

**RADIO
CONTINUITY**

**LUCKY STRIKE
KAY KYSER**

**JAN. - JUNE
1941**

0795175-003

JANUARY

45 Broadcast

WEAF

THE AMERICAN TOBACCO COMPANY

#145

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

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10:00 - 11:00 P.M.

JANUARY 1, 1941

WEDNESDAY

GRAUER: Have you tried a Lucky lately?

AUCTIONEER: (ONE LONG SALE ... ENDING WITH "SOLD AMERICAN")

GRAUER: Let that chant remind you that Luckies are the cigarette of finer, lighter, naturally milder tobaccos, With independent tobacco experts -- buyers, auctioneers, warehousemen -- with men who know tobacco best -- it's Luckies two to one!

(LUCKY STRIKE TIME. . . .)

GRAUER: Lucky Strike presents Kay Kyser's College of Musical Knowledge -- with New Year's resolves, dissolves and involves, makes you wanta answer questions and makes you wanta win prize of \$95. And here comes your old Professor himself -- Kay Kyser!

(NEW KYSER THEME. . . ORIGINAL BY GEO. DUNNING)

(APPLAUSE)

KYSER:

Evenin' folks -- how're y'all? It certainly is a
 bright start for 1941 to see all you scholars in the
 classroom, your books open to the right place and ready
 to begin. ~~And even though there are 307 shopping days~~
~~til Christmas,~~ *302 shopping days 'til Christmas* We've already picked out six students
 from the classroom to heat their irons in the forge of
 musical learning. But before the quiz comes monkey-biz
So hang on to your hats and hit the slats - here's the real McCoy -
... come on do's, grab your eds and slide around the
that South American special with the old floy floy
~~campus of your shiny new sleds - what I mean is let's~~
 dance.

(1. "PARA VIGO ME VOY" . . . ORCHESTRA)

(2. "THERE I GO" . . . SIMMS AND ORCHESTRA)

COMMERCIAL #1

KYSER: Chillun, on New Year's, most folks put the past behind them, but Basil Ruysdael says there are some fellows who, in ringing the New Year in, never ring out the old.

RUYSDALL: Professor, they're the tobacco experts - and year in, year out, they're noted for not forgetting what they see at the tobacco auctions. It's part of their day to day, month to month, and year to year business to remember clearly who buys what tobacco at the auctions. Now when they step up to a cigarette counter, those memories of a thousand and one tobacco auctions don't desert them. That's why it means so much that the overwhelming majority of these independent experts choose Luckies for their own cigarette. In fact, sworn records show that over twice as many independent buyers, auctioneers and warehousemen smoke Luckies exclusively as smoke all other cigarettes combined. So, folks, in ringing in the New Year, don't forget that the experts see, year after year, at auction after auction, who buys the finer, the lighter, the naturally milder tobaccos. They see - and they smoke Luckies 2 to 1!

(PLAYOFF ORIGINAL BY GEC. DUNNING BAND)

GRAUER: Time for school, kiddies -- so put away those champagne corks -- hide Auld Lang Syne in the tuba until next year -- save the confetti for Sister Susie's wedding -- and get set for some real tough stuff. Cause here comes the Father Time of Music with his scythe in one hand and the first three ~~contestants~~ ^{scholars} in the other ... ~~the old Professor~~ ^{come on Kay - have your say} ~~Key~~ ^{Key}

~~Keyser~~

(TAR HEELS ON PARADE. . (ORIGINAL BY KAY KYSER) . . BAND)

KYSER: ~~Stop it my dear scholars~~ ^{Thank you Ben - I'll begin} -- let's see what the bright New Year has in store for you. The first question is for _____ of _____.

(ADD FIRST ROUND)

1. They say whatever you do on January 1st you'll do all year --- well that's for me, because there's nothing we'd rather do than hold class with the students. Miss Kay Crean of Astoria, New York, says that the best tip for 1941 I can give all the music students is to remember that (PLAY). When musicians or actors practice it's called a what? ~~When football teams have a practice game it's called~~
~~what?~~ When a boxer ~~has~~ practices ^{alone in the ring} ~~round or two~~, what's ^{it} ~~that~~ called?

2. I hope this one won't put you behind the eight ball, Mr. _____ . Lloyd Barron of Oakland, California, wants to know the difference between an Octave, Octet, and an Octagon. ~~Is there an Octagon Soap?~~ How many sides does it have.

3. Miss Adele Merriam of Birmingham, Alabama, says the name of this song is "Let's Dance" and it's the theme song of what orchestra leader? (PLAY). Are he and Al brothers? Did Martha Filton formerly sing with him?

4. Here's one from William Bishop of Salisbury, Maryland. He wants you to pick out the names of at least four girl singers in the following paragraph: "It was a gray dawn - the moon was on the wain - not a star about the lane - then came a ray along the shore - so Admiral Sims gave the command to fire - easy pickens, eh?"

5. Miss Catherine McNamee of Pittsburgh asks you to tell what song this is. (PLAY). What famous singing star of the screen sang it last year in the picture "Balalaika?" (Put "half" before his first name and you'll have a swell wrestling hold.)

What's a half Nelson?

6. Here's a nifty from Newark, New Jersey. Bob Kelly wants you to distinguish between Bob Pastor, Tony Pastor, Louis Pasteur and Green Pastures.

7. Here's the theme of the radio program "Orphans of Divorce."

Miss Rosemary Emmer of Detroit wants you to identify the song. (PLAY). Most people think of that as an Irish song but it's really American in origin, and was composed by a Virginian. Who's the Dean of Irish tenors? Did he ~~play first base for the Cincinnati Reds?~~ ~~play first base for the Cincinnati Reds?~~ ~~play first base for the Cincinnati Reds?~~

8. Here's a humdinger from Harry Cohen of Houston, Texas. Here're

the words to "Lazy Mary Will You Get Up." We want you to sing it ~~and~~ ~~and here's a noisemaker that feels slighted because it wasn't used last night - so we want~~ ~~while you're singing hold this piece of buttered catch taffy between~~ ~~you to use it now - let's sing it once and when I put this horn in your mouth - keep going~~ ~~your teeth~~ but blow the horn.

