poem "If I Must Leave" is from Portraits by James J. Metcalf.

MUSIC: (THEME UP TO FINISH)

(APPLAUSE TO END)

# RUTHRAUFF & RYAN Inc. ADVERTISING

## RADIO DIVISION

**CLIENT:** AMERICAN TOBACCO COMPANY  
LUCKY STRIKE - L.S./M.F.T.

AS BROADCAST  
**BROADCAST:** PROGRAM #3  
**DATE:** SUN. 6/17/45

**PROGRAM:** THE WAYNE KING PROGRAM

**NETWORK:** NBC

(SUMMER REPLACEMENT FOR JACK BENNY)

# AS BROADCAST

PROGRAM

Theme

-

Commercial

-

"Tales Of The Vienna Woods"  
"The More I see You"  
"Sleepy Time Gal"  
"Someday, Somewhere"

-

Commercial

-

"Star Dust"  
"I Wonder Who's Kissing Her Now"  
"None But The Lonely Heart"

-

Commercial

-

Theme



RUTHRAUFF & RYAN *Inc.* ADVERTISING

## RADIO DIVISION

CLIENT: AMERICAN TOBACCO COMPANY  
LUCKY STRIKE - L.S./M.F.T.

BROADCAST: PROGRAM #3  
DATE: JUNE 17, 1945  
NETWORK: NBC

PROGRAM: THE WAYNE KING PROGRAM

## I OPENING

MUSIC: WAYNE KING THEME - (FADE AFTER FEW BARS FOR -)

DELMAR: WAYNE KING and his orchestra.

MUSIC: (UP AND OUT)

RUYSDAEL: Quality of product is essential to continuing success.

BOONE: (CHANT - SOLD AMERICAN)

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

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT  
LS - MFT

SHARBUTT: Sure thing!  
(Ex. F)

DELMAR: You said it!

RUSYDAEL: Yes, sir!

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

RIGGS: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO CHICAGO FOR WAYNE KING)

MUSIC: (THEME UP & FADE FOR)

MacCORMACK: The incomparable music of Wayne King - The Waltz King! Songs by Delores Grey and Skip Farrell - and yours truly, Franklyn MacCormack.

MUSIC: (THEME UP & FINISH - SEGUE TO "TALES OF THE VIENNA WOODS")

(FADE "TALES OF THE VIENNA WOODS" FOR -)

MacCORMACK: Long after we have gone - music like this will live on. Wayne King and the beautiful - "Tales of The Vienna Woods".

MUSIC: ("TALES OF THE VIENNA WOODS" UP AND FINISH - SEGUE TO "THE MORE I SEE YOU" - FADE FOR --)

MacCORMACK: The Waltz King's lovely Lady of Song - Delores Grey - sings for you now -- "The More I See You, The More I Want You".

MUSIC: ("THE MORE I SEE YOU" - UP AND FINISH - SEGUE TO "SLEEPY TIME GAL" -- FADE FOR --)

MacCORMACK: The memories this will recall -- and despite her years -- she's still cute -- Wayne King and "Sleepy Time Gal".

MUSIC: ("SLEEPY TIME GAL" - UP AND FINISH - SEGUE TO "SOMEDAY, SOMEWHERE" -- UP AND FADE FOR -)

MacCORMACK: Skip Farrell, Wayne's Sunday night boy, searched through many songs before he found one he was sure you'd enjoy. Tonight Skp sings - "Someday, Somewhere" -

MUSIC: ("SOMEDAY, SOMEWHERE" - UP AND FINISH -)

(APPLAUSE)

III MIDDLE COMMERCIAL - Quality - Will Rogers

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: Let that historic chant remind you that Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: Just plain "horse sense," - that was Will Rogers!

SHARBUTT: He came out of the prairie lands of Oklahoma ... a plain man who spoke in plain words. He was one of America's truly great men. He was something of a philosopher ...

ROGERS: (40) (DRYLY) Say, hold on a minute, young feller! I got no Philosophy. I don't even know what the word means. The Fourth Reader is as far as I ever got in school.

SHARBUTT: ... and, in many things, Will Rogers was a very wise man ...

ROGERS: Wise? Me? Why, all I know is what I read in the papers!

SHARBUTT: ... and he never had an enemy in his life ...

ROGERS: Why should I? Never met a man I didn't like.

SHARBUTT: ... and will Rogers could crack a joke with the best of them.

ROGERS: Shucks -- I don't make jokes. I just watch the Government and report the facts and I have never found it necessary to exaggerate.

(MORE)

SHARBUTT: Yes, this was the man with the wide grin, the twirling lariat and the lock of hair falling over his eye. This ... was Will Rogers. Call it whatever you like: honesty, integrity, or just plain horse sense. But Will Rogers had a way of seeing things straight, and thinking things straight, and saying things straight. As early as 1923, he said ...

ROGERS: You know, instead of teaching a boy to run an automobile, teach him to fly. 'Cuz the nation in the next war that ain't up in the air, is just goin' to get somethin' dropped on its bean.

SHARBUTT: And back in 1930, while the world laughed at the crazy speeches of an Austrian paperhanger, Will Rogers was writing ...

ROGERS: People say that prosperity is just around the corner. But let me tell you that War is nearer around the corner than prosperity. Over there in Germany, that Hitler fella really got 'em all stirred up.

SHARBUTT: And in 1934, exactly seven years before Pearl Harbor ...

ROGERS: One thing worries me. I'm afraid that after years of economizing on our Army and Navy, we're gonna wake up with a war on our hands.

(MORE)

SHARBUTT: This, then, was the real Will Rogers. Out of the wisdom of simplicity, out of easy laughter and the deep understanding of people, there came the keen and salty horse sense, the gift of straight thinking, that was the highest quality of America's own Will Rogers. ... cowboy philosopher, ambassador-of-good-will, friend of all mankind!

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: Quality is all-important in a man and quality is  
(Quality Closing #6) all-important in a product. For quality of product is essential to continuing success. When it comes to cigarettes remember this: Lucky Strike means fine tobacco - the finer, the lighter, the naturally milder Lucky Strike tobacco. So smoke that smoke of fine tobacco - Lucky Strike.

BOONE: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO CHICAGO FOR WAYNE KING)

MUSIC: (STARDUST UP AND FADE FOR --)

MacCORMACK: Here's Wayne King and his golden saxophone - in "Star Dust" -- and, oh yes, Wayne, don't forget you're going to do one of my favorites tonight -- "Where or When".

MUSIC: (STARDUST UP AND FINISH - SEGUE TO WHERE OR WHEN - UP AND FINISH --- SEQUE TO INTRO FOR "I WONDER WHO'S KISSING HER NOW" -- FADE FOR --)

MacCORMACK: Well, Wayne, how about a song from you? A lot of people don't know you can give out with a downtown type vocal.

KING: Well, Mack, I only know two songs, so help me.

MacCORMACK: Okay, I'll tell you what. You sing one of the two tonight -- and if we get enough requests you'll have to sing the other one. How's that for a fair and square proposition?

KING: Sounds all right, now that's a deal -- look out, Bing and move over Skip -- Here it comes, "Two Song King".

MUSIC: (I WONDER WHO'S KISSING HER NOW -- UP AND COMPLETE -- APPLAUSE FOR KING -- SEGUE TO "NONE BUT THE LONELY HEART" AND POEM\*\*\*)

Oh, I miss you, My darling -  
 The embers burn low on the hearth;  
 And still is the air of the household,  
 And hushed is the voice of its mirth.  
 The rain splashes fast on the terrace --  
 The winds past the lattices moan --  
 The midnight hour chimes out from the steeple --  
 And I am -- alone.

Oh, I want you my darling --  
I'm tired with care and with fret.  
I would nestle in silence beside you --  
And all but your presence forget.  
In the hush of the happiness given,  
To those who through trusting have grown -  
To the fullness of love and contentment,  
But I am -- alone.

I call to you, my darling, I call you --  
My voice echoes back on my heart;  
I stretch my arms to you in longing,  
But they fall to my side -- empty -- apart.  
I whisper the sweet words you taught me,  
The words that only we have known.  
Till the blank of the silent air is bitter --  
For I am -- alone.

Oh, I miss you, my darling, I miss you.

MUSIC:

(POEM AND "NONE BUT THE LONELY HEART" UP AND FINISH)

(APPLAUSE TO COVER SWITCH)

## V CLOSING COMMERCIAL

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: For twenty-one years Mr. Macon Jasper Moye of Greenville, North Carolina has been a tobacco warehouseman. He said:

MOYE: We tobacco men know how important good tobacco is in getting real smoking enjoyment. We know that the light, better-burning, sweeter tobacco that Lucky Strike buys gives a milder, better-tasting smoke. I've been a Lucky Strike smoker for eleven years.

SHARBUTT: Quote: "-the light, better-burning, sweeter tobacco that Lucky Strike buys gives a milder better-tasting smoke." Unquote. Yes, Lucky Strike means fine tobacco. So smoke that smoke of fine tobacco - Lucky Strike.

RUYSDAEL: The famous tobacco auctioneers heard on tonight's program were Mr. F. E. Boone, of Lexington, Kentucky (CHANT - SOLD AMERICAN) and Mr. L. A. (Speed) Riggs, of Goldsboro, North Carolina (CHANT - SOLD AMERICAN). This is Basil Ruysdael.

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT  
LS - MFT

DELMAR: Yes, Lucky Strike means fine tobacco. So smoke that  
(Imp. Tag  
#1) smoke of fine tobacco - Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw.  
(SWITCHOVER TO CHICAGO FOR WAYNE KING CLOSING)



MUSIC: (THEME UP AND FADE ON CUE FOR --)

MacCORMACK: Ladies and gentlemen -- your host -- Wayne King --

KING: Well, Meck, it seems like we just got started -  
and it's time to call it a day, so soon. But then,  
we can always look forward to meeting again next  
Sunday, can't we? So until then, thanks for listening  
-- and good night.

MacCORMACK: Save next Sunday -- same time for the incomparable  
music of Wayne King, the Waltz King -- songs by  
Delores Grey and Skip Farrell. This is Franklyn  
MacCormack speaking --

MUSIC: (THEME UP TO FINISH)

(APPLAUSE TO END)

# RUTHRAUFF & RYAN Inc. ADVERTISING

## RADIO DIVISION

**CLIENT:** AMERICAN TOBACCO COMPANY  
LUCKY STRIKE - L.S./M.F.T.

**BROADCAST:** AS BROADCAST  
PROGRAM #4  
**DATE:** SUN. 6/24/45

**PROGRAM:** THE WAYNE KING PROGRAM  
(SUMMER REPLACEMENT FOR JACK BENNY)

**NETWORK:** NBC

# AS BROADCAST

PROGRAM

Theme

-

Commercial

-

"Our Waltz"  
"In Acapulco"  
"Carefree"  
"Has There Been Any Changes"

-

Commercial

-

"I Wish That I Wish"  
"One Morning In May"  
"Ginger Flower" and Poem  
"Evening Star"

-

Commercial

-

Theme

RADIO 1901 - 380M-4-48

# RUTHRAUFF & RYAN *Inc.* ADVERTISING

## RADIO DIVISION

**CLIENT:** AMERICAN TOBACCO COMPANY  
LUCKY STRIKE - L.S./M.F.T.

**BROADCAST:** PROGRAM #4  
**DATE:** JUNE 24, 1945  
**NETWORK:** NBC

**PROGRAM:** THE WAYNE KING PROGRAM

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(SUMMER REPLACEMENT FOR JACK BENNY)

### I OPENING

MUSIC: WAYNE KING THEME - (FADE AFTER FEW BARS FOR -)

DELMAR: WAYNE KING and his orchestra.

MUSIC: (UP AND OUT)

RUYSDAEL: Quality of product is essential to continuing success.

RIGGS: (CHANT - SOLD AMERICAN)

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

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT  
LS - MFT

DELMAR: Of course!  
(Ex. B)

SHARBUTT: Right you are!

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

SCONE: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO CHICAGO FOR WAYNE KING)

ATX01 0236965

MUSIC: (THEME UP AND FADE FOR)

MacCORMACK: The incomparable music of Wayne King, the Waltz King -- songs by Delores Grey and Skip Farrell -- and yours truly Franklyn MacCormack.

MUSIC: (THEME UP AND COMPLETE - SEGUE TO "OUR WALTZ" -- UP AND FADE FOR)

MacCORMACK: Wayne, of all the music at your command, nothing is more in keeping with the incomparable music of the Waltz King than -- "Our Waltz".

MUSIC: ("OUR WALTZ" -- UP AND COMPLETE -- SEGUE TO "ACUPULCA" -- UP AND FADE FOR)

MacCORMACK: Wayne King's lovely blonde lady of song, Delores Grey -- goes Latin on us tonight. In the tempo of the rumba -- "In Acapulca".

MUSIC: ("ACUPULCA" - UP AND FINISH -- SEGUE TO "CAREFREE" -- UP AND FADE FOR)

MacCORMACK: Wayne King and his golden saxophone brings us just the right kind of a song for these long, lazy summer days -- "Carefree."

MUSIC: ("CAREFREE" UP AND COMPLETE -- SEGUE TO "HAS THERE BEEN ANY CHANGES" -- FADE FOR)

MacCORMACK: Here's a song sent to Wayne from one of our soldiers in Germany by the name of Fabian Andre. Fabian is an old friend of Wayne's of many year's standing. The lyric seems to express what's in the hearts of our soldiers so far away from home. This is the first time this song has been played on the air. Wayne likes it, and so does Skip Farrell -- Skip, sing it.

MUSIC: ("HAS THERE BEEN ANY CHANGES" -- UP AND FINISH)  
(APPLAUSE TO COVER SWITCH TO NEW YORK)

## III MIDDLE COMMERCIAL - QUALITY - GEORGE WASHINGTON GOETHALS

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: Let that historic chant remind you that Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco -- so round, so firm, so fully packed, so free and easy on the draw.

BOONE: (CHANT - SOLD AMERICAN)

VOICE I: A man stood up in Panama ... and the mountains stood aside.

DELMAR: The year was 1869. There was a little blond-haired boy eleven years old - who worked as a messenger in the downtown section of New York. He was a dispatch runner for one of the big firms. He would scoot across the narrow streets - taking all the shortcuts that would get him to his destination in record time. The only thing that could stop him in his tracks - was the sight of some new construction work. He could stand and watch that for hours.

BOY - 11: Someday when I grow up I'm going to build.

DELMAR: There was something about men tunnelling the earth... laying foundations ... pouring concrete ... something about building that held the boy spellbound ... completely fascinated. It was not a boyish fascination .. for through the years - he always stopped and stared at the steel skeletons .. the huge blocks of stone ... the swinging cranes. And as he looked he would dream ..... always the same dream.

BOY - 20: Someday I'm going to build the greatest construction job in all the world.

DELMAR: This was the dream of a boy and the fulfillment of a man ... George Washington Goethals. To him came the grimmest, toughest, most heart-breaking assignment in all the glorious history of American engineering, Goethals - the man who had to part the mountains ... cut through fifty miles of steaming jungle ... fight the dread malaria and yellow fever ... join two halves of the world and bring the oceans together. To Goethals came the job of building a ditch - a fantastic ditch to dwarf all seven wonders of the earth ... a lifeline for America. Yes ... a lifeline in this very war ... a lifeline called the Panama Canal. And when it was done, it could truly be said ... in the words of Percy MacKaye:

VOICE 1: A man went down to Panama  
Where many a man had died  
To slit the sliding mountains  
And lift the eternal tide  
A man stood up in Panama  
And the mountains stood aside.

DELMAR: And the mountains stood aside ... yes, folded back through courage, know-how, iron will, soaring imagination. These were the qualities of George Washington Goethals - soldier, engineer, builder, genius of the Panama Canal.

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

SHARBUTT: Quality makes a man and quality makes a product.  
(Quality Closing #4) For quality of product is essential to continuing success. In a cigarette, it's the tobacco that counts, and Lucky Strike means fine tobacco - the finer, the lighter, the naturally milder Lucky Strike tobacco. So smoke that smoke of fine tobacco - Lucky Strike.

BOONE: (CHANT - SOLD AMERICAN)

MUSIC: ("I WISH THAT I WISH"...UP AND FADE FOR...)

MacCORMACK: The Waltz King gives out now with a tune of a somewhat ambiguous title. "I Wish That I Wish". Let's give a listen.

MUSIC: ("I WISH ....UP AND FINISH....SEGUE TO..."ONE MORNING IN MAY"....UP AND FADE FOR...)

MacCORMACK: Tho' love smolders away to an ember...and dreams perish...still we'll cherish...that "One Morning In May."

MUSIC: ("ONE MORNING IN MAY"...UP AND FINISH...SEGUE TO "GINGER FLOWER" AND POEM)

MacCORMACK: How do I love thee? Let me count the ways:  
I love thee to the depth and breadth and height  
My soul can reach, when feeling out of sight  
For the ends of being and of ideal grace.  
I love thee to the level of everyday's  
Most quiet need, by sun and candle-light.  
I love thee freely, as men strive for light;  
I love thee purely, as they turn from praise.  
I love thee with the passion put to use  
In my old griefs, and with my childhood's faith.  
I love thee with a love I seem to lose  
With my lost saints....I love thee with the breath,  
Smiles, tears, of all my life! ...And, if God choose,  
I shall but love thee better after death.

MacCORMACK: A flower from an old Bouquet of beautiful memories...  
"Ginger Flowerd."

MUSIC: ("GINGER FLOWER" UP AND FINISH...)



## V CLOSING COMMERCIAL

RUYSDAEL: Quality of product is essential to continuing success.

RIGGS: (CHANT - SOLD AMERICAN)

SHARBUTT: Quality is the only true measure of a man. And quality is the only true measure of a product. The quality of your Lucky Strike cigarette can be summed up in five words - Lucky Strike means fine tobacco!

DELMAR: Yes, Lucky Strike means fine tobacco, the finer, the lighter, the naturally milder Lucky Strike tobacco. So for your own, real, deep-down smoking enjoyment smoke that smoke of fine tobacco - Lucky Strike.

RUYSDAEL: The famous tobacco auctioneers heard on tonight's program were Mr. L. A. (Speed) Riggs, of Goldsboro, North Carolina (CHANT - SOLD AMERICAN) And Mr. F. E. Boone, of Lexington, Kentucky (CHANT - SOLD AMERICAN). Basil Ruysdael speaking for Lucky Strike.

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

SHARBUTT: There's real, deep-down smoking enjoyment in Lucky Strike....for Lucky Strike means fine tobacco. So smoke that smoke of fine tobacco - Lucky Strike!  
(SWITCHOVER TO CHICAGO FOR WAYNE KING SIGN OFF)

MUSIC: (POEM AND "GINGER FLOWER" .. UP AND FINISH .. SEQUE TO  
"EVENING STAR" .. FADE FOR--)

MacCORMACK: As the mantle of twilight falls, high in the sky  
appears the first star of the evening -- the wishing  
star -- bringing a feeling of peace and contentment.  
The incomparable music of Wayne King -- "Evening Star."

