

(MUSIC: _ _ _ _ IN THE STILL OF THE NIGHT...)

(APPLAUSE)

JO: Thank you....thanks a lot....Here it is folks, the big moment -- In just a few seconds, we'll name our Chesterfield Hollywood Star of the Week....but first, here's Tom Reddy.

TOM: Mrs. Christine Tolbert of Birmingham, Alabama correctly identified our Star....and will receive a five hundred dollar Savings Bond, Series E....

JO: Mrs. Amelia Kahre of Evansville, Indiana and Mrs. Minnie D. Stack of Akron, Ohio Failed to identify our Star and their five hundred dollar Savings Bond(s) will be donated to the Motion Picture Clinic.... in our Star's name....And now, to reveal the identity of our Hollywood Star of the Week!.....The ABC clues we gave you were....

TOM: Born in Trieste, he's appeared opposite such stars as Ingrid Bergman, Bette Davis and Joan Bennett. He appeared in Casablanca, Now Voyager and Of Human Bondage.... Among his great performances has been that of Robert Schumann in Song of Love.

JO: And from those clues, friends, you should know that our Hollywood Star can be none other than the star of the new Eagle-Lion picture in which he is co-starred with Joan Bennett - "Hollow Triumph."Our Hollywood Star of the Week (PAUSE) PAUL HENREID

(APPLAUSE)

Thank you very much for being with us tonight, Paul!

STAR: To tell the truth, Jo, I'm glad of this chance to speak up for my cigarette, Chesterfields....Just like I said, they are milder....and I'm always glad to be around when you sing....that too is a great pleasure for me. Goodnight....

(APPLAUSE)

JO: Thank you, Paul. Well folks, Paul Henreid's a Chesterfield smoker who bears out what I always say -- "Smart Smokers smoke 'em and like 'em." So ABC -- Always Buy Chesterfield, a better cigarette because it's milder - therefore - the best cigarette for you to smoke! Tomorrow night, it'll be Perry Como and the Fontaine Sisters and I'll be back next Tuesday with our Hollywood Star of the Week and....

(MUSIC: _ _ _ _ PREVIEW - THIS IS THE MOMENT) _

(APPLAUSE)

JO: Goodnight!

(MUSIC: _ _ _ _ THEME) _

(COMMERCIAL)

BLOCK: All over America, more millions are asking for Chesterfield....
the milder cigarette, and to keep pace with that ever-
increasing demand - Chesterfield is building a new factory
at Durham, North Carolina, in the heart of the new
TobaccoLand. Soon this modern factory will provide more
millions of Chesterfields for more Chesterfield smokers.
Last night, you heard one of these Chesterfield smokers,
Paul Henreid, who is co-starring with Joan Bennett in the
Eagle-Lion picture, Hollow Triumph, tell you in person
about Chesterfields when he said: "You've seen me smoke
a great many cigarettes on the screen. All of them are
Chesterfields. I like them because Chesterfields are
Milder....It's my cigarette." So friends, make yours
the ABC cigarette - that Always Milder, Better Tasting,
Cooler Smoking....Chesterfield - the Milder cigarette....
a better cigarette because it is milder....therefore,
the best cigarette for you to smoke.

(MUSIC: _ _ _ _ HERE I'LL STAY: PERRY)

(APPLAUSE)

PERRY: Tomorrow night at the Supper Club, it's Peggy Lee, and
the King Cole Trio. We'll be back on Friday with Eddie
Dooley, and one of our songs will be....

(MUSIC: _ _ _ _ TILL THE END OF TIME...FADE FOR)

PERRY: Until then, this is Perry Como saying goodnight, for
Chesterfield!

(MUSIC: _ _ _ _ THEME)

(APPLAUSE)

PEGGY: (ON TOP OF APPLAUSE) HI EVERYBODY!

AUDIENCE: HI PEGGY!

PEGGY: Let 'er go, Dave Barbour!

(MUSIC: _ _ _ FAST INTO YOU CALL EVERYBODY DARLING... PEGGY LEE)

(APPLAUSE)

PEGGY: Thank you very much!

TOM: Say, Peggy, how'd you like our show Tuesday?

PEGGY: I thought it was great, Tom ... and I'm sorry I wasn't around to meet Chesterfield's Hollywood Star of the Week, Paul Henreid!

TOM: He's a swell actor alright ... and he sure gives a fine performance in his latest picture, the Eagle-Lion production, Hollow Triumph, in which he co-stars with Joan Bennett ... and, say Peg, do you remember him in Now, Voyager?

PEGGY: Remember him? I saw it four times!

TOM: We were talking about that picture Tuesday ... and I asked Paul about the trick he used in that movie ... remember ... lighting two cigarettes at one time?

PEGGY: You should have seen Dave try that!

TOM: The whole country was doin' it ... Pegg.. and Paul Henreid said ... "Well, Tom, when it comes to-smoking the only thing more satisfying than lighting a Chesterfield is lighting two Chesterfields." Friends, once you try Chesterfields, I believe you'll feel the same way Paul Henreid does about them ... so ABC - Always Buy Chesterfield - a better cigarette because it's milder - therefore the Best cigarette for you to smoke!

(MUSIC: _ _ _ SMOKE DREAM THEME ... UP AND UNDER ...)