9. Miss Corinne Row of Santa Fe, New Mexico says here's one you're

bound to know. (PLAY). Did ~~George M. Cohen~~ ~~write that?~~ ~~He wrote~~ ~~Mark Twain~~ write a book called ~~"The~~ ~~Emancipated Yankee"~~ ~~"The~~ ~~Yankee Doodle Dandy."~~

"The Yankee Doodle Dandy." Is the New York National League Baseball

team also known as The Yankees? (here Kay gave a salute to the football teams who were glorious in defeat in the Bowl games.)

(SOUND -- CLASS BELL)

GRAUER: End of the first exam, Professor ... let the sheep go and take it on the lamb.

KYSER: Make mine a decision, Dean Ben Grauer, with potato chips on the side ... Thank you and the winner of the first test is _____!

(APPLAUSE)

KYSER: Congratulations, my dear _____ ... here's a penny for your pretty thoughts (GIVES PENNY) ... but there's a chunk of swag in the big boodle bag of the final exam. Relax now, light up a Lucky Strike and mark time while we celebrate your success with a cavort around the campus, a prance round the piano, and a romp round the rostrum ... so come on kids, let's dance!

(3. "SO YOU'RE THE ONE" MASON AND ORCHESTRA)

(4. "I GIVE YOU MY WORD" BABBITT AND ORCHESTRA)

January 1, 1941

COMMERCIAL #2

KYSER: Now, chillun - here's that radio and movie commentator, Rush Hughes to picture for us a real Kentucky tobacco auction. He says it's fast as the Derby - and just as exciting, too. All right, Rush, take it away!

(CHANT LOUD - THEN FADE - CROWD SOUND IN B.G.)

HUGHES: Hello, spectators. This is Rush Hughes. I'm here to describe for you the scene in this important tobacco town of Carrollton, Kentucky. Let me give you some quick shots of our surroundings. We're inside a huge tobacco warehouse. The ceiling is pierced by literally dozens of skylights. It's really like a painting by Rembrandt - the shafts of sunshine - the rich golden brown of the rows and rows of tobacco. There must be two thousand baskets of the fragrant leaf filling these several acres of floor space. Some baskets are piled way up - they may hold as much as seven hundred pounds of tobacco. Other baskets are only knee-high with the leaf. Each basket contains a different grade and quality of tobacco. Each is sold individually, and the sales go at the rate of one every ten seconds. Listen to that auctioneer chant...

(CHANT UP - VERY FAST)

HUGHES: (COMING IN OVER CHANT) Can you follow what he says? To the dozen or more tobacco buyers representing the various cigarette and leaf companies, each word is clear as crystal. It's their own special language of the auction floor - a running record of the bids as they are made. Let's move in to the line here and we'll try to catch a sale. Look, while they're still selling one basket, the warehouseman's already giving the next basket the

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once over, estimating its value with a lightning glance.
(CHANT "SOLD AMERICAN" HERE) On your toes, everybody,
here we go! The warehouseman calls out the price of
the opening bid.

WAREHOUSEMAN: At 18!

HUGHES: 18 dollars a hundred pounds is asked - and 18 is bid by a
cigarette company. A leaf dealer signals 19 - and the
cigarette company makes it 20. Now Lucky Strike bids 21.
And another leaf company 22 - 22. Lucky Strike ups it
again to 23 - that leaf company comes right back with 24 -
another cigarette company 25. Boy, oh, boy! And Lucky
Strike bids 26 - and I think - yes, it's going to
Luckies at 26.

(CHANT UP -SOLD AMERICAN)

RUYSDAHL: There you see how tobacco is bought - right out in the
open market ... in open competition ... where everyone
can see who buys what tobacco, and the price they pay.
The American Tobacco Company consistently pays higher
prices to get the finer, lighter, the naturally milder
tobaccos. For instance, so far this season, at tobacco
auctions in Carrollton, Kentucky, The American Tobacco
Company paid 27% more per pound for the tobacco it bought
for its cigarettes and other tobacco products. Yes,
27% above the average market price paid for all the
various types and grades of tobaccos sold there - and the
best we bought will go to Luckies. No wonder so many
independent tobacco experts agree that Luckies buy the
finer tobaccos. No wonder that, with independent
experts who watch these sales - with buyers, auctioneers
and warehousemen - with men who know tobacco best,

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it's Luckies 2 to 1!

(MUSICAL TAG)

(5. FRENESI ORCHESTRA)

(6. I CAN'T REMEMBER TO FORGET SIMMS)

GLEE CLUB

(GLEE CLUB SINGS TO THE TUNE OF "FAR ABOVE CAYUGA'S WATERS" ..)

Nineteen forty-one we greet thee
New Year bright and true
Your days will bring us joy and gladness
We have faith in you.

Turn this page of history gently
"Forty's" past and gone
Forty-one now lies before us
Hail the New Year's dawn!

GRAUER: Another calendar on the wall, another candle on the cake,
another ring in the trunk of the tree of knowledge.
The old school bows to the images of the founding fathers
staring down from the walls, and sends best wishes for the
New Year across the nation, as we pause briefly to
Identify each station.

*** S T A T I O N B R E A K ***

(MARCH: "TAR HEELS ON ^{Hand}~~PARADE~~" BAND)

GRAUER: The second semester comes to Kyaer College like a man
lookin' for ~~his hat~~ ^{this way to go home.}

(BLAST OF WHOOPEE HORN)

BOBBY: Shay - hap-----y New Year.

GRAUER: Give it to him, boys.

Kay - Pistol shot (SHOT)

GRAUER: Take him away -- ~~Not ¹⁴¹ ~~years~~~~ ^{once a year is enough} is old enough to sit up and
take notice and its eyes are poppin' out 'cause here
come our second three candidates for degrees -- three
Helens of Troy who are ready to toy and titter at tidbits
of larnin'. Oh, it is a gala sight but now there is
fright -- for out of the night and into the light comes
that fugitive from '40 -- ~~with the face that is fearsome~~
~~to have at the threesome who are getting rapidly~~
~~someone~~ -- tis the old ^{caunter} ~~labor~~ on his scooter -- ~~the~~
~~Carolina thin-slicer~~ ^{that tantalizing factor} - Professor himself Kay Kyser

Sound (snore)

KYSER: ~~Whe~~ ^{Leave on quills - foot you horse} come right over in my yard, ~~leads~~ ^{put your fears}
~~at rest and give out with your best~~
~~put your glaucous out to graze~~
~~and come out of your haze~~

SECOND ROUND

1. Hal Cooney of Missoula, Montana, wants you to recognize this song. Listen. (PLAY) What two well-known comedians are on the air for Campbell's Soup? You shuh 'nough ought to get that one!