MUSIC: ("EVENING STAR" UP AND FINISH--)  
(APPLAUSE TO COVER SWITCH TO NEW YORK)

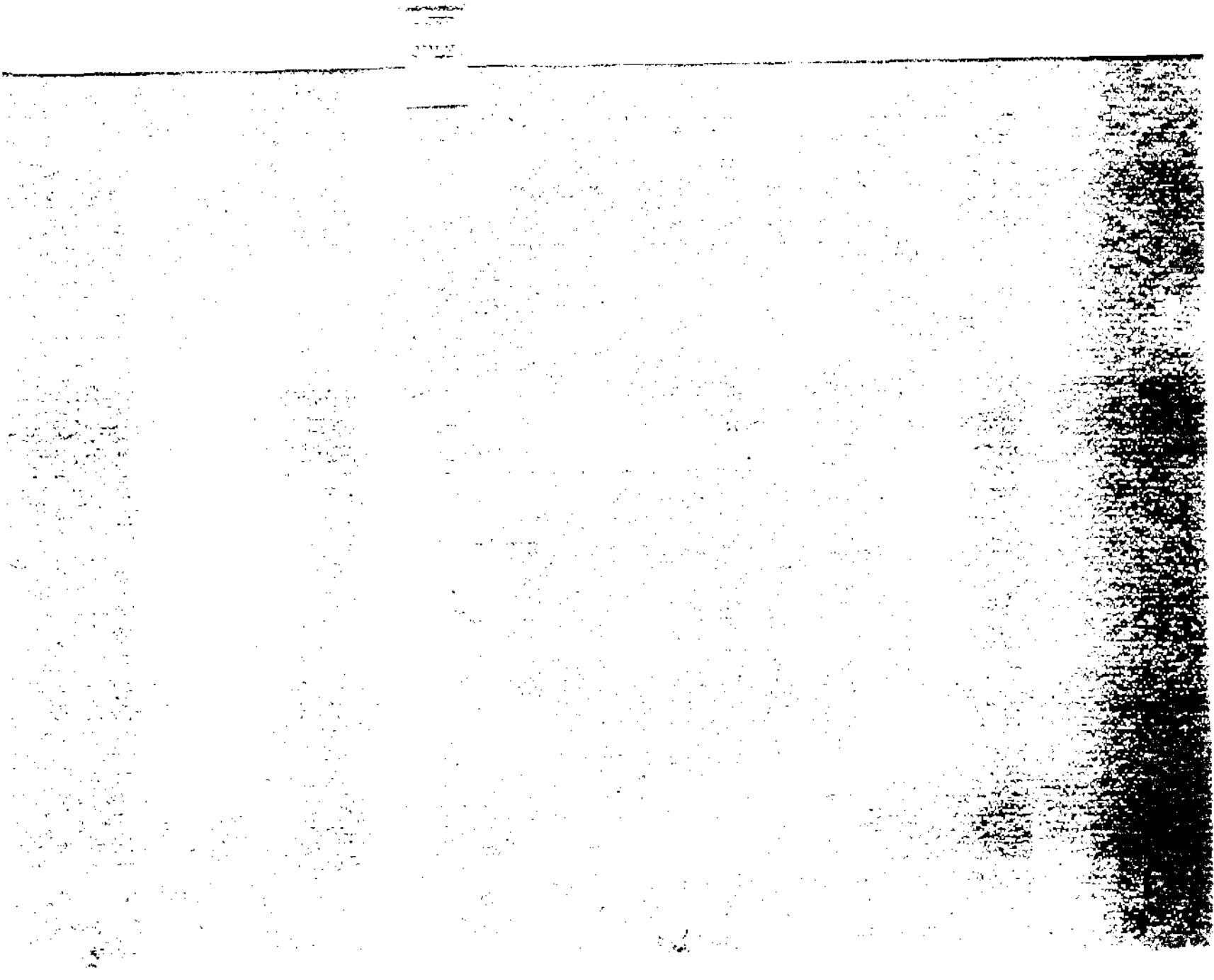
MUSIC: (THEME UP AND FADE ON CUE FOR--)

MacCORMACK: Ladies and gentlemen -- your Sunday night host --  
Wayne King.

KING: Well, Mack, we close the book on another Sunday night  
visit. It's been nice playing for you -- ladies and  
gentlemen -- and if music is the universal language --  
then I'm sure we understand each other -- better, I  
hope. Thanks for listening -- and goodnight.

MacCORMACK: Save next Sunday -- same time -- for the incomparable  
music of Wayne King -- songs by Delores Grey and Skip  
Farrell. This is Franklyn MacCormack speaking.

MUSIC: (THEME UP AND FINISH)  
(APPLAUSE TO END)



# RUTHRAUFF & RYAN *Inc.* ADVERTISING RADIO DIVISION

**CLIENT:**

AMERICAN TOBACCO COMPANY  
LUCKY STRIKE - L.S./M.F.T.

**BROADCAST:** AS BROADCAST  
PROGRAM #5

**DATE:** JULY 1, 1945

**PROGRAM:**

THE WAYNE KING PROGRAM

**NETWORK:** NBC

Program

AS BROADCAST

Commercial

"Close"  
"I Cried For You"  
"Golondrina"  
"I Should Care"

Commercial

"Little Old Lady"  
"Linger Awhile"  
"Leaf River"  
"I Love You Truly"  
"Lonesome That's All"

Commercial

Theme

# RUTHRAUFF & RYAN *Inc.* ADVERTISING

## RADIO DIVISION

**CLIENT:**

AMERICAN TOBACCO COMPANY  
LUCKY STRIKE - L.S./M.F.E.

**BROADCAST:**

**DATE:** PROGRAM #5  
JULY 1, 1945  
**NETWORK:** NBC

**PROGRAM:**

THE WAYNE KING PROGRAM

(SUMMER REPLACEMENT FOR JACK BENNY)

I OPENING

MUSIC: WAYNE KING - (FADE AFTER FEW BARS FOR - )

DELMAR: WAYNE KING and his orchestra.

MUSIC: (UP AND OUT)

RUYSDAEL: Quality of product is essential to continuing success.

BOONE: (CHANT - SOLD AMERICAN)

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

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MET  
LS - MET  
LS - MET

DELMAR: That says it!  
(Ex. G)

SHARBUTT: Sure thing!

RUYSDAEL: Of course!

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

RIGGS: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO CHICAGO FOR WAYNE KING)

MUSIC: (THEME UP AND FADE FOR)

MacCORMACK: The incomparable music of Wayne King, the Waltz King!  
Songs by Delores Gray and Skip Farrell and yours truly,  
Franklyn MacCormack.

MUSIC: (THEME UP AND FINISH -- SEGUE TO "CLOSE" -- UP AND  
FADE FOR - )

MacCORMACK: Wayne King paints a musical picture of romance --  
"Close".

MUSIC: ("CLOSE" UP AND FINISH -- SEGUE TO "I CRIED FOR YOU" --  
FADE FOR - )

MacCORMACK: Retribution -- brother, retribution! I cried for you --  
now it's your turn to cry over me.

MUSIC: ("I CRIED FOR YOU" UP AND FINISH -- SEGUE TO  
"LA GOLONDRINA")

MacCORMACK: Thank you Skip, nicely done.

MUSIC: ("LA GOLONDRINA" UP AND FADE FOR - )

MacCORMACK: In years gone by, Mother and Dad danced and found  
romance to the strains of this grand old waltz.  
Wayne King, the Waltz King -- and "La Golondrina".

MUSIC: ("LA GOLONDRINA" UP AND FINISH -- SEGUE TO "I SHOULD  
CARE" -- FADE FOR - )

MacCORMACK: Not as carefree as it sounds -- but rather quite  
definite -- Delores Gray our lovely blonde lady of  
song sings -- "I Should Care".

MUSIC: ("I SHOULD CARE" -- UP AND FINISH - )  
(APPLAUSE TO COVER SWITCH TO NEW YORK)

## III MIDDLE COMMERCIAL - QUALITY - ABRAHAM LINCOLN

BOONE: (CHANT - SOLD AMERICAN)

SHARBUTT: Let that historic chant remind you that Lucky Strike means fine tobacco -- yes, Lucky Strike means fine tobacco -- so round, so firm, so fully packed, so free and easy on the draw.

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: "...Government of the people, by the people, and for the people." . . . Abraham Lincoln 1863!

RUYSDAEL: There are many ways to think of Abraham Lincoln for he was great in many ways .. in wisdom and in pity, in defeat and in victory, in laughter and in heartbreak. And yet, perhaps, it is best to let Lincoln speak for himself...to again voice his own faith, his own vision of that Justice for which we are today fighting. These are his own words. Listen ....

LINCOLN:           Four score and seven years ago our fathers brought forth upon this continent a new nation, conceived in Liberty and dedicated to the proposition that all men are created equal.

(MORE)

LINCOLN:  
(CONT'D.)

Now we are engaged in a great civil war, testing whether that nation, OR ANY NATION so conceived and so dedicated, can long endure ... The world will little note nor long remember what we say here; but it can never forget what they did here. It is for us, the living, rather to be dedicated here to the unfinished work which they who fought here have thus far so nobly advanced. It is rather for us to be here dedicated to the great task remaining before us ... that this nation under God, shall have a new birth of freedom; and that government of the people, by the people, and for the people, shall not perish from the earth.

RUYSDAEL:

Today, our united nation finds strength and courage in those immortal words Lincoln spoke at Gettysburg, "That government of the people, by the people, and for the people shall not perish from the earth." For this was Abraham Lincoln, and this was his greatness... that he loved all manner of people as his own brothers!... that he could stand up, as an oak, against the whirlwind...and that out of his courage, his humility, his faith, a nation would be held together. This is the quality of a great leader...the inspiring quality of Abraham Lincoln, the Great Emancipator.

BOONE:

(CHANT - SOLD AMERICAN)

(MORE)



DELMAR:  
(Closing  
#5)

The quality of character is essential in a great man and the character of quality is essential in a great product. For quality of product is essential to continuing success. When it comes to a cigarette remember this. Lucky Strike means fine tobacco. Yes, Lucky Strike means fine tobacco - the finer, the lighter, the naturally milder Lucky Strike tobacco. So smoke that smoke of fine tobacco - Lucky Strike.

RIGGS:

(CHANT - SOLD AMERICAN)

MUSIC: ("LITTLE OLD LADY" --- UP AND FADE FOR)

MacCORMACK: There's a great deal of sentiment in the Waltz King's heart -- you can tell that from the music he plays -- listen to that golden saxophone telling the story of a "Little Old Lady".

MUSIC: ("LITTLE OLD LADY" UP AND FINISH -- SEGUE TO "LINGER AWHILE" -- "LAZY RIVER" -- UP AND FADE FOR -- )

MacCORMACK: And when you've gone away each hour will seem a day -- So "Linger Awhile". Oh, yes, the Waltz King has that old summer feeling -- longing to get away -- "Up a Lazy River".

MUSIC: ("LAZY RIVER" -- UP AND FINISH -- SEGUE TO "I LOVE YOU TRULY AND POEM" -- )

MacCORMACK:

"SO GREAT IS MY LOVE"

I could never measure my love for you.  
For it reaches beyond the sun...  
It is wider than width...and deeper than depth.  
And longer than distances run.  
It flows from the highest mountain top...  
To the field and valley below.  
It extends from the sky to the bed of the sea...  
And as far as the winds may blow.  
It is soft as a kiss, it is stronger than steel...  
It is richer than any gem.  
So great is my love  
It is constant as ever the stars above,  
And brighter than all of them.  
No, I could never measure the scope of my love...  
By anything old or new.  
But I know it is endless as time itself...  
And it all belongs to you.

MUSIC:

("I LOVE YOU TRULY" UP AND FINISH -- SEGUE TO  
"LONESOME THAT'S ALL" -- )

MacCORMACK:

Well, since "Two Song King" gave out a couple of weeks ago with a bit of a vocal -- look what's happened -- Crosby is taking singing lessons -- Sinatra left the country and our own Skip Farrell is taking lessons on the Trafiango! All this is a build up for "Two Songs" other song -- and in answer to your letters -- Wayne sings -- "Lonesome, I Guess, That's All."

MUSIC:

("LONESOME" UP AND FINISH)  
(APPLAUSE TO COVER SWITCH TO NEW YORK)

## V CLOSING COMMERCIAL

BOONE: (CHANT - SOLD AMERICAN)

SHARBUTT: Independent tobacco experts spend their lives buying and selling tobacco. They know fine tobacco when they see it .. and such independent tobacco experts, men like Mr. Andrew G. Wright of Kernersville, North Carolina, know that it takes fine tobacco to make a fine cigarette. Mr. Wright said:

WRIGHT: Tobacco men use what they know about tobacco when it comes to selecting a cigarette for themselves. We know that fine quality tobacco gives you a milder, better-tasting smoke. That's why I smoke Luckies - been smoking 'em for thirteen years.

DELMAR: Yes, Lucky Strike means fine tobacco..So smoke that smoke of fine tobacco - Lucky Strike.

RUYSDAEL: The famous tobacco auctioneers heard on tonight's program were Mr. F. E. Boone, of Lexington, Kentucky (CHANT - SOLD AMERICAN) and Mr. L. A. (Speed) Riggs, of Goldsboro, North Carolina (CHANT - SOLD AMERICAN). Basil Ruysdael speaking.

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

SHARBUTT: Fine tobacco means real, deep-down smoking enjoyment for you. So smoke that smoke of fine tobacco - Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw.

(SWITCHOVER TO CHICAGO FOR WAYNE KING SIGN OFF)

MUSIC: (THEME UP AND FADE FOR -- )

MacCORMACK: Ladies and gentlemen -- your Sunday night host --  
Wayne King --

KING: Well, Mack, the old clock has caught up with us again  
-- and it's time to go. Ladies and gentlemen, in a  
few days we will celebrate a great American holiday.  
Won't you postpone that trip you're planning so that  
some service boy or girl can occupy that train seat  
and be able to get home to see his or her loved ones?  
Thanks a lot -- they will appreciate your thoughtfulness  
-- goodnight.

MacCORMACK: Save next Sunday -- same time -- for the incomparable  
music of Wayne King, songs by Delores Gray and Skip  
Parrell. This is Franklyn MacCormack speaking --  
The poem -- "So Great is My Love" is from "Portraits"  
by James J. Metcalfe.

MUSIC: (THEME UP AND FINISH)  
(APPLAUSE TO END)

# RUTHRAUFF & RYAN Inc. ADVERTISING

## RADIO DIVISION

AS BROADCAST

**CLIENT:** AMERICAN TOBACCO COMPANY  
LUCKY STRIKE - L.S./M.F.T.

**BROADCAST:** SUN. 7/3/45

THE WAGNE KING PROGRAM

**DATE:** 1945

**PROGRAM:** (SUMMER REPLACEMENT FOR JACK BENNY)

**NETWORK:**

PROGRAM

AS BROADCAST

Theme

-

Commercial

-

"Blue Danube"  
"A Kiss Goodnight"  
"Naughty Waltz"  
"Out of No Where"

-

Commercial

-

"Make Believe"  
"Smoke Gets In Your Eyes"  
"Moonlight and Roses"  
"Love Theme"  
"Song Of The Islands"

-

Commercial

-

Theme

ATX01 0236984

# RUTHRAUFF & RYAN *Inc.* ADVERTISING

## RADIO DIVISION

**CLIENT:**

AMERICAN TOBACCO COMPANY  
LUCKY STRIKE - L.S./M.F.T.

**PROGRAM:**

THE WAYNE KING PROGRAM

**BROADCAST:**

**DATE:** PROGRAM #6

**NETWORK:** JULY 8, 1945

NBC

### I OPENING

MUSIC: WAYNE KING THEME - (FADE AFTER FIVE BARS FOR -)

DELMAR: WAYNE KING and his orchestra.

MUSIC: (UP AND OUT)

RUYSDAEL: Quality of product is essential to continuing success.

RIGGS: (CHANT - SOLD AMERICAN)

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

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT  
LS - MFT

DELMAR: You bet!  
(Ex. D)

SHARBUTT: And how!

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

BOONE: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO CHICAGO FOR WAYNE KING)

MUSIC: (THEME UP AND FADE FOR)

MacCORMACK: The incomparable music of Wayne King, the Waltz King! Songs styled for you by Delores Gray and Skip Farrell! And yours truly, Franklyn MacCormack.

MUSIC: (THEME UP AND FINISH -- SEGUE TO "BLUE DANUBE" -- FADE FOR -- )

MacCORMACK: The kind of music that has endeared him in the hearts of all America. Wayne King, the Waltz King, and the "Blue Danube".

MUSIC: ("BLUE DANUBE" UP AND FINISH -- SEGUE TO "A KISS GOODNIGHT" -- FOR FOR)

MacCORMACK: Here's Delores Gray with the type of song she really sells out with. And for all you who linger under the moon, Delores offers a bit of a warning.

MUSIC: ("A KISS GOODNIGHT" UP AND FINISH -- SEGUE TO "NAUGHTY WALTZ" -- FADE FOR)

MacCORMACK: A melody that swept the country in 1918 -- and today it's still good -- Wayne King and the Naughty Waltz.

MUSIC: ("NAUGHTY WALTZ" UP AND FINISH -- SEGUE TO -- "OUT OF NOWHERE" -- FADE FOR)

MacCORMACK: Here's Wayne's Sunday night boy, Skip Farrell, pouring his heart out in a song -- "You Came Along" -- from out of Nowhere".

MUSIC: ("OUT OF NOWHERE" UP AND FINISH)  
(APPLAUSE TO COVER SWITCH TO NEW YORK)



## III - MIDDLE COMMERCIAL - QUALITY - ADMIRAL FARRAGUT

BOONE: (CHANT - SOLD AMERICAN)

SHARBUTT: Let that historic chant remind you that Lucky Strike means fine tobacco -- yes, Lucky Strike means fine tobacco -- so round, so firm, so fully packed, so free and easy on the draw.

RIGGS: (CHANT - SOLD AMERICAN)

FARRAGUT: Damn the torpedoes! -- Full speed ahead!

DELMAR: The American Navy carries on in that glorious tradition that found voice in the great battle of Mobile Bay, August 1864. Admiral David Farragut stood on the bridge of his flagship, The Hartford, directing his attacking fleet.

FARRAGUT: (PROJECTING) Damn the torpedoes! Full speed ahead!DELMAR: Fighting words which Navy men still echo on the seas of all the world. Yes, today as the ships of our Navy hold their course through the murderous waters of the Pacific, against mine fields, against enemy submarines and suicide planes -- the Navy never falters ...OFFICER I: (TERSE) The Beachhead must be established. Disregard  
(SOUTHERN  
35) shore batteries. Proceed as directed!

DELMAR: Proceed as directed ... to Guadalcanal, Saipan, Philippines, Iwo Jima ... Okinawa ... Balikpapan...

(MORE)

OFFICER II: Planes or no planes .. we're going in! Good luck, and  
(YANKEE 45) good shooting!

FARRAGUT: (PROJECTING) Damn the torpedoes! Full speed ahead!

DELIAR: (QUIETLY) Today, wherever the American blue-jacket is fighting, that unconquerable spirit of Admiral Farragut who, eighty years ago, fought and won a great naval victory at Mobile Bay, still lives. Fearlessness .. scorn of the odds .. devotion to duty and country .. that was the quality .. the inspiring quality of a great man ... the first Admiral of the American Navy .. David Farragut.

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

RUYSDAEL: Quality certainly proves a man - and quality certainly  
(Closing  
#3) proves a product. For quality of product is essential  
to continuing success. Remember this - Lucky Strike  
means fine tobacco - the finer, the lighter, the  
naturally milder Lucky Strike tobacco. So for real,  
deep-down smoking enjoyment - smoke that smoke of  
fine tobacco - Lucky Strike.

RIGGS: (CHANT - SOLD AMERICAN)

MUSIC: ("MAKE BELIEVE" -- UP AND FADE FOR:--)

MacCORMACK: Might as well make believe I love you -- for to tell the truth -- I do. Wayne King and his golden saraphone.

MUSIC: ("MAKE BELIEVE" UP AND FINISH -- SEGUE TO -- "SMOKE GETS IN YOUR EYES" FADE FOR: --)

MacCORMACK: They asked me how I knew my true love was true. I of course replied -- something here inside cannot be denied. They said someday you'll find all who love are blind. When your heart's on fire -- you must realize "Smoke Gets In Your Eyes". Wayne King and his incomparable music.

MUSIC: ("SMOKE GETS IN YOUR EYES" -- UP AND FINISH - SEGUE TO: "MOONLIGHT AND ROSES" -- FADE FOR: --)

MacCORMACK: "Moonlight and Roses" -- and what memories it brings.

MUSIC: ("MOONLIGHT AND ROSES" UP AND FINISH - SEGUE: "LOVE THEME" AND POEM)

MacCORMACK:

The things I want!

These are the things I want in life --

The sun when I arise --

The dew drops on the flowers --

And the slowly moving skies.

The rivers and the rushing rains --

The cold of ice and snow --

The green, dark woods, the fertile fields --

Where gentle breezes blow.

These are the things I want in life --

The winding road of stone and dust --

The picket fence of white --

The cottage with a friendly day --

And a warm familiar night.

The toasting blaze of heavy logs --

The smell of cooking food --

The coziness of slippers --

And a yawning, sleepy mood.

The hours of companionship --

In music old and new --

The window full of silver stars

And time to dream -- of you

These are the things -- I really want.

MUSIC:

("LOVE THEME" UP AND FINISH -- SEQUE TO "SONG OF THE ISLANDS" -- FADE FOR: --)

MacCORMACK:

Land of the Trade Winds - soft tropical nights --  
swaying palms -- and a million dreams -- "Song Of The Islands."

MUSIC:

("SONG OF THE ISLANDS" UP AND FINISH)  
(APPLAUSE TO COVER SWITCH TO NEW YORK)

## V CLOSING COMMERCIAL

RUYSDAEL: Quality of product is essential to continuing success.

RIGGS: (CHANT - SOLD AMERICAN)

SHAREWIT: In a cigarette it's the tobacco that counts. And Lucky Strike means fine tobacco. At the tobacco auctions they attend, independent tobacco experts - men who spend their lives buying, selling and handling tobacco - can see the makers of Lucky Strike consistently select and buy the finer, the lighter, the naturally milder Lucky Strike tobacco.

DELMAR: This fine Lucky Strike tobacco means real, deep-down smoking enjoyment for you. So smoke that smoke of fine tobacco - Lucky Strike.