2. Miss Barbara June of Columbus, Ohio, wants you to tell us the difference between a foxtrot, a turkey trot, John Scott Trotter, and a dog trot.

3. Here's a homey question from William Burroughs of Meridian, Miss., all about homes. What section of the country would you be living in if this were your theme? (PLAY). Now where would you be? (PLAY) If we played "~~Back Home in Indiana~~" where would you be?
Carry Me Back to Old Virginia

4. Let's linger a moment on this limerick and see if you can tell us the well-known personality it brings to mind:

Not given to travelling with herds,
 This man's always coining new words,
 The whole world's enthused
 By his news and his views
 But Bernie just gives him the bird.

Now Miss Nellie Fuller of Seattle, Washington, says name a columnist, former President, Presidential Candidate and Cartoon character whose initials are WW.

5. Whether you read the funnies or not, Herbert Shaffer of Kansas City, Mo., says we all know who Jiggs' wife is. Who is she? Well, it seems that Maggie really wanted to celebrate New Year's Eve last night, but Jiggs protested "I'm getting too old for that stuff -- we used to whoop it up but that was (PLAY). What is meant by "The Jig's Up?"
6. Miss Marjorie Fella of Indianapolis sends in our right or wronger for tonight. Here's the first:
1. Portland Hoffa is the name of a city in Maine.
 2. Boxing Champ Joe Louis made an all-negro picture.
 3. Leopold Stowkowsky was born in England.
 4. The radio program, "Quiz Kids" is conducted by the Dead End Kids.

7. This one is from R.F.Barrett of Ontario, Canada. He wants you to name this song (PLAY). Now he wants you to tell what band has that song for a theme? That's not the way he plays it, but his first name is Harry and his last name is James. With what famous swing orchestra did he once play?
8. Miss Florence Cooper of Columbia, South Carolina, is very foxy and asks where you would be going if you heard this song (PLAY). In English hunts, what are they hunting for? What instrument usually is heard signifying that the hunt is on? ~~Castro trumpet, a bugle, a theramin, or a bazooka?~~ *Not like a beagle - a bugle - or a boogie*
9. Marvin Sweeney of Milford, Connecticut, says if you've been listening to the daytime radio serials you should have no trouble at all in naming this song and the program it identifies. (PLAY) What's the name of that song? Now what daytime serial is that the theme of? Is it Just Plain Bill - Just Plain or just? In what recent picture was this song used? It starred Clark Gable - Spencer Tracy - Hedy Lamarr and Claudette Colbert?

(CLASS BELL)

GRAUER: Professor, the gals are tuckered, but their lips are puckered waitin' for our faculty Prince Charming.

KYSER: Well then, the exam is o'er and the kiss of favor is bestowed by our faculty on _____.

(APPLAUSE)

Ah --- dear Miss _____, well may you blush and shyly hang your dainty head .. you have turned your burning elocution and erudition upon problems of culture and have made a conquest. Go, light up a Lucky Strike ~~and curl your hair for the final exam~~ Right now, recess is here and before you ~~can pop your bubble gum~~ *snaf a dragon - get on the wagon* we're off for fun -- *clap a hand and follow the band* we're on the run and we're whirling away with a song of the day ...

7 ("CHIAPACANICAS" PRODUCTION)

COMMERCIAL #3

KYSER Chillun, did you ever hear money talk? Listen

(FADE CHANT IN AND OUT)

RUYSDAEL: Yes, money talks, when the auctioneer chants. The chant itself is a sing-song record of each bid, ending with the final sales price. And it tells the real story of what happens at the auctions. If you want the finer, lighter, naturally milder tobaccos, you have to pay the price to get them. That's why we wish you could visit a few tobacco auctions yourself. For you'd most likely see baskets of tobacco sold to Lucky Strike for 25 or 30 dollars a hundred pounds, when other tobaccos at the same auctions were selling for ten to fifteen dollars less. The reason - well, the tobacco Lucky Strike buys is finer, lighter, milder - so, of course, it costs more. Remember - you get what you pay for. So here's a fact worth remembering in 1941: Independent tobacco experts see who buys what tobacco -- and they smoke Luckies 2 to 1. Why not profit by their experience. Next time, ask for Lucky Strike.

8. ("PRACTICE MAKES PERFECT" ORCHESTRA)

9. ("YOU WALKED BY" BABBITT & ORCHESTRA)

(FANFARE)

- 18 -

GRAUER: The final exam .. boy meets girl in the final whirl ..
culture collides with our champion couple .. it's grim
and gruesome, and grinding his molars in a terrible rage
comes the old perfesser from out of his cage.

(EFFECT)

KYSER: Don't be fooled, chillun - I'm a mellow fellow and I
tickle your chin -- so gimme a grin and I hope you win.

- 18 -

FINAL ROUND

1. Tonight we'd like to dedicate our final round to the memory of Stephen Foster and his many truly American melodies. First of all, Miss Lillian Winters of Peoria, Illinois, wants you to name this one (PLAY). Did he also write "Camptown Races", "Old Black Joe", "Massa's In the Cold, Cold Grown?"

2. Sam Horn of Tampa, Florida, says you shouldn't have to hear much of this Foster melody to name it (PLAY) In the motion picture, "Swanee River" (which depicted the life of Stephen Foster), who sang _____? Was it Alice Fay, Don Ameche, Eddy Cantor, Mary Martin, Al Jolson or Allen Jones? It was a blackface comedian. Now who portrayed Stephen Foster?

3. Here's one just as well known as "Oh Suzannah" (PLAY). Stephen Foster was a Northerner even though he wrote many Southern songs. Tell Miss Lillian Skinner of Dubuque, Iowa, was his home town New York, Chicago, Philadelphia, or Pittsburgh? (I hope you pick one that soöts me.)

4. Here's another immortal Stephen Foster song. (PLAY) Is that "Way Down Upon the Swannee River", "Swannee River", or the "Old Folks at Home"? Is the Swannee River in Kentucky?

(CLASS BELL)

GRAUER: The exams are over.

KYSER: Yes, kids -- but tarry -- while our faculty file out to grade your exams .. sit with me in brief convocation while we hear Dean Ben Grauer deliver a short valedictory on the golden leaf.

GRAUER: Are you smoking more today? Then -- more than ever before -- you want a cigarette that's really mild -- with the natural mildness of finer, lighter tobaccos. So remember: Luckies pay higher prices to get the finer, the lighter, the naturally milder leaf. No wonder that with independent tobacco experts -- with men who know tobacco best, it's Luckies 2 to 1!

(FANFARE)

KYSER: The reports are in and our faculty with a toss of their pretty locks declares that the honor scholar of the evening is _____.

(APPLAUSE)

Ah, dear _____, you should be the lyric to a ballad .. high C above C in the Met .. the beacon on a hill and the bacon in your mother's kitchen .. I award you this first prize of \$35 and enrollment in Phi Beta Kyser. To you, dear second placer, this second prize of \$20 and to the other four scholars ten dollars each and to all six a carton of Luckies. Then to each and every member of our student body here tonight, for those New Year's cheers and happy leers -- a package of better-than-ever Lucky Strike Cigarettes.

(APPLAUSE)

10. ("CAMPTOWN RACES" ORCHESTRA)

~~11. ("SULLY POLINDS" ORCHESTRA)~~

~~(NEW YEAR NAME)~~

KYSER:

Well, das all, chillun, and the old school gets ~~the big~~ ^{going on}
 the big job of 1941 -- carrying the lamp of learning into
 the dark places and putting smiles on scholar's faces.
 Until next Wednesday -- keep up on your homework on Friday
 night when Lucky Strike presents "Information Please" and
 Saturday night it's "Your Hit Parade" -- And remember, when
 you send your questions - address your letter to us at 480
 Lexington Avenue, New York City. Until next week, this is
 Kay Kyser - thinking of you. Thanks a lot for being with
 us, and so long, everybody.

(LUCKY STRIKE TIME)

(APPLAUSE)

GRAUER:

The famous tobacco auctioneers heard on tonight's program
 were Mr. L.A. (Speed) Riggs of Goldsboro, North Carolina,
 and Mr. F.E. Boone of Lexington, Kentucky.

(SONG CREDITS, IF ANY)

THIS IS THE NATIONAL BROADCASTING COMPANY

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THE AMERICAN TOBACCO COMPANY

W E A F KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - NO. 146

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10:00 - 11:00 P.M.

JANUARY 8, 1941

WEDNESDAY

GRAUER: Have you tried a Lucky lately?

AUCTIONEER: (ONE LONG SALE...ENDING WITH "SOLD AMERICAN")

GRAUER: Let that chant remind you that Luckies are the cigarette
of finer, lighter, naturally milder tobaccos. With
independent tobacco experts -- buyers, auctioneers,
warehousemen -- with men who know tobacco best -- it's
Luckies two to one!

(LUCKY STRIKE TIME)

GRAUER: Lucky Strike presents Kay Kyser's College of Musical
Knowledge -- your Wednesday night's chance to be in the
know, the fun and the money.. for ~~the prize~~^{prizes} \$95 in ~~prize~~^{prizes}
~~back~~ and makes-you-want-to-dance music-- but now class
is in session enmasse and here comes your old professor
-- Kay Kyser!

(NEW KYSER THEME:ORCHESTRA)

KYSER: Evening folks-- how ya all... welcome to the old classroom where we are gathered to turn the pages, stun the sages and go on rhythm rampages... Decorating the old lecture platform with me are six students-- a professor's half dozen plucked by chance from the undergraduate body here tonight to take the musical third degree. But, before they cudgel their craniums we're going to pass out the geraniums..we're going to hold forth with a dilly and a dally... and a good old school rally .. so come on, kids, be pally for here's a tantalizing tid bit for Susie and Sally?

1. ("ALLA EN EL RANCHO GRANDE" ORCHESTRA)

2. ("I HEAR A RHAPSODY" SIMMS AND ORCHESTRA)

KYSER: Chillun, here's Basil Ruysdael with a brief biography..

RUYSDAEL: Mr. Lee Moore of Greenville, North Carolina, has been in the tobacco business since 1909. ^{Now} You might think Mr. Moore would indulge in a lot of technicalities about cigarettes. But, he boils them all down to this one simple fact: "The better and milder the tobacco, the better the cigarette it makes." Now Mr. Moore has been smoking Luckies for the past 11 years - and here's why... in his own words: "I know the kind of tobacco Lucky Strike buys - and know it gives me the mildest smoke I can get." (PAUSE) Well, smokers, independent tobacco experts like Mr. Moore - buyers, warehousemen, auctioneers - see just who buys the finer, the lighter, the naturally milder tobaccos. And they choose one cigarette by an overwhelming majority: 2 to 1 in fact. Follow their example next time you buy cigarettes; ask for Lucky Strike.

(PLAY OFF MUSIC. . . ORIGINAL BY GEO. DUNNING. . . . ORCHESTRA)

(SCHOOL BELL)

GRAUER: The first exam! Come on, Freshmen -- everybody up!

(WHISTLE NIPS)

That's the way to do it, boys... on your toes-- off with your bib and be glib... your future is in your own hands .. so, take your stands for here comes Kozey Kay from down Carolina way.

(TARHEELS ON HAND ORCHESTRA)

(AUDIENCE APPLAUSE)

KYSER: Well, looks like it's elocution or execution...welcome Freshmen--

FRESHMEN: Thank you, Mr. Kyser.

KYSER: The ears of the faculty will be upon you --

FRESHMEN: Thank you, Mr. Kyser.

KYSER: Just call me Kay-- and step this way.