RUYSDAEL: The famous tobacco auctioneers heard on tonight's program were Mr. L. A. (Speed) Riggs, of Goldsboro, North Carolina (CHANT - SOLD AMERICAN) and Mr. F. E. Boone, of Lexington, Kentucky. (CHANT - SOLD AMERICAN). Basil Ruysdael speaking for the makers of Lucky Strike.

TICKER: ( 2 & 3, 2 & 3 )

RUYSDAEL: LS - MFT  
LS - MFT  
LS - MFT

SHAREWIT: Remember - first, last and always - Lucky Strike means fine tobacco, so round, so firm, so fully packed, so free and easy on the draw.  
(SWITCHOVER TO CHICAGO FOR WAYNE KING CLOSING)

MUSIC: (THEME UP AND FADE FOR: --)

MacCORMACK: Ladies and gentlemen -- your Sunday night best --  
Wayne King.

KING: Well, Mack this is where we close the book until next  
Sunday. Ladies and gentlemen, I hope we had one of  
your favorite songs on tonight -- one that made you  
a little happier -- one that brought back some  
pleasant memories. And so until we meet again -- my  
wish is -- may your every wish come true. Goodnight.

MacCORMACK: Save next Sunday -- same time -- for the incomparable  
music of Wayne King, the Waltz King. Songs by  
Delores Gray and Skip Farrell. This is Franklyn  
MacCormack speaking. The poem "The Things I Want"  
is from "Portraits" by James J. Metcalfe.

MUSIC: (THEME UP AND FINISH)  
(APPLAUSE TO END)

# RUTHRAUFF & RYAN Inc. ADVERTISING

## RADIO DIVISION

**CLIENT:** AMERICAN TOBACCO COMPANY  
LUCKY STRIKE - L.S./M.F.T

**BROADCAST** AS BROADCAST PROGRAM #7  
**DATE:** SUN. 7/15/45  
NEC

**PROGRAM:** THE WAYNE KING PROGRAM  
(SUMMER REPLACEMENT FOR JACK BENNY)

**NETWORK:**

PROGRAM

AS BROADCAST

Theme

-

Commercial

-

"Alice Blue Gown"

"I Wish I Knew"

"Kiss Me Again"

"And There You Are"

-

Commercial

-

"Love Nest"

"Pretty Penny"

"Lonesome Road"

"Dear Old Girl"

"I'd Love To Live In Loveland"

-

Commercial

-

Theme



# RUTHRAUFF & RYAN *Inc.* ADVERTISING

## RADIO DIVISION

<b>CLIENT:</b>	AMERICAN TOBACCO COMPANY LUCKY STRIKE - L.S./M.F.T.	<b>BROADCAST:</b>	PROGRAM #7
<b>PROGRAM:</b>	THE WAYNE KING PROGRAM	<b>DATE:</b>	JULY 15, 1945
		<b>NETWORK:</b>	NBC

---

I      OPENING

MUSIC:            WAYNE KING THEME - (FADE AFTER FEW BARS FOR - )

DELMAR:           WAYNE KING and his orchestra.

MUSIC:            (UP AND OUT)

RUYSDAEL:        Quality of product is essential to continuing success.

BOONE:            (CHANT - SOLD AMERICAN)

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

TICKER:           (2 & 3, 2 & 3)

RUYSDAEL:        LS - MFT  
LS - MFT  
LS - MFT

SHARBUTT:        Why, sure!  
(EX. H)

DELMAR:           Of course!

RUYSDAEL:        Yes, sir!

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

RIGGS:            (CHANT - SOLD AMERICAN)  
  
(SWITCHOVER TO CHICAGO FOR WAYNE KING)

MUSIC: (THEME UP AND FADE FOR -)

MacCORMACK: The incomparable music of Wayne King, the Waltz King. Songs styled for you by Delores Gray and Skip Farrell, and yours truly, Franklyn MacCormack.

MUSIC: (THEME UP AND FINISH -- SEGUE TO "ALICE BLUE GOWN" - UP AND FADE FOR)

MacCORMACK: Wayne King, the Waltz King - and one of the greatest tunes - "Alice Blue Gown".

MUSIC: ("ALICE BLUE GOWN" - UP AND FINISH -- SEGUE TO "I WISH I KNEW" - UP AND FADE FOR -- )

MacCORMACK: Here is Wayne's Sunday night boy, Skip Farrell, a young fellow that really loves to sing. Skip's song is... "I Wish I Knew".

MUSIC: ("I WISH I KNEW" UP AND FINISH - SEGUE TO "KISS ME AGAIN"- FADE FOR--)

MacCORMACK: We will always have love songs. Some of them fade away, others like "Kiss Me Again" - remain constant and its beauty is enriched with passing time.

MUSIC: ("KISS ME AGAIN" - UP AND FINISH -- SEGUE TO -- "AND THERE YOU ARE" -- FADE FOR -- )

MacCORMACK: Well, it's about time we put our lovely Delores Gray to work. Miss Delores Gray is doing a bit of rondo called "And There You are." Carry on Delores.

MUSIC: ("AND THERE YOU ARE" - UP AND FINISH)  
(APPLAUSE TO COVER SWITCH TO NEW YORK)

## III MIDDLE COMMERCIAL - QUALITY - RUDYARD KIPLING

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: Let that historic chant remind you that Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

RIGGS: (CHANT - SOLD AMERICAN)

KIPLING: (20) There's something about this place -- a kind of magic, a kind of mystery. But I'm going to capture it - I'm going to put it down on paper!

SHARBUTT: It was a night of pitch darkness with a hot wind stirring the dry trees. It was late ... but the city of Bombay did not sleep. Down the narrow, crooked streets came a young man of twenty -- he wore glasses and a white linen suit spattered with ink. He seemed to know the city with the knowledge of a native ... looking in at the bazaars and the Indian festivals.... at the gambling dens ... the jewelry shops and the dance halls. He had talked with the many kinds of people one finds in fabulous spectacular mysterious India - gaily-dressed jugglers, merchants, policemen, soldiers of the Bengal Lancers.

KIPLING: (20) There's something about this place -- a kind of magic, a kind of mystery. Whatever it is, I'm going to capture it. I'm going to put it down on paper, and it will be the real thing. It will be India. I know it as sure as my name is ... Rudyard Kipling.

(MORE)

SHARBUTT: Yes, this was Rudyard Kipling ... the Kipling who tramped the ancient hills to the Khyber Pass and heard the "boots, boots, boots" of marching men. The Kipling who knew the British Tommy as a comrade and sang the praises of Gunga Din, the water boy.

BOY (16):                   Din! Din! Din!  
                              You Lazarushian-leather Gunga Din!  
                              Tho' I've belted you an' flayed you,  
                              By the livin' Gawd that made you,  
                              You're a better man than I am, Gunga Din!

SHARBUTT: This was Kipling the restless one, passing through Cairo and Cape Town, through Singapore and 'Frisco, through the great Chinese desert and the cold woods of Canada. This was the Kipling who saw it all, and wrote it down more brilliantly than it had ever been written before. (PAUSE) Great imagination ... restless curiosity ... the will to seek real human adventure ... the genius to put it down on paper. These were the qualities of a man and a poet ... who captured for the West, the full magic, the mystery, the wonder of the ancient lands that were East of Suez. These were the qualities of ... Rudyard Kipling.

BOONE:                   (CHANT - SOLD AMERICAN)

(MORE)

RUYSDAEL:      Quality counts in a man. And quality counts in a  
(Quality  
Closing #12)    product. For quality of product is essential to  
                  continuing success. When it comes to a cigarette  
                  remember this: Lucky Strike means fine tobacco.  
                  Yes, Lucky Strike means fine tobacco - the finer,  
                  the lighter, the naturally milder Lucky Strike tobacco.  
                  So smoke that smoke of fine tobacco - Lucky Strike.

RIGGS:           (CHANT - SOLD AMERICAN)

MUSIC: ("LOVE NEST" - UP AND FADE FOR -)

MacCORMACK: Wayne King and his Golden Saxophone in a grand old tune  
.. "Love Nest".

MUSIC: ("LOVE NEST" - UP AND FINISH -- SEGUE TO "PRETTY PENNY"-  
FADE FOR -- )

MacCORMACK: The Waltz King with a bit of a novelty tune -- "Pretty  
Penny."

MUSIC: ("PRETTY PENNY" - UP AND FINISH -- SEGUE TO "LONESOME  
ROAD" -- UP AND FADE FOR)

MacCORMACK: Look down - look down - and see your maker -- 'fore  
Gabrial blows his horn. Wayne King and "Lonesome  
Road."

MUSIC: ("LONESOME ROAD" - UP AND FINISH -- SEGUE TO "DEAR OLD  
GIRL" - AND POEM)

MacCORMACK: I cannot promise you success -  
With pockets full of gold.  
Or everlasting happiness.  
For you to have and hold.  
I cannot give the heavens blue.  
The waves that rise and fall.  
I have my heart to offer you -  
And that is all.

I do not own a large estate  
Or any part of fame.  
And there is nothing really great -  
connected with my name.

I do not have a palace new-  
With pleasures to enthral.

I have my heart to offer you -  
And that is all.

MacCORMACK: So many others can provide -  
(CONT'D)  
The luxuries there are -  
And be forever at your side -  
As constant as a star.  
But I may never be so true.  
Or build a house so tall.  
I have my heart to offer you -  
And that is all.

MUSIC: ("DEAR OLD GIRL" - UP AND FINISH -- SEGUE TO "I'D LOVE  
TO LIVE IN LOVELAND" -- UP AND FADE FOR --)

MacCORMACK: Well, the Waltz King kinda crossed us up here. We've  
been calling him "Two Song King" -- but it seems the  
maestro knows three songs. Here's Wayne singing, "I'd  
Love to Live in Loveland With a Girl Like You."

MUSIC: ("I'D LOVE TO LIVE IN LOVELAND" UP AND FINISH -)  
(APPLAUSE TO COVER SWITCH TO NEW YORK)

## V CLOSING COMMERCIAL

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: Mr. Wilbur Rhemar Rogers, tobacco auctioneer of Mullins, South Carolina, said:

ROGERS: The tobacco I've seen Lucky Strike buy, season after season, can't be beat in quality. I know to get a fine cigarette you've got to use fine tobacco. So, I've been smoking Luckies for ten years.

SHARBUTT: Quote: "The tobacco I've seen Lucky Strike buy - can't be beat in quality." Unquote. Yes, Lucky Strike means fine tobacco. So smoke that smoke of fine tobacco - Lucky Strike.

RUYSDAEL: The famous tobacco auctioneers heard on tonight's program were Mr. F. E. Boone, of Lexington, Kentucky (CHANT - SOLD AMERICAN) and Mr. L. A. (Speed) Riggs, of Goldsboro, North Carolina, (CHANT SOLD AMERICAN). And this is Basil Ruysdael speaking for the makers of Lucky Strike.

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT  
LS - MFT

DELMAR: Remember - in a cigarette it's the tobacco that counts.  
(Imp. Tag #9)  
So, smoke that smoke of fine tobacco - Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw.  
(SWITCHOVER TO CHICAGO FOR WAYNE KING SIGN-OFF)



MUSIC: (THEME UP AND FADE FOR -)

MacCORMACK: Ladies and gentlemen, your Sunday night host, Wayne King..  
King --

KING: Well, Mack, I guess there is no way to slow down the old  
clock is there?

MacCORMACK: Can't do it.

KING: We just get started -- and it's time to leave. Ladies  
and gentlemen, if my music brought you a little pleasure  
and happiness, then our efforts have been well rewarded.  
Thanks so much for listening .. and good night.

MacCORMACK: Save next Sunday..same time..for the incomparable  
music of Wayne King, the Waltz King. Songs by Delores  
Gray and Skip Farrell. This is Franklyn MacCormack.  
speaking, The poem, "I Offer You My Heart" is from  
"Portraits" by James J. Metcalfe.

MUSIC: (THEME UP AND APPLAUSE TO FINISH)

# RUTHRAUFF & RYAN Inc. ADVERTISING

## RADIO DIVISION

**CLIENT:** AMERICAN TOBACCO COMPANY  
LUCKY STRIKE - L.S./M.F.T.

**BROADCAST:** AS BROADCAST  
PROGRAM #8

**DATE:** SUN. 7/22/45

**PROGRAM:** THE WAYNE KING PROGRAM  
(SUMMER REPLACEMENT FOR JACK BENNY)

**NETWORK:** NBC

PROGRAM

# AS BROADCAST

Theme

-

Commercial

-

"Der Rosenkavalier"

"I'll Buy That Dream"

"Marcheta"

"Love Letters"

-

Commercial

"Whispering"

"Ziguener"

"Solitude"

"Perfect Day"

"Neopolitan Nights"

-

Commercial

-

Theme

**RUTHRAUFF & RYAN Inc. ADVERTISING**  
**RADIO DIVISION**

**CLIENT:** AMERICAN TOBACCO COMPANY  
 LUCKY STRIKE - L.S./M.F.T.

**BROADCAST:** PROGRAM #8  
**DATE:** JULY 22, 1945

**PROGRAM:** THE WAYNE KING PROGRAM  
**NETWORK:** NBC

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I OPENING

MUSIC: WAYNE KING THEME - (FADE AFTER FEW BARS FOR - )

DELMAR: WAYNE KING and his orchestra.

MUSIC: (UP AND OUT)

RUYSDAEL: Quality of product is essential to continuing success.

RIGGS: (CHANT - SOLD AMERICAN)

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

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT  
LS - MFT

DELMAR: Sure thing!  
 (Ex. I)

SHARBUTT: That's it!

RUYSDAEL: Right you are!

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

BOONE: (CHANT - SOLD AMERICAN)  
 (SWITCHOVER TO CHICAGO FOR WAYNE KING)

MUSIC: (THEME UP AND FADE FOR -)

MacCORMACK: The incomparable music of Wayne King, the Waltz King -- songs styled for you by Delores Gray and Skip Farrell and yours truly Franklyn MacCormack.

MUSIC: (THEME UP AND FINISH -- SEGUE TO ROSEN KAVALIER" -- UP AND FADE FOR -)

MacCORMACK: Wayne King brings us the waltz theme from "Der Rosenkavalier" by Richard Strauss.

MUSIC: ("ROSENKAVALIER" UP AND FINISH - UP SEGUE TO "I'LL BUY THAT DREAM" - UP AND FADE FOR -)

MacCORMACK: We can always count on Miss D. G. to come up with something new in the way of a song. Here is lovely Delores Gray singing -- "I'll Buy That Dream."

MUSIC: ("I'LL BUY THAT DREAM" - UP AND FINISH -- SEGUE TO "MARCHETA" - UP AND FADE FOR -)

MacCORMACK: The Waltz King brings us a love song of yesterday - "Marcheta."

MUSIC: ("MARCHETA" - UP AND FINISH)

MUSIC: ("METROPOLITAN LOVE SONG" UP AND FINISH -- SEGUE TO "LOVE LETTERS" -- UP AND FADE FOR --)

MacCORMACK: Tenderly saved through the years and tied with a bit of faded ribbon - such tender memories -- Skip Farrell sings - "Love Letters".

MUSIC: ("LOVE LETTERS" UP AND FINISH -)  
(APPLAUSE TO COVER SWITCH TO NEW YORK)

## III MIDDLE COMMERCIAL - Quality - Molly Pitcher

RIGGS: (CHANT - SOLD AMERICAN)

SHARBUTT: Let that historic chant remind you that Lucky Strike means fine tobacco -- yes, Lucky Strike means fine tobacco -- so round, so firm, so fully packed, so free and easy on the draw.

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: General George Washington, himself, appoints the first woman soldier in the U. S. Army!

RUYSDAEL: The time ... Sunday afternoon, June 28th, 1778. The place ... the battlefield of Monmouth, New Jersey. Overhead, the sun blazes ... beating down mercilessly on the bare heads of the Continental Army. The soldiers are parched with thirst ... their lips swollen and cracked. Suddenly, from behind the lines, a young woman comes forward. She carries an earthenware pitcher of water, and she stops before the captain...

MOLLY:  
(25) Captain, I want to ask a favor. My husband is out there serving a gun in the front line. Please let me carry water to him and to his comrades.

OFFICER:  
(35) Well, ma'm, it's pretty dangerous out there -- but if you're willing to risk it, good luck to you and God bless you.

RUYSDAEL: And so in all the fury of thundering canon, this woman brought to parched lips the blessed gift of water. Soon the soldiers found a name for her, calling ...

(MORE)

VOICE I: Over here, Molly Pitcher!

VOICE II: God bless you, Molly Pitcher!

VOICE III: You're a real soldier, Molly Pitcher!

RUYSDAEL: You're a real soldier, Molly Pitcher. Yes, she was to prove that soon enough -- for as she walked among the ranks, an officer brought the news ...

OFFICER: Molly, you're a brave woman, so I'm going to tell it to you straight. Your husband has been wounded. Badly wounded.

RUYSDAEL: Molly Pitcher closed her eyes and the earth seemed to rock under her feet. Then she turned and ran forward to the smoking cannon her own husband had been firing. Hour after hour, Molly Pitcher served in her husband's place, until the battle was over. Before her stood General George Washington, the Commander-in-Chief himself, and he himself said ...

WASHINGTON: Molly Pitcher ... I, General Washington, hereby appoint you a sergeant in the United States Army.  
(45)

RUYSDAEL: Sergeant Molly Pitcher! (PAUSE) Today, your memory lives in the war service of American women all over the world ... among the blue-clad WAVES ... among the khaki-uniformed WACS ... among Army and Navy Nurses. (PAUSE) Courage ... devotion to duty ... the quiet heroism of a true American woman ... this was your highest quality, Molly Pitcher, soldier of freedom, gallant heroine of the Revolution!

(MORE)

ATX01 0237008

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: Quality of product is essential to continuing  
(Quality success. And in Lucky Strike Cigarettes, you'll  
Closing #2) find that quality right in the tobacco itself.  
For, Lucky Strike means fine tobacco. Yes,  
Lucky Strike means fine tobacco. So smoke that  
smoke of fine tobacco - Lucky Strike.

BOONE: (CHANT - SOLD AMERICAN)

MUSIC: ("WHISPERING" UP AND FADE FOR -)

MacCORMACK: Out of the past comes one of those never to be forgotten melodies. Wayne King and his golden saxophone - "Whispering".

MUSIC: ("WHISPERING" UP AND FINISH -- SEGUE TO "ZIGUENER")

MacCORMACK: Wayne King and the plaintive music of the gypsy -- "Ziguener" from Bittersweet.

MUSIC: ("ZIGUENER" - UP AND FINISH - SEGUE TO "SOLITUDE")

MacCORMACK: In my solitude, you haunt me - with memories that never die -

MUSIC: ("SOLITUDE" UP AND FINISH -- SEGUE TO "PERFECT DAY" AND POEM -)

MacCORMACK: The day is done, and the darkness  
falls from the wings of night,  
As a feather is wafted downward  
From an eagle in his flight.  
I see the lights of the village  
Gleam through the rain and the mist,  
And a feeling of sadness comes o'er me  
That my soul cannot resist.  
A feeling of sadness and longing  
That is not akin to pain,  
And resembles sorrow only  
As the mist resembles the rain  
Come, read to me some poem  
Some simple and heartfelt day,  
That shall soothe this restless feeling  
And banish the thoughts of day.

(MORE)



MacCORMACK:  
(CONTD)

Not from the grand old masters,  
Not from the bards sublime,  
Whose distant footsteps echo  
Through the corridors of time,  
For like strains of martial music  
Their mighty thoughts suggest  
Life's endless toil and endeavor;  
And tonight I long for rest.  
Read from some humbler poet,  
Whose song gushed from his heart,  
As showers from the clouds of summer  
Or tears from the eyelids start;  
Tho, through long days of labor,  
And nights devoid of ease  
Still heard in this soul the music  
Of wonderful melodies.  
Such songs have the power to quiet  
The restless pulse of care  
And come like the benediction  
That follows after prayer.  
Then read from the treasured volume  
The poem of thy choice,  
And lend to the rhyme of the poet  
The beauty of thy voice.  
And the night shall be filled with music  
And the cares that infest the day,  
Shall fold their tents like the Arabs,  
And as silently steal away.

MUSIC: ("PERFECT DAY" UP AND FINISH -- SEGUE TO "NEOPOLITAN  
LOVE SONG" -- UP AND FADE FOR -)

MacCORMACK: Two lovers lost in the glow of the moon -- soft waves  
lapping against the side of the gondola - a soft,  
caressing night breeze. That's the scene - here's  
the music - Wayne King, his golden saxophone, and the  
"Neopolitan Love Song."  
(APPLAUSE TO COVER SWITCH TO NEW YORK)

## V CLOSING COMMERCIAL

RUYSDAEL: Quality of product is essential to continuing success.