1. You know if I had a newsreel camera, I'd show you pictures of that parade yesterday here in New York, if there had been a parade. Anyway Miss Janet Daly of Albany wants us to make out like there was a parade and make out like I'm showing you pictures of it. (SOUND: CROWD...BAND...PARADE SCENE) "Some Parade, eh? There goes Mayor LaGuardia and look there's the Governor and I'll be along in a minute. Look there I am, see (PLAY) You don't see me-^{I'm} In that car right there where everybody's waving. I'm standing up on the seat so you should be able to see me. (PLAY) That's silly, isn't it!

2. Betty Dickinson of Garden City, Long Island, wants you to distinguish between Alice Faye, Santa Fe, Frank Fay and Bouffet.

3. Here's Chopin's Nocturne in E Flat. When you hear it, Miss Mary Sorensen of Ogden, Utah, is sure you'll identify the orchestra leader who uses it for a theme song. (PLAY)
What's his slogan?

ROUND ONE:(CONTINUED)

4. Here's a few well-known slogans-- I'll start them, and Mitchell Bricker of Brooklyn wants you to finish them.
1. The slogan of Carnation Milk is - Milk from contented _____.
 2. Maxwell House Coffee is "Good To The _____".
 3. Hoover Vacuum Cleaner's Slogan is - "It Beats As It _____
as it _____".
5. Let's name this song for Robert Jones of Oklahoma City, Oklahoma.
(PLAY) Now if you were in Central Park with your best gal and had a bag of peanuts-- who'd you feed 'em to? Do you get a Planters Punch ~~or~~ a Peanut Bar?
6. It's tonight's right or wronger and Ross Odie of Jackson, Tenn., wants you to say right or wrong to the following statements:
1. Tom Harmon's number was "77".
 2. George Gershwin composed two operas - Porgie and Bess and 135th Street.
 3. The first and second violins are the same size.
 4. "A Tale of Two Cities" is a story of Minneapolis and St. Paul.

ROUND ONE: (CONTINUED)

7. We're about to play the theme of the daytime serial Valiant Lady and Dolph Hansen of Tampa, Florida, says you'll be very valiant to name it for us (PLAY). Does that mean Little Swallow, Little Flower, Little Star or Little Dove.

8. Look straight ahead now, don't look back. Miss Roberta Lange of Milwaukee, Wisconsin, wants you to tell us what instrument you hear and what song is being played. (PLAY). And this one (PLAY).

9. Here's a song that has two names and Arthur Weeks of Wichita, Kansas, wants you to give us both of them. (PLAY).
It's also a school song. Is it known as "The Eyes of Texas" - "The Ears of Tennessee" - or "The Teeth of Georgia Tech?"

(SOUND: CLASS BELL)

GRAUER: The freshmen have had their day in Court-- tis time for the faculty to report.

KYSER: Thank you, Dean Ben Grauer- but don't snort! Das all, scholars -- your report cards are already and the honors of the first exam go to _____.

(APPLAUSE)

KYSER: Ah, dear Mr. _____, with tears of pride I congratulate you -- your little knowledge was a "tiller-filler" and you got the jackpot in this first exam (WHIR OF GEARS AND HE GETS THE JACKPOT) No -- not so fast -- put back those slugs- you're only half a hero so go light up a Lucky Strike and dwell in marble halls until you are called for the final exam. Right now, recess -- old apple-cheeked recess is here...so have a coke, tell a joke and crowd a nickel in a juke box -- pull up your socks and stick out your chins - can't ya tell here's where the fun begins?

3. ("CAN'T YA TELL" MASON AND ORCHESTRA)

4. ("SAME OLD STORY" BABBITT AND ORCHESTRA)

(APPLAUSE)

KYSER: Strike up that football music, boys! Here's Graham McNamee -
just back from the Rose Bowl game!

(MUSIC: . . . ARRANGED BY GEO. DENNING . . . CHEERING - APPLAUSE)

GRAUER: Tonight Graham McNamee's going to give us his own picture of
another American institution that's just as lively and
colorful as football--the tobacco auctions. We reenact for
you now a big October auction in Martinsville, Virginia.

(MUSIC UP . . . THEN OUT . . . CROWD NOISE)

MCNAMEE: Good evening, ladies and gentlemen of the radio audience.
Step right this way, please. We've got a place reserved for
you right down on the fifty-yard line. And say - that's no
exaggeration! They've got enough floor space in this big
tobacco warehouse for a really good football field. And
there's a whole lot of the old carnival spirit about the
crowd. For this is a real championship battle - a battle of
bids to see who gets the finest of the fine tobaccos that fill
the warehouse. Well - now here we are - right down close to
the first basket of tobacco that's to be sold here today.
The buyers are lining up. The auctioneer's in his place. And
the warehouseman's about to call out the price of the opening
bid on the first basket. Listen:

WAREHOUSEMAN: Fine tobacco, boys - ripe and mild - start 'er at 23!

(CHANT)

MCNAMEE: That chant may be hard for us to understand - but it's as
clear to those buyers as a quarterback's signals to a football
team. Right away the opening price of 23 dollars per hundred
pounds was bid by a leaf company - then an export company made
it 24 - a cigarette company 25.

COMMERCIAL #2:(CONTINUED)

MCGNAMEE: Each basket of tobacco is sold separately, because the baskets
(CONT'D)

vary widely in grade and quality. And just while I said that,
the bid's already shot up to 28. Say, ~~that's~~ ^{that's} really fine
mild leaf. Now Lucky Strike bids 29 - hear it - 29 - 29. But
another cigarette company makes it 30 - and that's high - but
Lucky Strike tops it with 31 - 31 - and, yes, that kicks the
goal! It's going to Lucky Strike - listen...

(CHANT - SOLD AMERICAN)

RUYSDAEL: There you see how tobacco is bought - right out in the open
market.. in open competition.. where everyone can see who buys
what tobacco, and the price they pay. The American Tobacco
Company consistently pays higher prices to get the finer,
lighter, the naturally milder tobaccos. For instance, here
are the season totals for the tobacco auctions at Martinsville,
Virginia...The American Tobacco Company paid 56% more per pound
for the tobacco it bought for its cigarettes and other
tobacco products - Yes, 56% above the average market price
paid for all the various types and grades of tobaccos sold
there - and the best we bought will go to Luckies. No wonder
so many independent tobacco experts agree that Luckies buy the
finer tobaccos. No wonder that, with independent experts who
watch these sales - with buyers, auctioneers and warehousemen
- with men who know tobacco best, it's Luckies 2 to 1!