RIGGS: (CHANT - SOLD AMERICAN)

SHARBUTT: Make no mistake -- quality makes the difference. In a cigarette it's the tobacco that counts. And -- Lucky Strike means fine tobacco.

DEIMAR: Yes today, tomorrow, always, Lucky Strike means fine tobacco - the finer, the lighter, the naturally milder Lucky Strike tobacco.

SHARBUTT: This fine Lucky Strike tobacco means real, deep-down smoking enjoyment for you. So smoke that smoke of fine tobacco, Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw.

RUYSDAEL: The famous tobacco auctioneers heard on tonight's program were Mr. L. A. (Speed) Riggs, of Goldsboro, North Carolina (CHANT - SOLD AMERICAN) and Mr. F. E. Boone, of Lexington, Kentucky (CHANT - SOLD AMERICAN). Basil Ruysdael speaking for the makers of Lucky Strike.

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT  
LS - MFT

DEIMAR: There is no substitute for quality in any product and  
(Imp. Tag  
#11) quality in a cigarette must mean the quality of the tobacco that's in it. Lucky Strike means fine tobacco, yes, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.  
(SWITCHOVER TO CHICAGO FOR WAYNE KING SIGN OFF)

MUSIC: (THEME UP AND FADE FOR)

MacCORMACK: Wayne, I've been talking at the slightest provocation during the last thirty minutes. Suppose you lay that golden saxophone down for a minute and you try your hand at this yah-ta-ta yah-ta-ta routine.

KING: Well Mack, after all, you don't leave much for me to say, you know. If you have an extra poem - I might try that for a change. But seriously, ladies and gentlemen, I hope our show tonight pleased you, because our one aim is to make this Sunday night visit one that you'll remember. Thanks so much for listening -- goodnight.

MacCORMACK: Save next Sunday -- same time for the incomparable music of Wayne King, the Waltz King -- songs by Delores Gray and Skip Farrell. This is Franklyn MacCormack speaking --

MUSIC: (THEME UP AND APPLAUSE TO FINISH)

# RUTHRAUFF & RYAN *Inc.* ADVERTISING

## RADIO DIVISION

**CLIENT:**

AMERICAN TOBACCO COMPANY  
LUCKY STRIKE - L.S./M.F.T.

**BROADCAST:** AS BROADCAST  
PROGRAM #9

**DATE:** SUN. 7/29/45

**PROGRAM:**

THE WAYNE KING PROGRAM

**NETWORK:** NEC

(SUMMER REPLACEMENT FOR JACK BENNY)

PROGRAM

AS BROADCAST

Theme

Commercial

"I'm Forever Blowing Bubbles"

"Remember When"

"Give Me A Moment"

"If You Are But A Dream"

Commercial

"Holiday for Strings"

"Tear Drops"

"Sweet Leland"

"Blue Hours"

"My Isle Of Golden Dreams"

Commercial

Theme

ATX01 0237015

# RUTHRAUFF & RYAN *Inc.* ADVERTISING

## RADIO DIVISION

<b>CLIENT:</b>	AMERICAN TOBACCO COMPANY LUCKY STRIKE - L.S./M.F.T.	<b>BROADCAST:</b>	PROGRAM #9
<b>PROGRAM:</b>	THE WAYNE KING PROGRAM	<b>DATE:</b>	JULY 29, 1945
		<b>NETWORK:</b>	NBC

### I OPENING

MUSIC: WAYNE KING THEME - (FADE AFTER FEW BARS FOR - )

DELMAR: WAYNE KING and his orchestra.

MUSIC: (UP AND OUT)

RUYSDAEL: Quality of product is essential to continuing success.

BOONE: (CHANT - SOLD AMERICAN)

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

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT  
LS - MFT

SHARBUTT: Why, sure!  
(EX. A)

DELMAR: Was, sic!

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

RIGGS: (CHANT - SOLD AMERICAN)  
(SMITHCOVER TO CHICAGO FOR WAYNE KING)

MUSIC: (THEME UP AND FADE FOR -)

MacCORMACK: The incomparable music of Wayne King, the Waltz King - songs by Delores Gray and Skip Farrell -- yours truly, Franklyn Mac Cormack, talking between tunes.

MUSIC: (THEME UP AND FINISH - SEGUE TO "BLOWING BUBBLES" - FADE FOR)

MacCORMACK: Years ago, people who indulged in the subject of this tune were called dreamers. Wayne King plays, "I'm Forever Blowing Bubbles."

MUSIC: ("BLOWING BUBBLES" UP AND FINISH - SEGUE TO "REMEMBER WHEN" - UP AND FADE FOR -)

MacCORMACK: In a reminiscent mood tonight, Skip Farrell sings, "Remember When."

MUSIC: ("REMEMBER WHEN" UP AND FINISH - SEGUE TO "GIVE ME A MOMENT" - UP AND FADE FOR -)

MacCORMACK: The soft voice of a mellow violin. Wayne King's incomparable music -- "Give Me A Moment Please"

MUSIC: ("GIVE ME A MOMENT" UP AND FINISH - SEGUE TO "IF YOU ARE BUT A DREAM" - UP AND FADE FOR --)

MacCORMACK: Here is just the kind of a song that seems to have been made for Miss D.G. Delores Gray singing - "If You Are But A Dream."

MUSIC: ("IF YOU ARE BUT A DREAM" - UP AND FINISH)  
(APPLAUSE TO COVER SWITCH TO NEW YORK)

## III - MIDDLE COMMERCIAL - QUALITY - WILLIAM SHAKESPEARE

ROONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: Let that historic chant remind you that Lucky Strike means fine tobacco -- yes, Lucky Strike means fine tobacco -- so round, so firm, so fully packed, so free and easy on the draw.

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: A plain, simple man -- who spoke a plain, simple language.

DELMAR: There were ancient kings who built themselves great monuments to outlast the centuries. Those kings are long forgotten. Their monuments have fallen to dust. But there was a plain, simple man, who lived in England three hundred years ago..who had neither the wish nor the wealth to erect great monuments to himself. Yet the memory of this man has outlived the centuries..for he was a writer, a poet, a philosopher. His name was William Shakespeare. He was a man who did talk the simple language of plain people of that day -- of today as well...Listen...

(FOLLOWING TO BE READ IN RAPID SUCCESSION)

VOICE I: I smell a rat.

VOICE II: Dead as a doornail..

VOICE I: It's Greek to me.

VOICE II: Sweets to the sweet.

VOICE I: I'll tell the world.

VOICE II: Eats me out of house and home.



- DELMAR: Modern slang? - No, it was the immortal Shakespeare who first wrote those lines that enliven our speech today...and he was also a man who knew the wisdom that is beyond time, beyond place...the wisdom a father may still pass on to his son....
- VOICE I: "This above all: to thine own self be true,  
And it must follow as the night the day,  
Thou canst not then be false to any man."
- DELMAR: In "Romeo and Juliet", he spoke the language of love...
- VOICE III: "Good night, good night! parting is such sweet sorrow.."
- SHARBUTT: And his Hamlet pondered on the mysteries of life...
- VOICE II: "To be or not to be, that is the question..."
- DELMAR: He saw the world for what it was...and what it is today in 1945...Listen...
- VOICE II: "All the world's a stage,  
And all the men and women merely players,  
They have their exits and their entrances;  
And one man in his time plays many parts..."
- DELMAR: Yes, this was William Shakespeare....plain, simple William Shakespeare...not of an age, but for all time, not of one people, but for all mankind. And this was his genius: that he saw deep into the human heart, and found the words with which to set down, imperishably the human traits of mortal men. This is the quality... the magnificent quality of William Shakespeare.
- BOONE: (CHANT - SOLD AMERICAN)

SHAPBUTI.  
(Quality  
Closing  
#9)

It takes quality to make an outstanding man. And it takes quality to make an outstanding product. For quality of product is essential to continuing success. Lucky Strike means fine tobacco. Yes, Lucky Strike means fine tobacco - the finer, the lighter, the naturally milder Lucky Strike tobacco. So smoke that smoke of fine tobacco - Lucky Strike.

RIGGS:

(CHANT - SOLD AMERICAN)

MUSIC: ("HOLIDAY FOR STRINGS" UP AND FADE FOR -- )

MacCORMACK: Wayne King plays "Holiday for Strings."

MUSIC: ("HOLIDAY FOR STRINGS" UP AND FINISH -- SEGUE TO  
"TEAR DROPS" -- UP AND FADE FOR -- )

MacCORMACK: Here is one of those Wayne King novelty tunes, written  
especially for reeds and piano -- "Tear Drops".

MUSIC: ("TEAR DROPS" UP AND FINISH. -- SEGUE TO "SWEET  
LEILANI" -- UP AND FADE FOR -- )

MacCORMACK: Shadows of trade-clouds racing on the sand -- nights  
that are webs of moonlight spun with song -- bridges of  
rainbows joining sky and land -- days that are hours --  
the home of Leilani, "Sweet Leilani."

MUSIC: ("SWEET LEILANI" UP AND FINISH -- SEGUE TO "BLUE HOURS"  
AND POEM)

MacCORMACK: Time to act as though nothing mattered,  
Hide the bruises and stem the tears;  
Dead the fire and the ashes scattered,  
Tokens drab of the vanished years.  
Who remembers the vows we uttered?  
Who remembers the lanes we strolled?  
Who remembers the promises that were made?  
Of a love that would never fade?  
Fairy castles are barred and shuttered --  
Eyes are sullen and cold  
Thus we come to a sorry ending,  
We who played at a losing game;  
Time for healing and time for mending  
Scars we gained at a fitful flame.  
Who will remember the hours of happiness?  
Who will remember the nights beneath the stars  
Not you: To you, our love was a toy  
Something to crush -- break -- and destroy.  
Little I care to stop or reason  
Why we've quarreled or why we're through;  
Save the tears for another season --  
I'll be needing them -- so will you!

MUSIC: ("BLUE HOURS UP AND FINISH -- SEQUE TO "ISLE OF GOLDEN  
DREAMS" -- UP AND FINISH)  
(APPLAUSE TO COVER SWITCH TO NEW YORK)

## V CLOSING COMMERCIAL

BOONE: (CHANT - SOLD AMERICAN)

SHARBUTT: Lucky Strike means fine tobacco -- yes, Lucky Strike means fine tobacco. Independent tobacco experts present at the auctions can see who buys what tobacco. Mr. Joseph Harrison Burnett, independent tobacco auctioneer of Buffalo Springs, Virginia, said:

BURNETT: I can't think of a better reason for smoking Luckies than the fact that Lucky Strike Cigarettes are made of the finer, milder, lighter tobaccos -- the kind of tobacco that gives a smoker everything he wants in a cigarette. That's why I've smoked Luckies for twelve years.

DELMAR: Remember Mr. Burnett's statement: Quote: -  
"Lucky Strike Cigarettes are made of the finer, milder, lighter tobaccos." Unquote.

SHARBUTT: Yes, Lucky Strike means fine tobacco - and this fine Lucky Strike tobacco means real, deep-down smoking enjoyment for you.

RUYSDAEL: The famous tobacco auctioneers heard on tonight's program were Mr. F. E. Boone, of Lexington, Kentucky (CHANT - SOLD AMERICAN) and Mr. L. A. (Speed) Riggs, of Goldsboro, North Carolina (CHANT - SOLD AMERICAN). Basil Ruysdael speaking for Lucky Strike.

TICKER: (2 & 3, 2 & 3).

RUYSDAEL: LS - MFT  
LS - MFT  
LS - MFT

DELMAR: It takes fine tobacco to make a fine cigarette. Remember  
(Imp. Tag #7)  
--- Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.  
(SWITCHOVER TO CHICAGO FOR WAYNE KING SIGN-OFF)

ATX01 0237023

MUSIC: (THEME UP AND FADE FOR -- )

MacCORMACK: Ladies and gentlemen -- your Sunday night host --  
Wayne King --

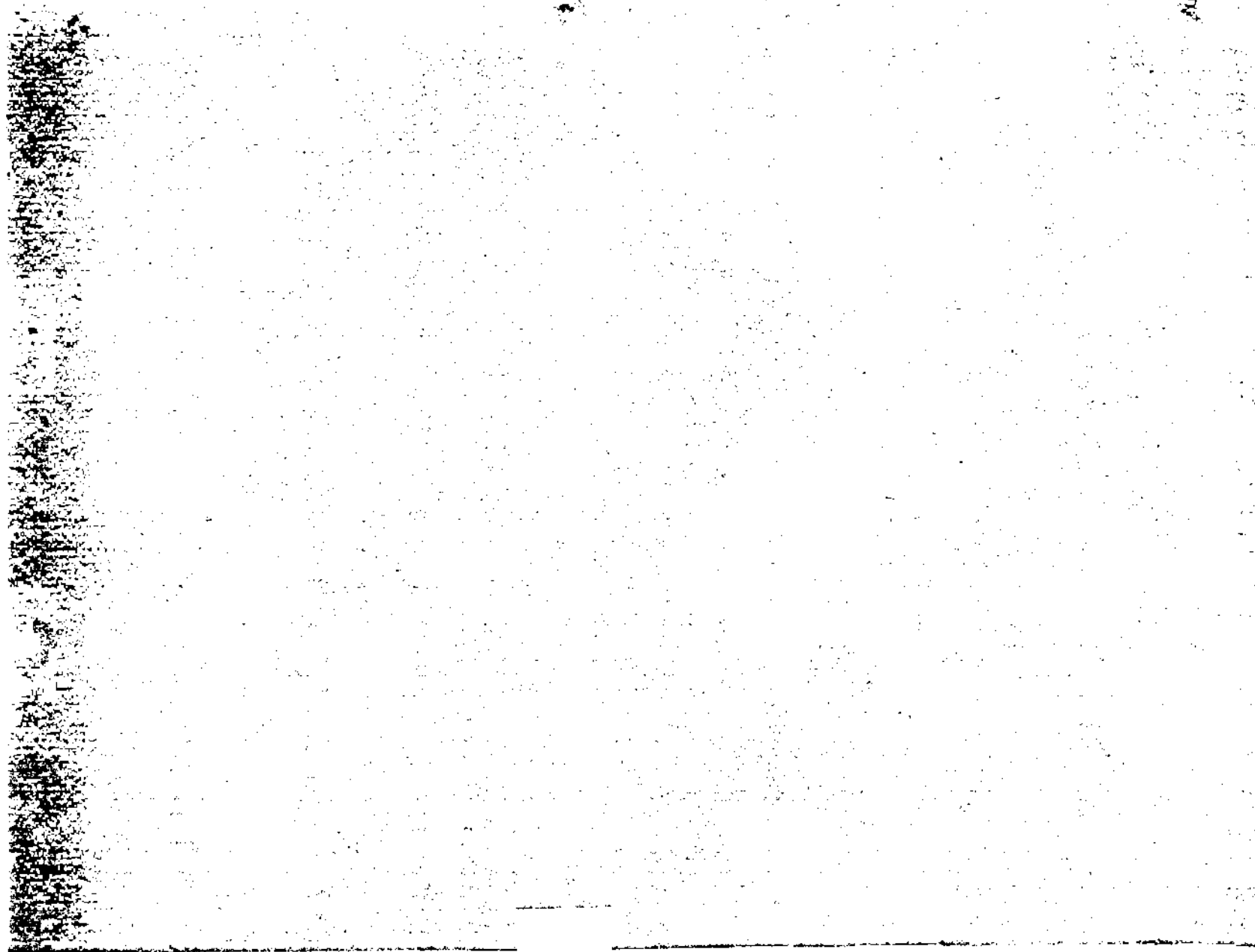
KING: Well, Mack, as much as I regret it, we've got to sign  
off. This half hour goes entirely too fast.

MacCORMACK: You can't stop the clock, Wayne.

KING: Ladies and gentlemen -- I hope we played some or more  
than one of your favorite songs tonight. Thanks for  
listening -- and goodnight.

MacCORMACK: Save next Sunday -- same time for the incomparable  
music of Wayne King, the Waltz King -- songs by  
Delores Gray and Skip Farrell. This is Franklyn  
MacCormack speaking.

MUSIC: (THEME UP AND APPLAUSE TO FINISH)



SECRET

# RUTHRAUFF & RYAN *Inc.* ADVERTISING

## RADIO DIVISION

**CLIENT:**

AMERICAN TOBACCO COMPANY  
LUCKY STRIKE - L.S./M.F.T.

**BROADCAST:**

#10

**DATE:**

AUG. 5, 1945

**PROGRAM:**

THE WAYNE KING PROGRAM

**NETWORK:**

NBC

(SUMMER REPLACEMENT FOR JACK BENNY)

### AS BROADCAST

THEME

COMMERCIAL

- "Wine, Women & Song"
- "There's No You"
- "A Kiss In The Dark"
- "A Friend Of Yours"

COMMERCIAL

- "Broken Melody"
- "Annabelle"
- "Tea For Two"
- "Just A Weary 'in For You"
- "Girl Of My Dreams"



# RUTHRAUFF & RYAN Inc. ADVERTISING

## RADIO DIVISION

<b>CLIENT:</b>	AMERICAN TOBACCO COMPANY LUCKY STRIKE - L.S. A.M.P.M.	<b>BROADCAST:</b>	PROGRAM #10
<b>PROGRAM:</b>	THE WAYNE KING PROGRAM	<b>DATE:</b>	AUGUST 5, 1945
		<b>NETWORK:</b>	NBC

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### I OPENING

MUSIC: WAYNE KING THEME - (FADE AFTER FEW BARS FOR -)

DEIMAR: WAYNE KING and his orchestra.

MUSIC: (UP AND OUT)

RUYSDAEL: Quality of product is essential to continuing success.

RIGGS: (CHANT - SOLD AMERICAN)

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

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT  
LS - MFT

DEIMAR: Check!  
(Ex. J)

SHARBUTT: Double check!

RUYSDAEL: Right you are!

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

BOONE: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO CHICAGO FOR WAYNE KING)

ATX01 0237027

MUSIC: (THEME UP AND FADE FOR -)

MAC CORMACK: The incomparable music of Wayne King, songs by Delores Gray and Skip Farrell, and yours truly, Franklyn MacCormack talking between tunes.

MUSIC: (THEME UP AND FINISH -- SEGUE TO "WINE, WOMEN AND SONG" UP AND FADE FOR-)

MAC CORMACK: The Waltz King plays, "Wine, Women and Song."

MUSIC: ("WINE WOMEN AND SONG" UP AND FINISH -- SEGUE TO -- "THERE'S NO YOU" -- UP AND FADE FOR --)

MAC CORMACK: Our charming Miss D. G. is a little on the sentimental side tonight. Delores Gray sings, "There's No you."

MUSIC: ("THERE'S NO YOU" UP AND FINISH -- SEGUE TO ---"A KISS IN THE DARK" -- UP AND FADE FOR -- )

MAC CORMACK: The mellow tones of Wayne King's golden saxophone. Victor Herbert's -- "A Kiss in The Dark."

MUSIC: ("A KISS IN THE DARK" UP AND FINISH -- SEGUE TO "A FRIEND OF YOURS" --)

MAC CORMACK: Here's Skip Farrell trying to hide his true feelings -- "Just Say I'm A Friend of Yours" --

MUSIC: ("A FRIEND OF YOURS" UP AND FINISH)  
(APPLAUSE TO COVER SWITCH TO NEW YORK)

## III MIDDLE COMMERCIAL - Quality - Benjamin Franklin

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: Let that historic chant remind you that Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

BCONE: (CHANT - SOLD AMERICAN)

FRANKLIN  
(77) "Where is the leader ... who could defend his country ... against the ravages of thousands of warriors ... descending like eagles from the sky?"

SHARBUTT: This was it ... the real thing ... you could read it in the eyes of every American soldier standing there in the transport plane. You could see the man in front of you touching the straps of his parachute pack. And you knew he was looking straight ahead, watching for the signal ... to jump. Suddenly there it was .. a tiny green light that sent the first paratrooper plunging into the midnight blackness down .. down ... down toward the Normandy earth. Yes, that's how it was on D-Day, June 6, 1944. And strangely enough, on another day more than one hundred fifty years ago ... just one hundred seventy miles from this very spot in Normandy, there was an American who predicted this miracle of airborne invasion. His name was ... Benjamin Franklin! For on that November day in 1783, he stood in a crowded park near Paris, watching a crude balloon climb into the sky, carrying the very first air travellers. And suddenly one official among the throng of observers yawned and said...

(MORE)

ATK01 0237029

VOICE I: Yes, of course ... it is all very fascinating. But ... if you stop to consider it ... what good is a balloon anyway?