(MUSICAL TAG: . . . RELEASE ON FILE)

5. ("TOY PIANO MINUET" LYMAN AND ORCHESTRA)

6. ("PERFIDIA" SIMMS AND ORCHESTRA)

(SEGUE:)

(APPLAUSE)

("FAIR HARVARD" GLEE CLUB)

GRAUER: Yellow and mellow with light the old school stands under
the lowering night...and in the great hall the echoing song...
and round the board the brimming cup -- for the year is new
and the toast is to you and like the song sounding softly
across the nation, we make our pledge to you and identify
each station.

(STATION BREAK)

(TARHEELS ON HAND)

GRAUER: The second semester comes to Kyser College..and that's only the half of it-- the other half is met at the foot of School Street by the entire faculty.

MALE VOICES: }
(TO "WEDDING MARCH" }
AND WITH FEELING) }
HERE COME THE GIRLS
HERE COME THE GIRLS
HERE COME THE GIRLS
SO HURRAH FOR THE GIRLS

BOBBY: Women! Yippee!
(CHEERS)

GRAUER: Down men -- 'down! Don't scare our second three candidates for degrees... Fun is fun, but it ain't every day we get three such beautiful creatures to educate.

KYSER: Women, women everywhere and not a prof to think -- well, step up gals and let's try anyway.

1. Let's assume that you and I are getting married - Of course I can't hope for any such luck - But let's assume it anyway. Now Arnold Klein of New York City wants you to listen to this Wedding March and then tell us whether you think we are on our way in to be married or whether we have just been hitched and we're on our way out. (PLAY).

Now here's the other one. Listen and tell us whether you think it was written by Mendelssohn or Wagner. (PLAY).

2. You're about to hear some well-known expressions and familiar sounds, and Miss Betty Reiland of Arcadia, California wants you to tell us what orchestra leader each of them brings to your mind.

1.) "Is Everybody Happy?"

2.) Harry-Bubbles.

3.) And this phrase is associated with whom? (PLAY)

4.) And who says "Lopez Speaking?"

3. Here's the "Sailor's Horn-pipe" which is the theme song of either Tums "Pot of Gold" or Tums "Treasure Chest." So 'tum on twick let's try to tell Terry Keenan of Greenville, N.C., which program it is. (PLAY).

Is Horace Heidt on both of these programs?

4. Speaking of programs Miss Maxine Low of Rodman, Iowa, wants to know whether the following radio shows are $\frac{1}{4}$, $\frac{1}{2}$ or hour programs. Amos and Andy; Major Bowes; Mr. District Attorney; President Roosevelt.

5. Miss Mae Birks of Urbana, Ill., overheard two lovebirds making up after a lovers' quarrel. She heard him say "I know it's my fault - I'm Sorry I Made You Cry - and she said OH YEAH! Sounds like (PLAY) He took her hand, looked into her eyes and said "This time I Mean It - I Swear It - In Fact (PLAY). Who's the star of the picture "Philadelphia Story"?

6. This one from Miss Betty Lowery of Washington, D.C., is dedicated to the royal family of the theatre. Is John Barrymore on the air with Rudy Vallee? Is Lionel Barrymore Dr. Kildare? Is Ethel Barrymore in the Broadway show "The Corn is Green?"

7. We are going to imitate a phonograph record that has been very popular in the last few months and David Flax of Newport News, Va., wants you to tell us the name of the song and also the orchestra leader we are imitating. (PLAY).
Is George Bernard his dad?
8. (SOUND EFFECT "PEEP PEEP"). Jeepers Creepers, it's a Beep-Beep-Beeper! We are about to play a bit of the Poet and Peasant Overture and Miss Virginia Rosen of Freemont, Nebraska, wants you to do a bit of "beep beep beeping." The first time through I'll put in the beeps to show you how it goes - then the second time through you put in the beeps in the same places. (PLAY).
9. Let's see if we can finagle the name of this one out of you.(PLAY)
Now T. B. Allen of Houston, Texas, asks is that a Russian, Italian or Argentine folk song?

SOUND: (CLASS BELL)

GRAUER: This terminates the test -- the ladies rest.

KYSER: Well, das all then gals, and the one who did best will soon feather a nest. Our faculty report card puts two in the red and the one who's ahead is _____.

(APPLAUSE)

My dear Miss _____, well might you wiggle and giggle, for you have sounded your "A" and won the fray .. so, go light up a Lucky Strike and have skull practice until the final exam. Recess is here, chillun.

(CHEERS)

Yes, suh - kids - happy times and restless feet, cause here's where we have a treat -- so, come and sit upon my knee while we tell you about the "Blues My Naughty Sweetie Gave To Me."

7. ("BLUES MY NAUGHTY SWEETIE GAVE TO ME" PRODUCTION)

COMMERCIAL #3

KYSER: Now Benjamin Franklin Ruysdael reminds us: "A tobacco buyer ne'er got two pennies worth for one penny."

RUYSDAEL: Folks, good common sense tells us that, in buying tobacco at the auctions, as in buying anything else, you get what you pay for. That's why the actual price-quotations Lucky Strike is bringing you from market after market are important to you as smokers. For instance, at that Martinsville, Virginia, auction we described a few minutes ago, you recall that Lucky Strike paid 31 dollars per hundred pounds for a basket of tobacco. Now other baskets at that same auction may have been selling for five - ten - fifteen dollars per hundred pounds less. The reason - the tobacco Lucky Strike bought was finer, lighter, milder. So, of course, it cost more. Remember - independent tobacco experts at the auction see who pays the price to get the finer, the lighter, the naturally milder leaf. They see - and they smoke Luckies 2 to 1. So smoke the smoke tobacco experts smoke. Next time, ask for Lucky Strike.

8. ("KEEP AN EYE ON YOUR HEART" BABBITT & ORCHESTRA)

9. ("LET'S DREAM THIS ONE OUT" DUET)

(FANFARE)

GRAUER: The final exam .. the exam what am .. the quiz that is -- the one and only .. the bonanza .. extravaganza .. the time for our two champion scholars of the first exams to wilt a collar and earn a dollar .. who will win? -- who will grin? -- who'll go home poking the peanuts in? .. time could tell but it stutters -- it flutters -- for here comes old James Kay to have his final say.