SHARBUTT: It was then that the elderly Ben Franklin turned to the speaker ... his brown eyes sparkling with amusement, and in a voice that carried throughout the crowd, he answered ...

FRANKLIN:  
(77) That, sir ... is an interesting question. And yet ... I could ask you ... what good is a newborn baby?

SHARBUTT: Slowly ... almost haltingly ... as if mindful of the prophecy in his words .. this famous American went on ..

FRANKLIN: In time to come ... these airships may well give a new turn to human affairs. Five thousand ships .. capable of carrying two men each .. could not cost more than five naval vessels. And where is the leader who could defend his country .. against the ravages of thousands of warriors descending like eagles from the sky?

SHARBUTT: Those were the words of Benjamin Franklin prophesying - on a November day in 1783 -- a Twentieth Century miracle ... the miracle of airborne invasion. (PAUSE) Vision ... to glimpse into the future .. courage .. to see any experiment through to the end ... these were the qualities of a great man. And these were the peerless qualities of Benjamin Franklin .. printer, scientist, philosopher, statesman .. student of the Past, prophet of the wondrous Future!

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

RUYSLAEL:  
(Closing  
#10)

The quality of character is the standard of success of a man and the character of quality is the standard of success of a product. For quality of product is essential to continuing success. Lucky Strike means fine tobacco - the finer, the lighter, the naturally milder Lucky Strike tobacco. Remember - Lucky Strike means fine tobacco. So smoke that smoke of fine tobacco - Lucky Strike.

BOONE:

(CHANT - SOLD AMERICAN)

MUSIC: ("BROKEN MELODY" UP AND FADE FOR)

MAC CORMACK: Our song has ended and there remains only the embers of a broken melody.

MUSIC: ("BROKEN MELODY" UP AND FINISH -- SEGUE TO -- "ANNABELLE" FADE FOR -)

MAC CORMACK: We've almost forgotten her -- but here she is -- as lovely as ever -- "Annabelle."

MUSIC: ("ANNABELLE" UP AND FINISH --SEGUE TO -- "TEA FOR TWO" -- FADE FOR -)

MAC CORMACK: Wayne King plays -- "Tea For Two."

MUSIC: ("TEA FOR TWO" UP AND FINISH -- SEGUE TO "JUST A WEARYIN' FOR YOU" AND POEM)

MACK: We just shook hands and said goodbye --  
And nothing more was spoken.  
There was no kiss, no brief embrace,  
Or any other token.  
We lingered a moment there --  
And then -- in silence parted.  
We just shook hands and said goodbye  
And neither of us knew for sure --  
If both were broken hearted.  
We only knew how once we met --  
And shared the changing weather.  
How circumstances and the moon -  
Had kept us two together.  
We only knew how passing life  
Had joined our friendly glances.  
And how the soft, dreamy music  
Had helped to build our romance.

(MORE)

ATX01 0237032

MAC CORMACK: We did not sigh -- we didn't cry --  
(CONT'D)

Or leave a promise broken.

We just shook hands --

And said goodbye --

And left the rest -- unspoken.

MUSIC: ("JUST A WEARYIN' FOR YOU" -- UP AND FINISH -- SECUE  
TO "GIRL OF MY DREAMS" -- FADE FOR --)

MAC CORMACK: And after all is said and done there's only one  
Girl of my Dreams -- I love ---

MUSIC: ("GIRL OF MY DREAMS" -- UP AND FINISH)  
(APPLAUSE TO COVER SWITCH TO NEW YORK)

## V CLOSING COMMERCIAL

RUYSDAEL: Quality of product is essential to continuing success.

RIGGS: (CHANT - SOLD AMERICAN)

SHARBUTT: The quality of your Lucky Strike cigarette can be summed up in these five simple words - Lucky Strike means fine tobacco. Yes, Lucky Strike means fine tobacco.

DELMAR: Independent tobacco experts present at the tobacco auctions can see the makers of Lucky Strike consistently select and buy the finer, the lighter, the naturally milder Lucky Strike tobacco. This fine Lucky Strike tobacco means real, deep-down smoking enjoyment for you.

SHARBUTT: So smoke Lucky Strike - the cigarette of fine tobacco.

RUYSDAEL: The famous tobacco auctioneers heard on tonight's program were Mr. L. A. (Speed) Riggs, of Goldsboro, North Carolina (CHANT - SOLD AMERICAN) and Mr. F. E. Boone, of Lexington, Kentucky (CHANT - SOLD AMERICAN). Basil Ruysdael speaking for Lucky Strike.

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

SHARBUTT: There's real, deep-down smoking enjoyment in Lucky Strike ... for Lucky Strike means fine tobacco. So smoke that smoke of fine tobacco - Lucky Strike!

(SWITCHOVER TO CHICAGO FOR WAYNE KING SIGN-OFF)



# RUTHRAUFF & RYAN Inc. ADVERTISING

## RADIO DIVISION

**CLIENT:** AMERICAN TOBACCO COMPANY  
LUCKY STRIKE - L.S./M.F.T.

**BROADCASTS** BROADCAST  
#11  
**DATE:** SUN. 8/12/45  
**NETWORK:** NEC

**PROGRAM:** THE WAYNE KING PROGRAM  
(SUMMER REPLACEMENT FOR JACK BENNY)

PROGRAM

AS BROADCAST

Theme

Commercial

"Vienna Life"  
"Along The Navajo Trail"  
"Ginger Flower"  
"Gotta Be This Or That"

Commercial

"In Peaceful Valley"  
"Seduction"  
"Beau Soir"  
"Old Refrain"

Commercial

Theme

ATX01 0237035

# RUTHRAUFF & RYAN Inc. ADVERTISING

## RADIO DIVISION

**CLIENT:** AMERICAN TOBACCO COMPANY  
LUCKY STRIKE - L. S. / M. F. T.

**BROADCAST:** PROGRAM #11 <sup>REV.</sup>  
**DATE:** AUG. 12, 1948

**PROGRAM:** THE WAYNE KING PROGRAM

**NETWORK:** NBC

### I OPENING

**MUSIC:** WAYNE KING THEME - (FADE AFTER FEW BARS FOR)

**DELMAR:** WAYNE KING and his orchestra.

**MUSIC:** (UP AND OUT)

**RUYSDAEL:** Quality of product is essential to continuing success.

**BOONE:** (CHANT - SOLD AMERICAN)

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

**TICKER:** (2 & 3, 2 & 3)

**RUYSDAEL:** LS - MFT  
LS - MFT  
LS - MFT

**DELMAR:** Yes sir!  
(excl. C)

**RUYSDAEL:** That says it!

**SHARBUTT:** Lucky Strike means fine tobacco. So smoke that smoke of fine tobacco - Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw!  
(Imp. Tag #1)

**RIGGS:** (CHANT - SOLD AMERICAN)  
(SWITCHOVER TO CHICAGO FOR WAYNE KING)

MUSIC: (THEME UP AND FADE FOR -)

MacCORMACK: The incomparable music of Wayne King, the Waltz King -- songs by Delores Gray and Skip Farrell and yours truly, Franklyn MacCormack, talking between tunes ---

MUSIC: (THEME UP AND FINISH - SEGUE TO "VIENNA LIFE" - UP AND FADE FOR)

MacCORMACK: I'm sure you'll agree that the Waltz King couldn't have chosen a more beautiful opening selection - Wayne King and "Vienna Life".

MUSIC: ("VIENNA LIFE" UP AND FINISH -- SEGUE TO "ALONG THE NAVAJO TRAIL" - UP AND FADE FOR -)

MacCORMACK: Here's Skip "Hi-Ho" Farrell singin' and ridin' along the "Navajo Trail" --

MUSIC: ("NAVAJO TRAIL" UP AND FINISH - SEGUE TO "GINGER FLOWER" - UP AND FADE FOR - )

MacCORMACK: Lost in the spell of a tropic moon and lulled by the scent on the night air. Wayne King plays - "Ginger Flower".

MUSIC: ("GINGER FLOWER" - UP AND FINISH - SEGUE TO "GOTTA BE THIS OR THAT" - UP AND FADE FOR -)

MacCORMACK: Well, it certainly looks like Delores Gray has plenty on her mind tonight. Why all the concern Miss D. G.?

MUSIC: ("GOTTA BE THIS" - UP AND FINISH)  
(APPLAUSE TO COVER SWITCH TO NEW YORK)

## III MIDDLE COMMERCIAL - Quality - Ethan Allen

BOONE: (CHANT - SOLD AMERICAN)

SHARBUTT: Let that historic chant remind you that Lucky Strike means fine tobacco -- yes, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

RIGGS: (CHANT - SOLD AMERICAN)

ALLEN: I'm takin' this fort ... in the name of God and the Continental Congress of America!  
(38)

RUYSDAEL: These were the words of a man who loved freedom as he loved his own Vermont wilderness ... a black-bearded giant in buckskin who fought grizzly bears with a hunting knife and killed wild cats with his own two hands. His name was --- Ethan Allen. He too lived in a time when this country desperately needed rugged fighting men -- the time of the Revolutionary War. One May morning in the year of 1775, shortly after those first enemy attacks at Lexington and Concord, Ethan Allen strode through the Vermont countryside. He was carrying his six foot hunting rifle, and he went from farmhouse to farmhouse to spread the alarm ...

ALLEN: (PROJECTE) Come on, boys, we're a-goin' on a fox hunt!  
(38)

(MORE)

RUYSDAEL: (UP) With those ringing words, Colonel Ethan Allen rallied his Green Mountain Boys. They were hunters and trappers, stout-farmers who set out across two hundred miles of wilderness to attack what was called an impregnable fortress. At dawn a few days later, this force of eighty-three stalwart Americans - only eighty-three - stalwart Americans - stormed the slopes of the enemy's most prized fort, Ticonderoga. In one daring surprise attack they captured the very first enemy stronghold to fall in the Revolutionary War. And the defeated commander spoke these words to Ethan Allen ...

BRITISH  
OFFICER:  
(50)

Sir, in whose name are you invading this fortress?

ALLEN:

I'm takin' this fort ... in the name of God and the Continental Congress of America!

RUYSDAEL:

This was Ethan Allen saying it straight - laying it on the barrelhead. The same Ethan Allen ...who at the battle's end took up a stubby quill pen to write a despatch ...

ALLEN:

Dear Sirs, I hereby make you a present of one major, one captain and two lieutenants captured by the Green Mountain Boys at Fort Ticonderoga.

(MCRE)

ATX01 0237039

RUYSDAEL: Blunt honesty, plain speech and the brand of native courage that will stand up against an enemy battalion without flinching. Today as yesterday this is the quality that makes America great. And this was the glorious quality of one of America's bravest men ...  
Colonel Ethan Allen.

BOCNE: (CHANT - SOLD AMERICAN)

DELMAR: Quality makes a man and quality makes a product. For  
(Quality Closing #4) quality of product is essential to continuing success.  
In a cigarette, it's the tobacco that counts, and  
Lucky Strike means fine tobacco - the finer, the lighter,  
the naturally milder Lucky Strike tobacco. So smoke  
that smoke of fine tobacco - Lucky Strike.

RIGGS: (CHANT - SOLD AMERICAN)

MUSIC: ("PEACEFUL VALLEY" UP AND FADE FOR)

MacCORMACK: I can see that gleam in his eyes - and that means only one thing - here is Wayne King and that golden saxophone and a tune called - "Peaceful Valley".

MUSIC: ("PEACEFUL VALLEY" UP AND FINISH - SEGUE TO "SEDUCCION" - UP AND FADE FOR -)

MacCORMACK: Well Wayne, so far in this series you've played ninety-five tunes - and here is the one I've been waiting for - a tango titled "Seduction".

MUSIC: ("SEDUCCION" UP AND FINISH - SEGUE TO "BEAU SOIR" AND PCEM)

MacCORMACK: Life gave me not a wealth of gold,  
No jewels of far off strand,  
No riches gave of bond or purse,  
Of monarchy, of land.  
No gem that graced the crown of kings,  
No glistening treasure rare,  
Ah, but life gave me more; a garden place,  
With flowers blooming fair.  
Gave to me the open road,  
Far hills to wander o're,  
Gave me the stream, the sky, the stars,  
The sea, the rock ribbed shore;  
Gave to me the wood, the morr,  
A night to mantle all.

(MORE)

MacCORMACK: Life gave to me a friend to come  
(CONTD) When twilight shadows fall.  
Far more of wealth than Midas' gold,  
Or jewels, or land, life sent;  
Life gave to me a heart that sings,  
And a soul that rests -- content.  
Yes life gave me this...

MUSIC: ("BEAU SOIR" - AND POEM FINISH - SEGUE TO "OLD REFRAIN  
- FADE FOR -)

MacCORMACK: With the passing of time many melodies are forgotten  
and relegated to memory. Wayne King plays Kriesler's  
never to be forgotten "Old Refrain".

MUSIC: ("OLD REFRAIN" UP AND FINISH)  
(APPLAUSE TO COVER SWITCH TO NEW YORK)



## V CLOSING COMMERCIAL

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: It takes fine tobacco to make a fine cigarette, and Lucky Strike means fine tobacco. Mr. Furney Simmons King, independent tobacco buyer of Lexington, Kentucky, said:

KING: For many years I have seen Luckies buy fine, light and mild tobacco. That's why I've been smoking Luckies for fifteen years.

SHARBUTT: Make no mistake. It takes fine tobacco to make a fine cigarette. So smoke that smoke of fine tobacco - Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw.

RUYSDAEL: The famous tobacco auctioneers heard on tonight's program were Mr. F. E. Boone, of Lexington, Kentucky (CHANT - SOLD AMERICAN) and Mr. L. A. (Speed) Riggs, of Goldsboro, North Carolina (CHANT - SOLD AMERICAN). Basil Ruysdael speaking for Lucky Strike.

TICKER: (2 3, 2 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

DELMAR: It takes fine tobacco to make a fine cigarette. Remember  
(Imp. Tag  
/4) -- Lucky Strike means fine tobacco -- yes, Lucky Strike means fine tobacco.

(SWITCHOVER TO CHICAGO FOR WAYNE KING SIGN OFF)

MUSIC: (THEME UP AND FADE FOR: -)

KING: Well, Mack, as they say - "All things must come to an end" -- and so it is - this evening. And from the good news we've been hearing -- at last it looks like other things are coming to an end too -- for which we can all be very grateful. Ladies and gentlemen, I hope our music pleased you -- and I'd like to count on you being with us next Sunday. Till then - thanks for listening and good night.

MacCORMACK: Save next Sunday - same time for the incomparable music of Wayne King. Songs by Delores Gray and Skip Farrell -- this is Franklyn MacCormack speaking. The poem "Life's Gift" is from "Dream Summer Songs" by Orrin Alden DeMass.

MUSIC: (THEME UP AND FINISH)

(APPLAUSE TO END)

THE WAYNE KING PROGRAM

Sunday, August 19

The National Broadcasting Company pre-empted the Wayne King Program on this date due to the fact that it was proclaimed a day of prayer by President Truman.

We agreed to donate the cost of the talent of Wayne King and his complete program - NBC to absorb the time costs.

ATX01 0237045

**RUTHRAUFF & RYAN Inc. ADVERTISING**  
**RADIO DIVISION**

**CLIENT:** AMERICAN TOBACCO COMPANY  
 LUCKY STRIKE - L.S./M.F.T.

**BROADCAST:** #12  
**DATE:** SUN. 8/19/45

**PROGRAM:** THE WAYNE KING PROGRAM  
 (SUMMER REPLACEMENT FOR JACK BENNY)

**NETWORK:** NBC

Program

**AS BROADCAST**

Theme

- "When The Organ Played At Twilight"
- "My Old Kentucky Home"
- "I Only Have Eyes For You"
- "Occhi-Turchini"
- "Sweetheart of All My Dreams"
- "Ah Sweet Mystery Of Life"
- "Yesterday"
- "My Mother's Waltz"
- "The Flag"

Theme

MUSIC: (THEME UP AND FADE FOR)

MacCORMACK: Wayne King and his orchestra.

MUSIC: (THEME UP AND FADE FOR -)

MacCORMACK: The incomparable music of Wayne King, The Waltz King - songs by Delores Gray and Skip Farrell and yours truly Franklyn MacCormack talking between tunes.

MUSIC: (THEME UP AND FINISH - SEGUE TO "WHEN THE ORGAN PLAYED AT TWILIGHT" - UP AND FADE FOR -)

MacCORMACK: "With Firmness in the right as God gives us to see the right, let us finish the work we are in, to bind up the nation's wounds, to care for him who shall have borne the battle, and for his widow and his orphans, to do all which may achieve and cherish a just and a lasting peace among ourselves and with all nations." Abraham Lincoln said that in 1855 and today we revoice his words  
(From Lincoln's second inaugural address 1865)

MUSIC: ("WHEN THE ORGAN PLAYED AT TWILIGHT" UP AND FINISH - SEGUE TO "MY OLD KENTUCKY HOME")

MUSIC: ("I ONLY HAVE EYES FOR YOU" UP AND FADE FOR -)

MacCORMACK: Are the stars out tonight -- I don't know if it's cloudy or bright -- for I only have eyes for you -- Delores Gray sings.

MUSIC: ("I ONLY HAVE EYES FOR YOU" UP AND FINISH)  
(APPLAUSE TO COVER SWITCH TO NEW YORK)

MUSIC: ("OCCHI-TURNCHINI" UP AND FADE FOR --)

MacCORMACK: Wayne King has a beautiful old love song that you will remember for a long time - "Occhi-Turnchini" -- or "Eyes of Blue."

MUSIC: ("OCCHI-TURNCHINI" UP AND FINISH - SEGUE TO "SWEETHEART OF ALL MY DREAMS")

MUSIC: ("SWEETHEART OF ALL MY DREAMS" - UP AND FADE FOR -)

MacCORMACK: Here's Skip Farrell bringing back a thousand memories with a love song of yesterday -- "Sweetheart of All My Dreams."

MUSIC: ("SWEETHEART OF ALL MY DREAMS" UP AND FINISH -- SEGUE TO "AH SWEET MYSTERY OF LIFE")

MUSIC: ("AH SWEET MYSTERY" UP AND FADE--)

MacCORMACK: The bells of freedom ring today  
The land resounds with cheers  
And everywhere along the way  
We mingle smiles and tears  
At last the war is at an end  
And all the guns are stilled  
Our hopes and plans together blend  
And dreams become fulfilled.  
Today once more the world is free  
And right has proved its worth  
It is the day of Victory  
The day of peace on earth.  
We give our gratitude to God  
For having truly won  
And with our prayers we kiss the sod  
Above each fallen son.  
May we have the courage to endure  
The aftermath of war.  
And may Old Glory make secure  
The peace forever more.

MUSIC: ("AH SWEET MYSTERY" SEGUE TO "YESTERDAY")

MUSIC: ("YESTERDAY" UP AND FADE FOR)

MacCORMACK: From the score of "Roberta" -- Wayne King brings us  
one of the hit tunes -- "Yesterday."

MUSIC: ("YESTERDAY" UP AND FINISH...SEGUE TO "MY MOTHER'S  
WALTZ")

MUSIC: ("MY MOTHER'S WALTZ" UP AND FADE FOR--)

MacCORMACK: When the smoke of battle has cleared away...and the world again knows the tranquility of peace...there are those whose hearts shall never cease to ache...the Mothers of America who have given so much. The first recording Wayne King made after discharge from the Army was, as you might expect, a beautiful waltz, which tonight we'd like to dedicate to all the mothers of America. We'd like you to meet Nancy Evans, who made the recording with Wayne. And now Wayne King, Nancy Evans and "My Mother's Waltz."

MUSIC: ("MY MOTHER'S WALTZ" UP AND FINISH...SEGUE TO "THE FLAG")

MUSIC: ("THE FLAG" -- UP AND FADE FOR--)

MacCORMACK: IF I were the flag...the victorious flag, with its bright stars and broad stripes...and had I experienced what that proud emblem has...what a story I could tell. To an American Soldier...P.F.C. Michael Stewart...of Fort Sheridan...the flag would tell this story.....

MUSIC: ("THE FLAG"...UP AND FINISH...SEGUE TO--THEME)



STEWART:

I am not the flag, not at all. I am but its shadow.

I am whatever you make me, nothing more.

I am your belief in yourself, your dream of what a people may become.

I live a changing life, a life of moods and passions, of heartbreaks and tired muscles.

Sometimes I am strong with pride when men do an honest work fitting the rails together truly.

Sometimes I droop, for then purpose has gone from me, and cynically, I play the coward.

Sometimes I am loud, garish, and full of that ego that blasts judgment.

But always, I am all that you hope to be, and have the courage to try for.

I am song and fear, struggle and panic, and ennobling hope.

I am the day's work of the weakest man, and the largest dream of the most daring.