(CHORD)

KYSER: Well, how're you, Ben Grauer.

GRAUER: Okay Kyser.

KYSER: Our champions are okay, too, so -- let's see who goes home with gravy on the vest.

FINAL ROUND

1. One of the most artistic phases of musical endeavor is the opera. Therefore, let's dedicate our final round tonight to the opera. Miss Dorothy Waltman of Evanston, Ill., says this selection is so well-known you should be able to name it immediately and the opera from which it is taken. (PLAY) If there is a _____ in _____ is there a clown in Pagliacci? And a devil in Faust?

2. Robert Lange of Milwaukee, Wis., wants you to name two opera companies in America. Who starred in the picture "Phantom of the Opera?"

FINAL ROUND (CONTINUED)

3. Miss Flora McElhery of Miles City, Montana, wants you to name two opera stars who have been in the movies. Who were starred in the picture "A Night at the Opera?" What's a horse opera?
4. John Reeves of Memphis, Tenn., asks is there a radio program called "Metropolitan Auditions of the Air?" I understand Donald Dixon won his berth in the Metropolitan just that way. Now, let's you and I go slumming to the Diamond Horse Shoe of the Metropolitan to hear a famous opera. In that opera we'll hear the following selection, which is either the Anvil Chorus from Il Trovatore, the Sextette from Lucia, or the March Starve from Hunger. (PLAY) Now can you tell us the difference between an opera and an operetta?

(CLASS BELL)

GRAUER: The exams are over.

KYSER: Thank you, Dean -- das all chillun until our faculty return with their official report. But while we wait, join me in brief convocation while we hear Dean Ben Grauer deliver the tobaccolaureate address.

GRAUER: Are you smoking more today? Then -- more than ever before -- you want a cigarette that's really mild -- with the natural mildness of finer, lighter tobaccos. So remember: Luckies pay higher prices to get the finer, the lighter, the naturally milder leaf. No wonder that with independent tobacco experts -- with men who know tobacco best, it's Luckies two to one!

(FANFARE)

KYSER: The faculty report.

(CANNON SHOT)

thanks cannon

~~but~~ but louder and better is the news that the winner of the evening -- honor scholar of the week is none other than _____.

(APPLAUSE)

Ah, dear _____, you are indeed a rare bloom in the old school garden of nobby noodles .. ~~you have breezed through without missing a hair~~ -- we enroll you in Phi Beta Kyser .. accept this first prize of \$35 and go forth into the world and be eccentric. To you, dear second placer, this green forest of \$20 second prize -- to the other four scholars, ten dollars each and to all six a carton of Luckies. Then, to each and every member of our student body here tonight, for bein' on hand and for following the bouncing ball - a package of better-than-ever Lucky Strike Cigarettes.

10. "SHE'LL BE COMIN' ROUND THE MOUNTAIN" ORCHESTRA
(NEW KYSER THEME)

KYSER: Well, das all, chillun .. the old school nods its weary head and goes into the silences until we meet at the foot of the podium next Wednesday night at the same time. In the meantime, keep your light of musical larnin' burning bright and take it to "Information Please" on Friday night, and "Your Hit Parade" on Saturday night. And remember, send your questions to us at 480 Lexington Avenue, New York City. Until next week, this is Kay Kyser - "Thinking of You". Thanks a lot for being with us ^{happy journey} and so long, everybody.

(LUCKY STRIKE TIME)

(APPLAUSE)

GRAUER: The famous tobacco auctioneers heard on tonight's program were Mr. F.E.Boone of Lexington, Kentucky, and Mr. L.A. (Speed) Riggs of Goldsboro, North Carolina.

(SONG CREDITS, IF ANY)

THIS IS THE NATIONAL BROADCASTING COMPANY

jgs/
wjh
1/7/41

THE AMERICAN TOBACCO COMPANY

W E A F KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - NO. 147

() ()
10:00 - 11:00 P.M.

JANUARY 15, 1941

WEDNESDAY

GRAUER: Have you tried a Lucky lately?

AUCTIONEER: (ONE LONG SALE...ENDING WITH "SOLD AMERICAN")

GRAUER: Let that chant remind you that Luckies are the cigarette of finer, lighter, naturally milder tobaccos. With independent tobacco experts---buyers, auctioneers, warehousemen-- with men who know tobacco best -- it's Luckies two to one!

(LUCKY STRIKE TIME)

GRAUER: Lucky Strike presents Kay Kyser's College of Musical Knowledge -- and here's your old professor--~~James~~ *Kay Kyser* ~~himself~~.

(APPLAUSE BLEND WITH KYSER THEME)

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KYSER: Well, evenin', scholars how're ya all...

AUDIENCE: ^{Fine Kay}
~~Okay Kyser.~~

KYSER: Well, then get into your seats-- close the doors (DOORS SLAM) cause class is now in order. That's right, chillun -- now before we start our lessons ^{I want} ~~we'll have to have~~ Dean Ben Grauer's report.

GRAUER: Well, James Kay-- here are your six candidates for degrees this week..these six handsome scholars we have ranged round the old lecture platform.

KYSER: Fine looking students, Dean-- mighty fine.

~~GRAUER: Yes professor a likely crowd.~~

~~KYSER:~~ Were they chosen at random-- fair and square?

GRAUER: Yes-- the hand of chance plucked them from our student body.

KYSER: Well, then scholars -- you will hold yourself in readiness for examinations - we have \$95.00 in prizes and top degrees for the smartest. But now before we quiz you we're going to have a little get together party-- ~~how is that chillun?~~

~~AUDIENCE: Swell!~~

~~KYSER:~~ Well, then, let's go -- heel and toe and away we go -- come on chillun -- yes dance!

1. ("MAMA INEZ" ORCHESTRA)

2. ("MOON WON'T TALK" SIMMS AND ORCHESTRA)

(APPLAUSE)

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KYSER: Sit up and pay attention, chillun! Here's news that's really news for smokers.

ANNOUNCER: Yes, here are some market reports from Southern tobacco markets selected at random ...