I am the constitution and the Courts, statutes, and the statute-makers, soldier, and dreadnought, drayman and street sweeper, cook, counselor and clerk.

I am the battle of yesterday, and the mistake of tomorrow.

I am the mystery of the men who do without knowing why.

I am the clutch of an idea, and the reasoned purpose of resolution.

I am no more than what you believe me to be, and I am all that you believe I can be.

I am what you make me, nothing more. (MORE)

ATX01 0237051

STEWART:  
(CONT'D)

I swing before your eyes as a bright gleam of color,  
a symbol of yourself, the pictured suggestion of  
that big thing that makes this nation.  
My stars and stripes are your dreams and your labors.  
They are bright with cheer, brilliant with courage,  
and firm with faith, because you have made them  
so out of your hearts.

For you are the makers of the flag, and it is well  
that you glory in the making.

MUSIC: (THEME AND FADE FOR--)

MacCORMACK: And now a word from your host...Wayne King...

KING: FORTY-FOUR MONTHS AGO...OUR NATION WAS PLUNGED INTO  
A GREAT WAR. NOW, PEACE HAS COME AT LAST...PEACE  
FOR WHICH WE PAID A GREAT PRICE FOR. AND WE OWE  
A DEBT OF ETERNAL GRATITUDE TO THOSE WHO SACRIFICED  
SO MUCH...LET US NEVER FORGET THE PRICE YOUNG MEN  
PAID SO WILLINGLY. LET US ALL STRIVE TO MAKE THIS  
HARD WON PEACE...A LASTING PEACE. SO IN REVERENCE  
...LET US ALL GIVE THANKS...GOOD NIGHT.

MacCORMACK: Save next Sunday, same time for the incomparable  
music of Wayne King...Songs by Delores Gray and Skip  
Farrell. Our guests tonight were Nancy Evans and  
PTC Michael Stewart...the poem "Victory" is from  
"Portraits" by James J. Metcalfe. "The Flag" was  
written by Franklyn K. Lane. This is Franklyn  
MacCormack speaking.

# RUTHRAUFF & RYAN *Inc.* ADVERTISING

## RADIO DIVISION

**CLIENT:** AMERICAN TOBACCO COMPANY  
LUCKY STRIKE - L.S./M.F.T.

**BROADCAST:** #13  
**DATE:** 8/26/45  
NBC

**PROGRAM:** THE WAYNE KING PROGRAM  
(SUMMER REPLACEMENT FOR JACK BENNY)

**NETWORK:**

Program

AS BROADCAST

Theme

- "Artists Life"
- "I Don't Care Who Knows It."
- "Dianne"
- "Empty Saddles"

Commercial

- "Natoma"
- "Sentimental Journey"
- "Moonlight Sonata"
- "Dreamy Melody"

Commercial

Theme

# RUTHRAUFF & RYAN *Inc.* ADVERTISING

## RADIO DIVISION

**CLIENT:**

AMERICAN TOBACCO COMPANY  
LUCKY STRIKE - L.S./M.F.T.

**BROADCAST:**

REV.

**DATE:**PROGRAM #13  
AUG. 26, 1945**PROGRAM:**

THE WAYNE KING PROGRAM

**NETWORK:**

NBC

## I OPENING

MUSIC: WAYNE KING THEME - (FADE AFTER FEW BARS FOR)

DELMAR: WAYNE KING and his orchestra.

MUSIC: (UP AND OUT)

RUYSDAEL: Quality of product is essential to continuing success.

BOONE: (CHANT - SOLD AMERICAN)

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

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT  
LS - MFT

DELMAR: Why sure!  
(Excl. A)

RUYSDAEL: Yes, sir!

SHARBUTT: Lucky Strike means fine tobacco. So smoke that smoke  
(Imp. Tag #1) of fine tobacco - Lucky Strike - so round, so firm,  
so fully packed, so free and easy on the draw!

RIGGS: (CHANT - SOLD AMERICAN)  
(SWITCHOVER TO CHICAGO FOR WAYNE KING)

ATX01 0237054

MUSIC: (THEME UP AND FADE FOR --)

MacCORMACK: The incomparable music of Wayne King, the Waltz King, songs by Delores Gray, Nancy Evans, Skip Farrell, and yours truly, Franklyn MacCormack.

MUSIC: (THEME UP AND FINISH .. SEGUE TO "ARTISTS LIFE.")  
UP AND FADE FOR --)

MacCORMACK: A musical picture of a gay, carefree and happy Vienna of another day, Wayne King .. America's Waltz King plays "Artists Life".

MUSIC: ("ARTISTS LIFE" .. UP AND FINISH .. SEGUE TO "I DON'T CARE WHO KNOWS IT.")

MUSIC: ("I DON'T CARE WHO KNOWS IT" - UP AND FADE FOR)

MacCORMACK: Here is Skip Farrell with a great new song, just the kind of tune Skipper gives his all ... "I Don't Care Who Knows It."

MUSIC: ("I DON'T CARE WHO KNOWS IT" .. UP AND FINISH ..  
SEGUE TO "DIANNE")

MUSIC: ("DIANNE" UP AND FADE FOR....)

MacCORMACK: Do you remember Janet Gaynor and Charles Farrell in a picture called "Seventh Heaven" some years ago? Then you'll never forget a song called "My Dianne". Wayne King and his golden saxophone.

MUSIC: ("MY DIANNE" .. UP AND FINISH .. SEGUE TO "EMPTY SADDLES")

MUSIC: ("EMPTY SADDLES" .. UP AND FADE FOR..)

MacCORMACK: Miss Delores Gray has for us a song of the great west. The song of a lonely cowboy...Delores Gray sings "Empty Saddles".

MUSIC: ("EMPTY SADDLES" ...UP AND FINISH)  
(APPLAUSE TO COVER SWITCH TO NEW YORK)

## III - MIDDLE COMMERCIAL - QUALITY - THOMAS JEFFERSON

(CHANT - SOLD AMERICAN)

RUYSDAEL: Let that historic chant remind you that Lucky Strike means fine tobacco -- yes, Lucky Strike means fine tobacco -- so round, so firm, so fully packed, so free and easy on the draw.

(CHANT - SOLD AMERICAN)

MAN I: Speak! Speak for all of us -- Tom Jefferson.

DELMAR: Philadelphia, 1776. It is the hour of midnight, and the streets are deserted and quiet. The city sleeps ... but there is one man who can not sleep, who paced back and forth ... in a small room on Market Street. He is restless, discouraged, and in his heart is a great uncertainty. For he has been trying to write ... to find words dipped in fire ... words to speak of a nation's dream, a nation's hunger to be free. And the words would not come. For a moment, the young man stands before the open window and, suddenly, he hears the voices ... the ghostly voices of the people ... his people ...

MAN I: I am a farmer. Speak for me, Tom Jefferson.

MAN II: I am a teacher. Speak for me, Tom Jefferson.

MAN I: I am a merchant. Speak for me, Tom.

MAN II: I am a preacher. Speak for all of us, Tom Jefferson ... and ... to the whole world.

DELMAR: Tom Jefferson goes back to his desk. He picks up a quill pen and begins to write ...

JEFFERSON: A Declaration ... of Independence. (PAUSE) When in the  
(33) course of human events (FADE) it becomes necessary ...

DELMAR: The hours pass. The candle sputters. The night ends. And in the early dawn...Tom Jefferson reads the final words of the Document he has written ...

JEFFERSON: And for the support of this Declaration, we mutually  
pledge to each other our lives, our fortunes, (FADE) and  
our sacred honor.

DELMAR: Is this what they wanted, the voices in the night? Have I truly spoken for them, for all of them? Tom Jefferson stands before the open window, uncertain, unsure.... and out of the mist -- ghostly as the dawn -- the answer comes ... from the people, his people ...

MAN I: "We hold these truths to be self-evident -- that all men  
are created equal ..." You have spoken for me, Tom  
Jefferson.

MAN II: "... the rights of life, liberty, and the pursuit of  
happiness." Well done, Tom Jefferson!

MAN I: You have spoken for all of us ... for all time!

DELMAR: (QUIETLY) Yes, Tom Jefferson.... you have spoken for all of us ... across the centuries and for all time. You have spoken for those who fought and won freedom long ago.... and for those who fought and defended freedom in our time. Yes, Thomas Jefferson gave us the treasured bible of our own American faith ... in words free men will forever hold self-evident ... Such was the quality, the deathless quality of that great American patriot.... Thomas Jefferson, Author of the Declaration of Independence ... Third president of the United States.

BOONE: (CHANT - SOLD AMERICAN)

SHARBUTT:  
(Quality  
Closing #14)

The quality of character is basic in a man and the character of quality is basic in a product. For quality of product is essential to continuing success. The quality of Lucky Strike Cigarettes can be summed up in these five simple words - Lucky Strike means fine tobacco - the finer, the lighter, the naturally milder Lucky Strike tobacco. So smoke that smoke of fine tobacco - Lucky Strike.

RIGGS: (CHANT - SOLD AMERICAN)



MUSIC: ("NATOMA" UP AND FADE FOR - )

MacCORMACK: Wayne King turns to the music of Victor Herbert for the  
"Habenera" from "Natoma."

MUSIC: ("NATOMA" UP AND FINISH - SEGUE TO "SENTIMENTAL JOURNEY")

MacCORMACK: Last week we introduced Nancy Evans to you and your  
immediate response brings her back again tonight.  
Here's Nancy Evans singing "Sentimental Journey".

MUSIC: "SENT MENTAL JOURNEY" - UP AND FINISH - SEGUE TO  
"MOONLIGHT SONATA")

MUSIC: ("MOONLIGHT SONATA" UP AND FADE FOR - )

MacCORMACK:

I remember your face in the light of the stars

When the night was a blue refrain,

I remember it too when I walked with you

In a shower of summer rain;

I remember your hair -- and the smile in your eyes

When the morning was merely a mist,

And how can I ever forget your lips,

The lovable lips that I kissed?

I remember your words when you went away

As you whispered goodbye to me,

And the promise I made if you only stayed

Will remain in my memory,

But the night was dark and the song was done

And whatever was left to learn,

You said it was over for both of us

And nothing could ever return.

Oh, the months have passed and the tides have turned

But the stars are forever the same

And I want you to know that wherever I go

I shall always remember your name.

I shall always remember when you and I

Were as happy as lovers could be,

And the joy that I held in the touch of your lips

Will always remain in my memory.

ATX01 0237060

MUSIC: ("MOONLIGHT SONATA" UP AND FINISH - SEGUE TO "DREAMY  
MELODY")

MUSIC: ("DREAMY MELODY" UP AND FADE FOR -)

MacCORMACK: From out of the past, the Waltz King brings back a  
soothing refrain, played so tenderly "Dreamy Melody",  
remember....

MUSIC: ("DREAMY MELODY" UP AND FINISH)  
(APPLAUSE TO COVER SWITCH TO NEW YORK)

## V CLOSING COMMERCIAL

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: At the auctions they attend independent tobacco experts can see the makers of Lucky Strike consistently select and buy the finer, the lighter, the naturally milder Lucky Strike tobacco. Mr. James Monroe Ball, independent tobacco expert and auctioneer of Winston-Salem, North Carolina, said:

BALL: In twenty-seven years of auctioneering, I've seen Lucky Strike consistently buy fine, mild Lucky Strike tobacco. Naturally, when it comes to choosing my own cigarette, I pick Luckies. I've smoked Luckies for twenty-five years.

SHARBUTT: Quote: " - for twenty-five years." Unquote. Yes, Lucky Strike means fine tobacco. So smoke that smoke of fine tobacco, Lucky Strike.

RUYSDAEL: The famous tobacco auctioneers heard on tonight's program were Mr. F. E. Boone, of Lexington, Kentucky (CHANT - SOLD AMERICAN) and Mr. L. A. (Speed) Riggs, of Goldshoro, North Carolina (CHANT - SOLD AMERICAN). Basil Ruysdael speaking for Lucky Strike.

TICKER: (2 2 3, 2 2 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

DELMAR: Today, as always, Lucky Strike means fine tobacco. Yes, (Imp. Tag #6) Lucky Strike means fine tobacco, so round, so firm, so fully packed, so free and easy on the draw.

(SWITCHOVER TO CHICAGO FOR WAYNE KING SIGN OFF)

MUSIC: (THEME UP AND FADE FOR -)

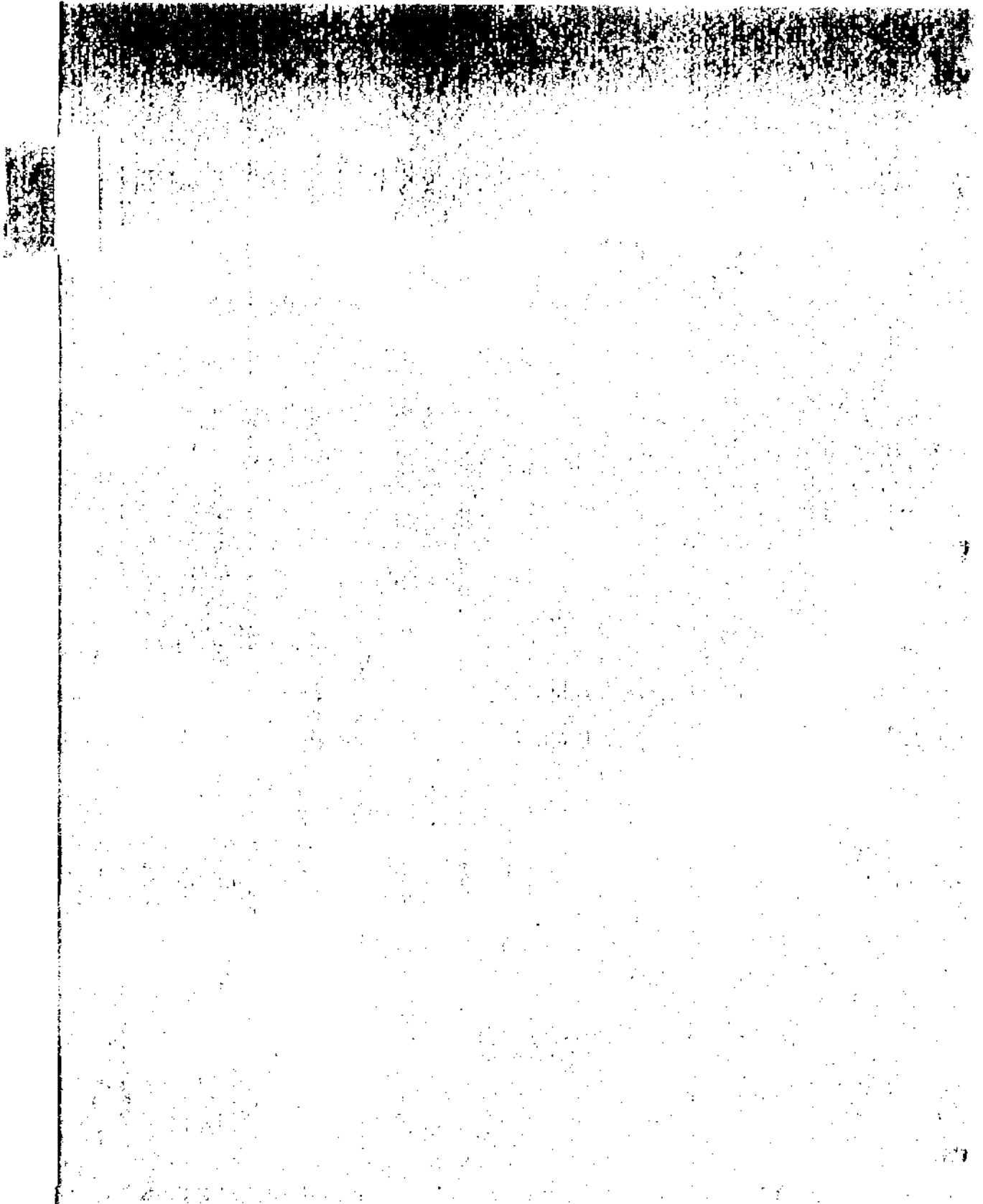
MacCORMACK: Now a word from that man who made that golden saxophone famous, Wayne King.

KING: Thank you Mack, you were mighty fine tonight yourself - as always. You know ladies and gentlemen, this program is played just for your pleasure. We believe that good music and good thoughts have an important place in the world today.

MacCORMACK: Right Wayne.

KING: That's the way we'll play from now on. Goodnight.

MacCORMACK: Save next Sunday -- same time for the incomparable music of Wayne King, the Waltz King -- songs by Delores Gray, Nancy Evans and Skip Farrell. This is Franklyn MacCormack speaking. The poem, "Remembering You" is from "Portraits" by James J. Metcalfe.



# RUTHRAUFF & RYAN *Inc.* ADVERTISING

## RADIO DIVISION

**CLIENT:** AMERICAN TOBACCO COMPANY  
 LUCKY STRIKE - L.S./M.F.T.

**BROADCAST:** AS BROADCAST PROGRAM #14  
**DATE:** SUN. 9/2/45

**PROGRAM:** THE WAYNE KING PROGRAM  
 (SUMMER REPLACEMENT FOR JACK BENNY)

**NETWORK:** NBC

PROGRAM

Theme

Commercial

"Waltz By Livitsky"  
 "I'll Buy That Dream"  
 "I've Got You Under My Skin"  
 "Tumbling Tumble Weed"

Commercial

"Sleepy Lagoon"  
 "Mexicali Rose"  
 "The Night Is Young"  
 "The Land of the Loon"  
 "In Blue Bird Land"

Commercial

Theme

RUTHRAUFF & RYAN *Inc.* ADVERTISING

## RADIO DIVISION

<b>CLIENT:</b>	AMERICAN TOBACCO COMPANY LUCKY STRIKE - L.S./M.F.T.	<b>BROADCAST:</b>	PROGRAM #14
<b>PROGRAM:</b>	THE WAYNE KING PROGRAM	<b>DATE:</b>	SEPT. 2, 1945
		<b>NETWORK:</b>	NBC

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## I OPENING

MUSIC: WAYNE KING THEME - (FADE AFTER FEW BARS FOR)

DELMAR: WAYNE KING and his orchestra.

MUSIC: (UP AND OUT)

RUYSDAEL: Quality of product is essential to continuing success.

RIGGS: (CHANT - SOLD AMERICAN)

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

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT  
LS - MFT

DELMAR: Year in!  
(Excl. L)

SHARFUTT: Year out!

RUYSDAEL: Remember!

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

BOONE: (CHANT - SOLD AMERICAN)  
(SWITCHOVER TO CHICAGO FOR WAYNE KING)

ATX01 0237066



MUSIC: (THEME UP AND FADE FOR - )

MacCORMACK: The incomparable music of Wayne King, the Waltz King, songs by Nancy Evans, Skip Farrell - and yours truly, Franklyn Mac Cormack.

MUSIC: (THEME UP AND SEGUE TO "WALTZ BY LIVITSKY")

MUSIC: ("WALTZ" UP AND FADE FOR - )

MacCORMACK: Music that has endeared him to millions. Wayne King, the waltz king - and Waltz by Livitsky.

MUSIC: ("WALTZ" UP AND FINISH - SEGUE TO "I'LL BUY THAT DREAM")

MUSIC: ("I'LL BUY THAT DREAM" UP AND FADE FOR - )

MacCORMACK: About this time each week I usually introduce our lovely song star, Delores Gray. We are happy to tell you that Miss Gray is on her way to new stardom and greater success in a Broadway show called "Slightly Perfect". While we all will miss Miss "D.G.", our every good wish goes with her. From all of us, GOOD LUCK and keep singin' 'em, Delores. And now, here's Nancy Evans, whom you've already met, - and from the look in her eyes -- she's ready to sign on the dotted line - "I'll Buy That Dream."

MUSIC: ("I'LL BUY THAT DREAM" UP AND FINISH - SEGUE TO "I'VE GOT YOU UNDER MY SKIN")

MUSIC: ("I'VE GOT YOU UNDER MY SKIN" UP AND FADE FOR - )

MacCORMACK: Here is the man that made that golden saxophone famous. Wayne King playing "I've Got You Under My Skin."

MUSIC: ("I'VE GOT YOU UNDER MY SKIN" UP AND FINISH - SEGUE TO "TUMBLE WEED")

MUSIC: ("TUMBLING TUMBLE WEED" UP AND FADE FOR - )

MacCORMACK: I know when the night is gone -- I'll keep rollin'  
along -- driftin' along with the Tumbling Tumble Weed.  
Skip Farrell sings --

MUSIC: ("TUMBLING TUMBLE WEED" UP AND FINISH)

(APPLAUSE TO COVER SWITCH TO NEW YORK)

III - MIDDLE COMMERCIAL - QUALITY - WASHINGTON CROSSING  
THE DELAWARE

RIGGS: (CHANT - SOLD AMERICAN)

SHARBUETT: Let that historic chant remind you that Lucky Strike  
means fine tobacco - yes, Lucky Strike means fine tobacco  
-- so round, so firm, so fully packed, so free and easy  
on the draw.

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: You come up the broad white steps of the great  
Metropolitan Museum of Art in New York City ... walk  
through the quiet marble corridors to the American Wing.  
There, hanging across the full expanse of a wide wall, is  
the record of one of the most inspiring adventures in the  
history of America ... captured for all time in the  
magnificent painting the world knows as ...DELMAR: Washington .. Crossing .. the Delaware.RUYSDAEL: This is a painting of an American legend. The heroic  
figure of General George Washington standing in the bow  
of the boat - and the half-furled standard of the  
American flag behind him, his eyes searching the gloom  
of early dawn.

It was Christmas Day, 1775 .. a cold, lashing rain was  
falling .. the men were sleepless .. starved. Boats  
over-turned in the swift current as the fishermen from  
Gloucester and Marblehead fought against the ice blocks.  
They swore their Yankee oaths, and poled that small  
fleet across. This was a beaten army, once twenty  
thousand strong .. now whittled to some four thousand  
soldiers with nothing left but honor and pride to keep  
them going.

(MORE)

ATK01 0237069

RUYSDAEL: This incredible adventure was their last chance... the beginning of victory .. or of final defeat. But these brave patriots refused to give up ...

PRIVATE: (YANKEE) Maybe this'll be the last fight. But someday .. somehow .. I'll get back home and I'll be proud to say "I was with Washington .. 'til the last shot!"

OFFICER: (SOUTHERN) Look at the General men .. How can we be afraid in the face of his courage?

DELMAR: (QUIETLY) Washington ... crossing the Delaware.

RUYSDAEL: No wonder all America treasures this famous painting ... for it tells a glorious story of courage ... of how one man led a shattered army to victory on that Christmas day, in 1776 ... and how out of that agony, a nation was born to everlasting freedom and honor.

(PAUSE) Courage, faith, leadership ... these were the qualities of George Washington ... first in war, first in peace, first in the hearts of his countrymen!

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: The quality of character is basic in a great man and  
(Quality  
Classic #13) the character of quality is basic in a great product.  
For quality of product is essential to continuing  
success. The quality of Lucky Strike Cigarettes is  
summed up in five words: Lucky Strike means fine  
tobacco. Yes, Lucky Strike means fine tobacco. So  
smoke that smoke of fine tobacco - Lucky Strike.

BOONE: (CHANT - SOLD AMERICAN)

MUSIC: ("SLEEPY LAGOON" UP AND FADE FOR - )

MacCORMACK: Music strictly on the romantic side. Characters - a boy, and a girl. The time - they've lost all track of time. The place - by a Sleepy Lagoon. Wayne King and his music.

MUSIC: ("SLEEPY LAGOON" UP AND FINISH - SEGUE TO "MEXICALLI ROSE")

MUSIC: ("MEXICALLI ROSE" UP AND FADE FOR - )

MacCORMACK: Dry those big brown eyes and smile, dear. Kiss me once again and hold me -- Skip Farrell sings "Mexicalli Rose".

MUSIC: ("MEXICALLI ROSE" UP AND FINISH - SEGUE TO "THE NIGHT IS YOUNG")

MUSIC: ("THE NIGHT IS YOUNG" UP AND FADE FOR)

MacCORMACK: Wayne King, the Waltz King, brings us the enchanting strains of "The Night Is Young and You're So Beautiful")

MUSIC: ("THE NIGHT IS YOUNG" UP AND FINISH - SEGUE TO "THE LAND OF THE LOON" AND POBE)

MacGORMACK: I'll be listening for you -- as the sun goes down --  
And the sky turns to evening blue.  
Your step on the walk - the click of the gate -  
Then all of my dreams will come true.  
I'll be waiting for you - till the stars grow dim -  
And the sun can no longer shine.  
Till the moon hides its face from my sorrow and grief -  
And the night winds moan in the pines.  
I'll wait for you dear - till my heart stands still -  
And the mist has covered the earth.  
Till the nightingales song has died at dawn -  
And laughter has lost its mirth.  
I've waited so long - for the sound of your voice -  
For your song as you enter the door.  
For the feel of your arms - the caress of your lips -  
Oh, my heart ask for nothing more.  
The days that we knew of sweet plans and great joy -  
Have been swept by the sea of despair.  
Tho' the tears have been dried - and thoughts turned  
                  anew -  
The ache in my heart is still there.  
Yes, I'll be listening for you - as the sun goes down.  
And the day flaunts her last crimson hue.  
Your step on the walk - and the click of the gate -  
Oh dear God - make my dreams come true!  
Yes, I'll always be listening - for you.

MUSIC: ("LAND OF THE LOON" UP AND FINISH - SEGUE TO  
"IN BLUE BIRD LAND")

MUSIC: ("IN BLUE BIRD LAND" UP AND FADE FOR -)

MacCORMACK: To many it's just a place set apart in our imagination,  
but to the Waltz King its melody makes it a place of  
reality -- Wayne King plays "In Blue Bird Land."

MUSIC: ("BLUE BIRD LAND" UP AND FINISH)

(APPLAUSE TO COVER SWITCH TO NEW YORK)



## V CLOSING COMMERCIAL

RUYSDAEL: Quality of product is essential to continuing success.

RIGGS: (CHANT - SOLD AMERICAN)

SHARBUTT: Year after year, at market after market, independent tobacco experts, auctioneers, buyers and warehousemen - present at the auctions, can see the makers of Lucky Strike consistently select and buy the finer, the lighter, the naturally milder Lucky Strike tobacco.

DELMAR: This fine Lucky Strike tobacco means real, deep-down smoking enjoyment for you. So smoke that smoke of fine tobacco, Lucky Strike.

RUYSDAEL: The famous tobacco auctioneers heard on tonight's program were Mr. L. A. (Speed) Riggs, of Goldsboro, North Carolina (CHANT - SOLD AMERICAN) and Mr. F. E. Boone, of Lexington, Kentucky (CHANT - SOLD AMERICAN). Basil Ruysdael speaking for the makers of Lucky Strike.

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT  
LS - MFT

DELMAR: There's no substitute for quality in any product and quality in a cigarette must mean the quality of the tobacco that's in it. Lucky Strike means fine tobacco, yes, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.  
 (SWITCHOVER TO CHICAGO FOR WAYNE KING SIGN-OFF)

MUSIC: (THEME UP AND FADE FOR --)

MacCORMACK: And now a word from your host -- Wayne King --

KING: Well Mack, I could step into your department and wax poetical by saying "Parting is such sweet sorrow" -- But I won't. I'll just say sincerely -- ladies and gentlemen that I'm sorry we don't have more time to play for you. Thanks for listening -- and goodnight.

MacCORMACK: Save next Sunday -- same time for the incomparable music of Wayne King - the Waltz King - songs by Delores Gray, Nancy Evans, and Skip Marrell. This is Franklyn MacCormack speaking. "I'll Be Waiting For You" is written by Vi Johnstone.

MUSIC: (THEME UP AND APPLAUSE TO FINISH)

# RUTHRAUFF & RYAN *Inc.* ADVERTISING

## RADIO DIVISION

**CLIENT:**

AMERICAN TOBACCO COMPANY  
LUCKY STRIKE - L. S. / M. F. T.

**BROADCAST:**

AS BROADCAST

**DATE:**

PROGRAM #15

**PROGRAM:**

THE WAYNE KING PROGRAM

**NETWORK:**

SUN. 9/9/45

NBC

(SUMMER REPLACEMENT FOR JACK BENNY)

PROGRAM

Theme

Commercial

"Vienna Bon Bons"  
"The Way You Look Tonight"  
"Pretty Kitty Kelly"  
"Out of Nowhere"

Commercial

"Jealous"  
"Negra Consentida"  
"Mighty Like a Rose"  
"I'll See you Again"

Commercial

Theme

# RUTHRAUFF & RYAN *Inc.* ADVERTISING

## RADIO DIVISION

<b>CLIENT:</b>	AMERICAN TOBACCO COMPANY LUCKY STRIKE - L.S./M.F.T.	<b>BROADCAST:</b>	PROGRAM #15
<b>PROGRAM:</b>	THE WAYNE KING PROGRAM	<b>DATE:</b>	SEPT. 9, 1945
		<b>NETWORK:</b>	NBC

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### I OPENING

MUSIC: WAYNE KING THEME - (FADE AFTER FEW BARS FOR)

DELMAR: WAYNE KING and his orchestra.

MUSIC: (UP AND OUT)

RUYSDAEL: Quality of product is essential to continuing success.

BOONE: (CHANT - SOLD AMERICAN)

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

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT  
LS - MFT

DELMAR: Of course!  
(Excl. B)

RUYSDAEL: Right you are!

SHARBUTT: Lucky Strike means fine tobacco. So smoke that smoke  
(Imp. Tag #1) of fine tobacco - Lucky Strike - so round, so firm,  
so fully packed, so free and easy on the draw!

RIGGS: (CHANT - SOLD AMERICAN)  
(SWITCHOVER TO CHICAGO FOR WAYNE KING)

MUSIC: (THEME UP AND FADE FOR -)

MacCORMACK: The incomparable music of Wayne King, the Waltz King. Songs by Nancy Evans and Skip Farrell and yours truly - Franklyn MacCormack.

MUSIC: (THEME UP AND COMPLETE - SEGUE TO -)

MUSIC: ("VIENNA BON BONS" UP AND FADE FOR -)

MacCORMACK: A musical picture of a gay, carefree Vienna of another day. Wayne King plays - "Vienna Bon Bons."

MUSIC: ("VIENNA BON BONS" UP AND FINISH - SEGUE TO--)

MUSIC: ("THE WAY YOU LOOK TONIGHT" UP AND FADE FOR -)

MacCORMACK: Someday, when I'm awfully low - when the world is cold - I will feel a glow just thinking of you and the way you look tonight. Here is Nancy Evans - singing "The Way You Look Tonight."

MUSIC: ("THE WAY YOU LOOK TONIGHT" - UP AND FINISH - SEGUE TO -)

MUSIC: ("PRETTY KITTY KELLY" UP AND FADE FOR -)

MacCORMACK: We'd like you to meet a cute little Miss with red hair - blue-green eyes - and a bit of a brogue -- "Pretty Kitty Kelly."

MUSIC: ("PRETTY KITTY KELLY" UP AND FINISH - SEGUE TO -)

MUSIC: ("OUT OF NOWHERE" UP AND FADE FOR -)

MacCORMACK: You came along from out of nowhere - you took my heart and found it free - Skip Farrell sings -

MUSIC: ("OUT OF NOWHERE" UP AND FINISH)  
(APPLAUSE TO COVER SWITCH TO NEW YORK)

III MIDDLE COMMERCIAL - Quality - Benjamin Franklin  
BOONE: (CHANT - SOLD AMERICAN)  
SHARBUIT: Let that historic chant remind you that Lucky Strike  
means fine tobacco -- yes, Lucky Strike means fine  
tobacco -- so round, so firm, so fully packed, so free  
and easy on the draw.  
RIGGS: (CHANT - SOLD AMERICAN)  
RUYSDAEL: Benjamin Franklin ... America's Most Quoted Man!  
DELMAR: Sometimes a man speaks to us across the centuries, yet  
because his words are wise and fresh and clear, they  
seem forever new. Listen ...  
VOICE I: Time is money.  
VOICE III: Haste makes waste.  
VOICE II: Penny wise, pound foolish.  
VOICE I: God helps them that help themselves.  
DELMAR: These words are crisp and familiar -- perhaps you  
yourself spoke them this morning or only a few minutes  
ago. And yet those very words were first said by  
one man some two hundred years ago ... a man named  
Benjamin Franklin. He was a great diplomat and a  
brilliant scientist.

(MORE)

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DELMAR:  
(CONT'D)

But he was also a great philosopher, and his greatest gift was a shrewd understanding of life itself and of all manner of people. He had a genius for plain, homespun things, and he could puncture the vain and the foolish, the pompous and the lazy, with a single phrase sharp as a razor....

VOICE III: (CHUCKLES) He who falls in love with himself will have no rivals.

VOICE I: (SADLY) Experience is a hard school, but fools will learn in no other.

VOICE II: (FLAT) If your head is wax ... don't walk in the sun.

DELMAR: And Benjamin Franklin was a wise man ... he could pour a lifetime of good advice into a phrase ...

VOICE I: (SERIOUS) Drive thy business ... or it will drive thee.

VOICE II: (SHREWDLY) Blessed is he who expects nothing, for he shall never be disappointed.

DELMAR: And so, Benjamin Franklin, looking back on his own eventful life, summing it all up, could say ...

VOICE III: (QUIETLY, SLOWLY, WITH DEEP SINCERITY) Dost thou love Life? Then do not squander Time -- for that's the stuff Life is made of.

(MORE)

DELMAR: (AFTER PAUSE) This, then, was Benjamin Franklin -- wise, genial, lovable Benjamin Franklin, who still speaks to us across the centuries in the voice of plain, everyday common sense. And this was his highest quality ... that he saw life clearly and saw it whole, that he could speak of life and men with gentleness and wit, in words that will remain forever fresh, forever new. This was the quality of Benjamin Franklin -- a great man.

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: (Quality Closing #1) The quality of character is basic in a great man and the character of quality is basic in a great product. For quality of product is essential to continuing success. The quality of Lucky Strike Cigarettes is distinguished by fine tobacco - the finer, the lighter, the naturally milder Lucky Strike tobacco. Yes, Lucky Strike means fine tobacco. So smoke that smoke of fine tobacco - Lucky Strike.

RIGGS: (CHANT - SOLD AMERICAN)



MUSIC: ("JEALOUS" UP AND FADE FOR -)

MacCORMACK: Here's the man with the golden saxophone - Wayne King plays - "Jealous."

MUSIC: ("JEALOUS" UP AND FINISH - SEGUE TO -)

MUSIC: ("NEGRA CONSENTIDA" UP AND FADE FOR -)

MacCORMACK: How can you forsake me. Why won't you be true? "Negra Consentida" - "My Pet Brunette."

MUSIC: ("NEGRA" UP AND FINISH - SEGUE TO -)

MUSIC: ("MIGHTY LIKE A ROSE" UP AND FADE FOR -)

MacCORMACK: Son, I am saying this to you as you lie asleep. I've stolen into your room alone, I could not resist it. and guiltily I come to your bedside.

"These are the things I was thinking, son; I'd been cross to you. I scolded you as you were dressing for school because you - you gave your face merely a dab with a towel. I called out angrily when I found you'd thrown some of your things on the floor.

"At breakfast I found fault, too. You spilled things. You gulped down your food. You put your elbows on the table. And as you started off to play and I made for my train, you turned and waved a little hand and called "Good-bye Daddy" and I frowned, and said in reply, "Now you hold your shoulders back."

"Then, later, that evening when I was reading in the library, you came in, softly, timidly, with a sort of hurt, hunted look in your eyes? When I glanced up over my paper, impatient at the interruption, you hesitated at the door. "Well what is it you want" I snapped.

(MORE)

MacCORMACK:  
(CONTD)

"You said nothing, but ran across in one tempestuous plunge, and threw your arms around my neck and kissed me again and again, and your small arms tightened with an affection that God has set blocking in your heart and which even neglect could not wither. And then you were gone, pattering up the stairs. You did not deserve my treatment of you, son. Your little heart was as big as the dawn itself over the wide hills. Nothing else matters tonight, son. I have come to your bedside in the darkness, and I've knelt there choking with emotion, and so ashamed.

"It is a feeble atonement, I know: but son you would not understand these things if I told them to you during your waking hours. And I have prayed God to strengthen me in my new resolve. Tomorrow I will be a real Daddy, I will play with you, and suffer when you suffer and laugh when you laugh. And I'll bite my tongue when impatient words come. I will keep saying as if it were a ritual - 'he is nothing but a boy - a little boy!'

"I am afraid I have visualized you as a man, son. Yet as I see you now, son, crumpled and weary in your bed, I see that you are still a baby. Why only yesterday you were in your mother's arms, your head on her shoulder.

"Dear boy! Dear little son! Tomorrow, I'll be a real Daddy to you. Goodnight -- God Bless You.

MUSIC:

("MIGHTY LIKE A ROSE" UP AND FINISH - SEGUE TO "I'LL SEE YOU AGAIN" - UP AND FADE FOR -)

MacCORMACK: The waltz king brings us the never to be forgotten  
melody "I'll See You Again" from "Bittersweet."

MUSIC: ("I'LL SEE YOU AGAIN" UP AND FINISH)  
(APPLAUSE TO COVER SWITCH TO NEW YORK)

## V CLOSING COMMERCIAL

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: Lucky Strike means fine tobacco...the finer, the lighter, the naturally milder Lucky Strike tobacco. Independent tobacco experts present at the auctions can see Lucky Strike consistently select and buy this fine Lucky Strike tobacco. Mr. Reuben D. Smothers, tobacco auctioneer of Reidsville, North Carolina said:

SMOTHERS: I can say from my own experience that the light tobacco bought by Lucky Strike is definitely mild and fine. That's the reason I've been smoking Luckies for seven years.

DELMAR: Quote: "-the light tobacco bought by Lucky Strike is definitely mild and fine." Unquote. So smoke that smoke of fine tobacco - Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw.

RUYSDAEL: The famous tobacco auctioneers heard on tonight's program were Mr. F. E. Boone, of Lexington, Kentucky (CHANT - SOLD AMERICAN) and Mr. L. A. (Speed) Riggs, of Goldstoro, North Carolina (CHANT - SOLD AMERICAN). Basil Ruysdael speaking for Lucky Strike.

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: IS - MFT

IS - MFT

IS - MFT

SEARBUTT: Yes, Lucky Strike means fine tobacco, so round, so firm, so fully packed, so free and easy on the draw.

(Imp. Tag #2)

(SWITCHOVER TO CHICAGO FOR WAYNE KING SIGN-OFF)

MUSIC: (THEME UP AND FADE FOR -)

MacCORMACK: Here's your Sunday night host - Wayne King.

KING: Well, Mack - that just about winds us up for tonight. No matter how we try, we can't stop the clock - can we. Ladies and gentlemen, thanks a lot for being with us tonight and if you can join us next Sunday - I'm sure you'll hear some of your favorites - some new - and some old. So till we meet again - thanks for listening and goodnight.

MacCORMACK: Save next Sunday - same time for the incomparable music of Wayne King the waltz king - songs by Nancy Evans and Skip Farrell. This is Franklyn MacCormack speaking.

MUSIC: (THEME UP AND FINISH)

# RUTHRAUFF & RYAN Inc. ADVERTISING

## RADIO DIVISION

**CLIENT:**

AMERICAN TOBACCO COMPANY  
LUCKY STRIKE - L.S./M.F.T.

**BROADCAST:**

AS BROADCAST  
PROGRAM #1

**DATE:**

SUN. 9/16/40

**PROGRAM:**

THE WAYNE KING PROGRAM

**NETWORK:**

NEC

(SUMMER REPLACEMENT FOR JACK BENNY)

PROGRAM

# AS BROADCAST

Theme

Commercial

- "I'm Falling In Love With Someone"
- "If You Are But A Dream"
- "I Know"
- "Autumn Serenade"

Commercial

- "Orchids In The Moonlight"
- "I Cried For You"
- "Neapolitan Love Song"
- "Love Theme"
- "Ionesco I Guess"

Commercial

Theme

# RUTHRAUFF & RYAN Inc. ADVERTISING

## RADIO DIVISION

**CLIENT:**

AMERICAN TOBACCO COMPANY  
LUCKY STRIKE - L.S./M.F.T.

**BROADCAST:**

REV. PROGRAM #16

**PROGRAM:**

THE WAYNE KING PROGRAM

**DATE:**

SEPT. 16, 1945

**NETWORK:**

NBC

I OPENING

MUSIC: WAYNE KING THEME - (FADE AFTER NEW BARS FOR)

DELMAR: WAYNE KING and his orchestra.

MUSIC: (UP AND OUT)

RUYSDAEL: Quality of product is essential to continuing success.

RIGGS: (CHANT - SOLD AMERICAN)

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

TICKER: (2 3 3, 2 3 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

DELMAR: First!  
(Excl. N)

SIMS: Last!

RUYSDAEL: And always!

DELMAR: Lucky Strike means fine tobacco. So smoke that smoke of  
(Imp. Tag #1) fine tobacco - Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw!

BOONE: (CHANT - SOLD AMERICAN)  
(SWITCHOVER TO CHICAGO FOR WAYNE KING)

MUSIC: (THEME UP AND FADE FOR -)

MacCORMACK: The incomparable music of Wayne King, the Waltz King -- songs by Nancy Evans and Skip Farrell -- and yours truly -- Franklin MacCormack talking.

MUSIC: (THEME UP AND FINISH -- SEGUE TO -)

MUSIC: ("I'M FALLING IN LOVE WITH SOMEONE" UP AND FADE FOR -)

MacCORMACK: I'm falling in love with someone plain to see. I'm sure I could love someone madly -- if someone would only love me. The music of Wayne King.

MUSIC: ("FALLING IN LOVE WITH SOMEONE" UP AND FINISH. SEGUE TO--)

MUSIC: ("IF YOU ARE BUT A DREAM" UP AND FADE FOR -)

MacCORMACK: So darling -- if our romance should break up -- I hope I never wake up -- if you are but a dream. Here's Nancy Evans to sing for you.

MUSIC: ("IF YOU ARE BUT A DREAM" -- UP AND FINISH -- SEGUE TO -)

MUSIC: ("I KNOW" UP AND FADE -)

MacCORMACK: Her cheek is warm while you're dancing -- you'll find it's heaven you're dancing. I know -- It's true -- I know.

MUSIC: ("I KNOW" UP AND FINISH -- SEGUE TO -)

MUSIC: ("AUTUMN SERENADE" UP AND FADE FOR -)

MacCORMACK: I'll still see that glow time cannot fade -- when I hear that lovely Autumn Serenade. Here's Skip Farrell with "Autumn Serenade".

MUSIC: ("AUTUMN SERENADE" UP AND FINISH)

(APPLAUSE TO COVER SWITCH TO NEW YORK)



## III MIDDLE COMMERCIAL - Quality - Patrick Henry

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: Let that historic chant remind you that Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

BOONE: (CHANT - SOLD AMERICAN)

HENRY: "United we stand. (PAUSE) Divided we fall!"

(63)  
SIMS: Suppose you had been alive back in March, 1799 ... when America was struggling to take its place among the nations of the world. If you had been alive on that day of early Spring and standing in the Court House Square at Charlotte, Virginia ... you would have seen a great crowd of spectators -- backwoodsmen, farmers, townspeople, gentlemen planters ... and you would have known that this was no ordinary occasion, but something special, something of grave importance. For there on the courthouse steps stood Patrick Henry ... a sixty-three year old patriot ... called from retirement to give one last message to the citizens of Virginia. And you would have remembered that this was the same man who, thirty-four years earlier, had sparked the Revolution with a cry of defiance that echoed round the world ...

(MORE)

HENRY:  
(29)

"You cry treason ... treason. Well, then, if this  
be treason ... make the most of it!"

SIMS:

And you would also have heard the silent echoes of  
another challenging speech he made in the little church  
of St. Johns, in Richmond ...

HENRY:  
(39)

"If we wish to be free ... we must fight! (PAUSE) I  
know not what course others may take ... but as for me,  
give me Liberty or give me Death!"

SIMS:

All this you would remember about the man, and then in  
the sudden hush of a calm Spring day, you would hear  
Patrick Henry begin his last public address to the  
people of Virginia....

HENRY:  
(63)

"Let us .... preserve our unity, our strength ... to  
stand up against any nation that threatens America's  
peace. (PAUSE) United we stand. Divided we fall!"

SIMS:

And suddenly, in the sound of the words, in the faces  
of the people, in the tingling response that you  
yourself must feel -- you know the quality of this  
patriot: the sincerity, the eloquence, the burning  
devotion to Freedom which was the inspiring quality  
of Patrick Henry ... orator, statesman, soldier, first  
Governor of Virginia, Defender of American  
Independence! A Great Man!

RUYSDAEL:

The quality of character is basic in a great man and  
the character of quality is basic in a great product.

RIGGS:

(CHANT - SOLD AMERICAN)

(MORE)

DELMAR:  
(Quality  
Closing #6)

Yes, the quality of character is basic in a great man and the character of quality is basic in a great product. For quality of product is essential to continuing success. When it comes to cigarettes remember this: Lucky Strike means fine tobacco - the finer, the lighter, the naturally milder Lucky Strike tobacco. So smoke that smoke of fine tobacco - Lucky Strike.

BOONE:

(CHANT - SOLD AMERICAN)

MUSIC: ("ORCHIDS IN THE MOONLIGHT" UP AND FADE FOR -)

MacCORMACK: When orchids bloom on the moonlight -- and lovers vow  
to be true. When orchids fade in the dawning -- they  
speak of tears and goodbye. Wayne King plays --  
"Orchids in the Moonlight."

MUSIC: ("ORCHIDS IN THE MOONLIGHT" UP AND FINISH - SEGUE TO .)

MUSIC: ("I CRIED FOR YOU" UP AND FADE FOR -)

MacCORMACK: According to Skipper Farrell -- revenge is sweet -- I  
cried for you -- now it's your turn to cry over me.

MUSIC: ("I CRIED FOR YOU" - UP AND FINISH - SEGUE TO -)

MUSIC: ("NEAPOLITAN LOVE SONG" UP AND FADE FOR )

MacCORMACK: One of the greatest of all love songs -- and by far  
one of America's greatest composers -- Victor Herbert.  
Wayne King plays -- "Neapolitan Love Song."

MUSIC: ("NEAPOLITAN LOVE SONG" UP AND FINISH - SEGUE -)

MacCORMACK: Should you go first and I remain  
to walk the road alone,  
I'll live in memory's garden, dear  
With happy days we've known.  
In Spring I'll wait for roses red,  
When fades the lilac blue,  
In early Fall when brown leaves call  
I'll catch a glimpse of you.

(MORE)

M. J. MARCH:  
(1942)

Should you go first and I remain  
For battles to be fought,  
Each thing you've touched along the way  
Will be a hallowed spot.  
I'll hear your voice, I'll see your smile,  
Though blindly I may grope,  
The memory of your helping hand  
Will buoy me on with hope.

Should you go first and I remain  
To finish with the scroll,  
No length'ning shadows shall creep in  
To make this life seem droll.  
We've known so much of happiness,  
We've had our cup of joy,  
And memory is one gift of God  
That death cannot destroy.

Should you go first and I remain,  
One thing I'd have you do:  
Walk slowly down the path of death,  
For soon I'll follow you.  
I'll want to know each step you take  
That I may walk the same,  
For some day down that lonely road  
You'll hear me call your name.

MUSIC: ("LONESOME" UP AND FADE FOR -)

MacCORMACK: Here is one of the greatest of all torch songs ---  
Wayne King sings -- "I'm Lonesome I Guess That's All."

MUSIC: (LONESOME UP AND FINISH)

(APPLAUSE TO COVER SWITCH TO NEW YORK)

V CLOSING COMMERCIAL

RUYSDAEL: Quality of product is essential to continuing success.

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: It takes fine tobacco to make a fine cigarette. And Lucky Strike means fine tobacco - the finer, the lighter, the naturally milder Lucky Strike tobacco. Remember that - first, last and always, Lucky Strike means fine tobacco.

SIMS: And this fine Lucky Strike tobacco means real, deep-down smoking enjoyment for you. So smoke that smoke of fine tobacco - Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw.

RUYSDAEL: The famous tobacco auctioneers heard on tonight's program were Mr. L. A. (Speed) Riggs, of Goldsboro, North Carolina (CHANT - SOLD AMERICAN) and Mr. F. E. Boone, of Lexington, Kentucky (CHANT - SOLD AMERICAN). And this is Basil Ruysdael speaking for the makers of Lucky Strike.

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT  
LS - MFT

DELMAR: Fine tobacco makes a fine cigarette! So smoke that smoke of fine tobacco - Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw.  
(SWITCHOVER TO CHICAGO FOR WAYNE KING SIGN-OFF)

MUSIC: (THEME UP AND FADE FOR --)

MacCORMACK: And now -- Here is your host -- Wayne King.

KING: Thanks Mack -- Well -- ladies and gentlemen -- it looks like old man time has caught up with us again. It seems that each week this half hour gets shorter. But -- then, we can look forward to next week, when through the medium of music, we can share the things in life that mean the most to you. Thanks for listening -- and goodnight.

MacCORMACK: Save next Sunday -- same time -- for the incomparable music of Wayne King -- the waltz king -- songs by Nancy Evans and Skip Ferrell. This is Franklyn MacCormack speaking. The poem "Should You Go First" is by A.K. Rosewell.

MUSIC: (THEME UP AND FINISH -- APPLAUSE TO END)



# RUTHRAUFF & RYAN *Inc.* ADVERTISING

## RADIO DIVISION

**CLIENT:**

AMERICAN TOBACCO COMPANY  
LUCKY STRIKE - L.S./M.F.T.

**BROADCAST:** AS BROADCAST  
PROGRAM #17

**DATE:** SUN. 9/23/45

**PROGRAM:**

THE WAYNE KING PROGRAM

**NETWORK:** NEC

(SUMMER REPLACEMENT FOR JACK BENNY)

PROGRAM

AS BROADCAST

Theme

Commercial

"Tales of Vienna Woods"  
"In So Many Words"  
"Intermezzo"  
"Till The End Of Time"

Commercial

"Josephine"  
"Broken Melody"  
"Melody of Love"  
"La Golondrina"

Commercial

Theme

# RUTHRAUFF & RYAN *Inc.* ADVERTISING

## RADIO DIVISION

**CLIENT:**

AMERICAN TOBACCO COMPANY  
LUCKY STRIKE U.S./M.F.T.

**BROADCAST:**

**DATE:** PROGRAM #17  
**NETWORK:** SEPT. 23, 1945  
BPC

**PROGRAM:**

THE WAYNE KING PROGRAM

I OPENING

MUSIC: WAYNE KING THEME - (MADE AFTER FIRM FIRM FOR)

DELMAR: WAYNE KING and his Orchestra.

MUSIC: (UP AND CUT)

RUYSDALE: Quality of product is essential to continuing success.

BOONE: (CHANT - SOLD AMERICAN)

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

TICKER: (2 3, 2 3)

RUYSDALE: IS - MFT  
IS - MFT  
IS - MFT

DELMAR: You bet!  
(Excl. D)

RUYSDALE: And now!

SIMS: Lucky Strike means fine tobacco. So smoke that smoke  
(Imp. Tag #1)  
of fine tobacco - Lucky Strike - so round, so firm,  
so fully packed, so free and easy on the draw!

RIGGS: (CHANT - SOLD AMERICAN)  
(SWITCHOVER TO CHICAGO FOR WAYNE KING)

MUSIC: (THEME UP AND FADE FOR -)

MacCORMACK: The incomparable music of Wayne King -- the waltz king -- songs styled for you by Nancy Evans and Skip Farrell, and yours truly -- Franklyn MacCormack --

MUSIC: (THEME UP AND FINISH -- SEGUE TO -)

MUSIC: ("TALES OF VIENNA WOODS" UP AND FADE FOR -)

MacCORMACK: Borders may change -- dynasties may fall -- but music remains as constant as the stars above. Wayne King, the waltz king plays "Tales of the Vienna Woods."

MUSIC: ("TALES OF VIENNA WOODS" UP AND FINISH - SEGUE TO -)

MUSIC: ("IN SO MANY WORDS" UP AND FADE FOR -)

MacCORMACK: Here is a great new tune being played for the first time -- the waltz king really likes and he hopes it will soon win a place in your heart too. Here's Nancy Evans singing -- "In So Many Words."

MUSIC: ("IN SO MANY WORDS" UP AND FINISH - SEGUE TO -)

MUSIC: ("INTERMEZZO" UP AND FADE FOR -)

MacCORMACK: As the strains of this melody unfold, one finds oneself lost in dreams of the past -- or in plans for the future...music with a mood. Wayne King plays "Intermezzo."

MUSIC: ("INTERMEZZO" UP AND FINISH - SEGUE TO -)

MUSIC: ("TILL THE END OF TIME" - UP AND FADE FOR -)

MacCORMACK: I wished upon a star for someone -- And you, my darling, are that someone --...till the end of time -- Skip Farrell sings --

MUSIC: ("TILL THE END OF TIME" UP AND FINISH)

(APPLAUSE TO COVER SWITCH TO NEW YORK)

## III MIDDLE COMMERCIAL - Quality - John Paul Jones

BOONE: (CHANT - SOLD AMERICAN)

SIMS: Let that historic chant remind you that Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

RIGGS: (CHANT - SOLD AMERICAN)

JONES: (32) Quote: "Surrender? (PAUSE) Never! I have just begun to fight!" Unquote. John Paul Jones.

RUYSDAEL: One day - in 1779, an American Warship, the Bonhomme Richard, was sailing along the coast of England. John Paul Jones, high upon the quarter deck, was peering through his spyglass into the gathering dusk. Suddenly his whole body stiffened. For out of the heavy mist came a huge enemy frigate named the Serapis ... a shining new man-of-war, with eighteen-pounders in every porthole ... the powerful Serapis, pride of the opposing fleet. With that the fight was on: There amid the smoke and flame stood John Paul Jones ... his lean face stained with gunpowder ... watching the enemy's eighteen-pounders hurling broadside after broadside into his vessel ... seeing his own vessel set ablaze.

(MORE)

RUYSDAEL:  
(CONT'D)

He was beaten, utterly and completely beaten. Every member of his crew believed this ... every enemy gunner ... everybody but this one man ... John Paul Jones. Finally, after three hours of murderous close-in fighting, the commander of the Serapis called out ...

VOICING I:  
(ECHO)

Ahoy ... Richard! Will you strike your colors ... will you surrender?

RUYSDAEL:

And then it came ... the dramatic answer of John Paul Jones, the dramatic answer that would go ringing through the years ...

JONES:

"Surrender? (PAUSE) Never! I have just begun to fight!"

RUYSDAEL:

Yes, this was ... Captain John Paul Jones ... the man who wouldn't be beaten. This was John Paul Jones inspiring his battered crew to superhuman efforts ... sending them aloft to hurl grenades down the hatchways of the Serapis, exploding her ammunition and gaining an unbelievable victory for the American Navy -- one of the greatest naval victories in world history. (PAUSE) Matchless courage ... unyielding will ... the ability to forge an unbeatable team out of his crew ... this was the quality of John Paul Jones ... peerless tactician ... brilliant strategist .. superb commander ... creator of America's proud naval tradition! A Great Man!

(MORE)

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SIMS: The quality of character is basic in a great man and  
the character of quality is basic in a great product.

BOONE: (CHANT - SOLD AMERICAN)

DELMAR:  
(Quality  
Closing  
#3)  
Yes, the quality of character is basic in a great man  
and the character of quality is basic in a great  
product. For quality of product is essential to  
continuing success. Remember this - Lucky Strike  
means fine tobacco - the finer, the lighter, the  
naturally milder Lucky Strike tobacco. So for your  
own real, deep-down smoking enjoyment - smoke that  
smoke of fine tobacco - Lucky Strike.

RIGGS: (CHANT - SOLD AMERICAN)

MUSIC: ("JOSEPHINE" UP AND FADE FOR -)

MacCORMACK: Of course our last program would not have been complete without an old Wayne King favorite -- Good old "Josephine."

MUSIC: ("JOSEPHINE" UP AND COMPLETE - SEGUE TO -)

MUSIC: ("BROKEN MELODY" UP AND FADE FOR -)

MacCORMACK: Till you return -- my song can only be a broken melody. Wayne King and his golden saxophone.

MUSIC: ("BROKEN MELODY" UP AND FINISH - SEGUE TO-)

MUSIC: ("MELODY OF LOVE" UP AND FADE FOR -)

MacCORMACK: Why I love --

I love you, not only for what you are, but for what I  
am when I am with you

I love you, not only for what you have made of yourself,  
but for what you are making of me.

I love you for ignoring the possibilities of the fool in  
me and for laying firm hold of the possibilities  
of the good in me.

I love you for closing your eyes to the discords in me,  
and for adding to the music in me by  
worshipful listening.

I love you because you are helping me to make of the  
lumber of my life, not a tavern, but a temple,  
and of the words of my every day, not a  
reproach, but a song.

(MORE)

MacCORMACK: I love you because you have done more than any creed to  
(CCMFD) make me happy.

You have done it without a word, without a touch,  
without a sign.

You have done it by just being yourself.

Perhaps, after all, that is what true love means.

MUSIC: ("MELODY OF LOVE" UP AND FINISH - SEGUE TO -)

MUSIC: ("LA COLONDRINA" UP AND FADE FOR -)

MacCORMACK: Yes truly the music of the waltz king -- Wayne King  
plays "La Colondrina."

MUSIC: ("LA COLONDRINA" UP AND FINISH)

(APPLAUSE TO COVER SWITCH TO NEW YORK)



## V CLOSING COMMERCIAL

BOONE: (CHANT - SOLD AMERICAN)

SIMS: Independent tobacco experts - auctioneers, buyers and warehousemen - present at the auctions know who buys what tobacco. Mr. William Lee Currin of Dunham, North Carolina, one of such independent experts, said:

CURRIN: A great many things have changed in the tobacco business ... but one thing remains the same and that's the Lucky Strike standard of quality. That means the kind of tobacco that really gives milder, mellowier smoking. I've smoked Luckies for nineteen years.

DELMAR: Yes, Lucky Strike has won the approval of independent tobacco experts like Mr. Currin for Lucky Strike means fine tobacco. So smoke that smoke of fine tobacco - Lucky Strike.

RUYSDAEL: The famous tobacco auctioneers heard on tonight's program were Mr. F. E. Boone, of Lexington, Kentucky (CHANT - SOLD AMERICAN) and Mr. L. A. (Speed) Riggs, of Goldsboro, North Carolina (CHANT - SOLD AMERICAN). Basil Ruysdael speaking for the makers of Lucky Strike.

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT  
LS - MFT

SIMS: (Imp. Tag #5) So smoke that smoke of fine tobacco -- Lucky Strike -- so round, so firm, so fully packed, so free and easy on the draw.

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: JACK IS BACK.

VOICE: JACK WHO?

SIMS: JACK IS BACK.

VOICE: JACK WHO?

DELMAR: JACK BENNY, OF COURSE. NEXT SUNDAY AT THIS TIME JACK BENNY RETURNS TO THE AIR.

RUYSDAEL: YES, ALL AMERICA WELCOMES JACK BENNY BACK NEXT SUNDAY - AT THIS SAME TIME --SAME SPOT ON YOUR DIAL.

SIMS: THE WHOLE GANG -- ROCHESTER, PHIL HARRIS, MARY LIVINGSTON, DON WILSON AND LARRY STEVIENS WILL BE BACK ON THE AIR NEXT SUNDAY.

DELMAR: WELCOME JACK BACK! NEXT SUNDAY'S THE DAY TO WELCOME JACK BENNY BACK!

(SWITCHOVER TO CHICAGO)

MUSIC: (THEME UP AND FADE FOR ...)

MacCORMACK: Well, Wayne, tonight we are closing the book on our summer series for Lucky Strike. And here's something Wayne, that I know will make you happy. Just before going on the air tonight, Lucky Strike's asked me to convey to you thanks and appreciation for a job well done.

KING: Well, thank you, Mack. And I can say in all sincerity -- that we never worked for a more considerate, helpful and understanding client --

And I mean that -- And I also want to express my thanks and sincere appreciation to those who have played such an important part in presenting these programs. First -- to Delores Gray, Nancy Evans and Skip Farrell who have done such a swell job of singing for you. And, of course, my friend and producer, Fred Essex, -- and I can't find enough words to thank him for his valuable assistance. Our engineer Don Wilson, the boys in the band and -- last but not least -- this guy whom I'm so fond of -- Franklyn MacCormack, who wrote our show and I know -- won a deep place in your hearts with his poetry.

MacCORMACK: In as much as pats on the back seem to be in order tonight there's one more -- from all of us -- to the man with the golden saxophone!

Next week you will hear another great artiste -- ladies and gentlemen -- Listen for the dulcet -- mellow tones, of -----

BIZ: (FADE IN "BENNY TYPE VIOLIN" -- "LOVE IN BLOOM")

MacCORMACK: (ON CUE) Yes, Jack Benny is back. He did a great job of entertaining the boys over seas.

KING: Mack, let me tell you a little story about Jack.

MacCORMACK: Okay.

KING: On Jack's way back to Hollywood, he stopped in Chicago and told me that while overseas, he picked up a new golden trafingo for Phil Harris. And I want to tell you right now that I'm going to be sure and listen to Jack Benny and Phil Harris playing his golden trafingo.

MacCORMACK: (CHUCKLE) So be sure to listen next Sunday to Jack Benny and the golden trafingo.

..... This has been the music of Wayne King, the waltz king -- songs by Nancy Evans and Skip Farrell. This is Franklyn MacCormack speaking.

MUSIC: (THEME UP AND APPLAUSE TO END)