(SOUND: TELEGRAPH KEY)

VOICE #1: Wendell, North Carolina. Figures for the season here have been compiled. They show that the American Tobacco Company paid 35% more per pound for the tobacco it bought for its cigarettes and other tobacco products - yes 35% above the average market price paid for all the various types and grades of tobacco sold in Wendell

(TELEGRAPH KEY)

VOICE #2: Goldsboro, North Carolina! Season totals in! Show that on the same basis, The American Tobacco Company paid 49% above the average market price for tobacco in Goldsboro!

(TELEGRAPH KEY)

VOICE #3: Madison, North Carolina. Here, during the 1940 season, on the same basis, American paid 43% more for tobacco in Madison!

(TELEGRAPH KEY - FADE OUT)

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RUYSDAEL: Week after week - and year after year - reports like these from markets all over Tobaccoland show that the American Tobacco Company consistently pays more for the tobacco it buys for its cigarettes and other tobacco products - yes, more - much more than the average market price for all the various types and grades of tobacco sold. We pay these higher prices to get the finer, the lighter, the naturally milder tobaccos - and the best we buy goes to Luckies. No wonder so many independent tobacco experts agree that Luckies buy the finer tobaccos. No wonder that - with independent experts who watch these sales - with buyers, auctioneers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1!

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GRAUER: Professor, you certainly got the scholars worked up -- come on, students, get down those benches, class is about to begin.

KYSER: Yes, suh, chillun-- fold your hands and pay attention.

1. Here's a whoopsadaisy from Herbert Hadley of New Orleans. He tells of a certain housewife who was having trouble with her laundry. It seems that every week ^{when} her wash ^{came back} ~~was returned with~~ something ^{was} missing. She finally changed laundries and ~~now she's~~ ~~so happy she~~ goes around singing (PLAY).

~~Can you name another song with the words "Comes back" in their titles? What is meant when you say an actor or a prize fighter is staging a come-back? Tell us three things that always come back.~~

2. Here's some newsy little business from Miss Adele Kaplan of St. Paul, Minn. Let's assume we are reading headlines in the newspaper. In each of the following fictitious headlines tell us who the personalities are:

- 1) Waukeegan boy makes good.
- 2) Barbara Stanwyck's husband in Waterloo Bridge.
- 3) Canada's famous five celebrate their sixth birthday.
- 4) ~~Brooklyn neg in the bag~~ ^{Yankee centerfielder signs 1948 contract}

3. Walter Davis of Kearney, Nebraska, asks what's the name of this song (PLAY), *are you from Dixie?*

Is the Mason-Dixon line a railroad? Who is Donald Dixon?

4. From headlines we turn to slogans. I'll start some well-known slogans and Miss Florence Standing of Rochester, New York, wants you to complete them:

Bon-Ami slogan is "Hasn't scratched _____,"
Philie said, No - No - No -
~~Walter Hagg is "The Coffee that _____"~~
Old Dutch Cleanser's is "Chases _____."
And Canada Dry's is "The _____ of _____."

5. Here's the theme song of a well-known orchestra leader and Miss Winifred Crooks of Nampa, Idaho, wants you to tell us who he is: (PLAY).

Is he Herbie Kay's brother?

Jack Brown
6. ~~Jack Brown~~ of New York reminds us that many Broadway theatres were named for outstanding artists or impresarios. Which of these four was named for a dramatic ^{not musical} impresario:

- The Belasco
- The Roxy
- The Ziegfeld
- or the Astor?

Which was named for a musical impresario? Which of the other two in addition to being a great theatre man was also a radio producer? Was it Roxy or Astor?

7. When somebody gets hit on the head in the comic strips or in the movie cartoons ~~or comedies, I know you've seen other~~ stars jump out, or little birds appear and start chirping or angels with their harps, etc., so Miss Janis June of Eldorado, Ark., has asked us to find a song for each of these situations.

For instance, if a fellow gets hit and the stars pop out, he might sing "I ~~was~~ ^{saw} _____" and if birds started chirping, he might sing (PLAY).

And if he got smacked on the dome and little angels appeared with their harps, ^{started playing sweet music} he might sing (PLAY).

8. Look straight ahead now-- don't look back. Stephen Balas of Uniontown, Pa., wants you to stop, don't look, and listen to the following instruments and tell us what instruments they are. (PLAY) (PLAY) (PLAY)

9. Here's a theme song heard on the radio on Sunday night. Now listen and tell Miss Ruth Simons of Winooski, Vermont, what program it identifies. (PLAY).

Is that the theme of "The Hour of Charm," "Manhattan Merry-Go-Round," "The Ford Sunday Evening Hour" or "Chase and Sanborn?" Now can you name another song with Manhattan and another with Merry-Go-Round in its title?

SOUND: (CLASS BELL)

GRAUER: Hey diz stop the quiz a scholar has fallen on his phiz.

KYSER: Well, throw my ferrule for a gool...das all, freshmen -- the faculty sends in their report and they name the winner of the first exam to be_____.

(APPLAUSE)

KYSER: Ah, dear Mr._____, I shake your hand (RATCHET)...

~~and~~ I throw you a fish (WATER SPLASH)...~~and have~~ You've earned promotion to the senior class..go, light up a Lucky Strike and get your pictures made for the annual. Right now recess is here so everybody up and let's have a cheer.

(AUDIENCE CHEER)

KYSER: That's the old pepper, kids-- so stay on your feet and have a treat-- grab your gals and tallyho - one for the money and a tune for the show.

3. ("SO YOU'RE THE ONE" MASON AND ORCHESTRA)

4. ("IT ALL COMES BACK TO ME NOW" BABBITT AND ORCHESTRA)

(APPLAUSE)

~~(CANTABE)~~

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(MUSICAL INTRO ESTABLISH - FADE)

KYSER: Hold on to your hats, chillun ... we're headin' South!

GRAUER: Yes, folks, a few minutes ago we brought you tobacco market reports from Dixie. And now we're actually going to reenact for you a big tobacco auction down there - we're going to show you just how the bidding goes, with the help of Sports Commentator, Red Barber. Take it, Red.

(MUSIC UP AND OUT - FADE IN CROWD NOISE)

BARBER: Hello, everybody. This is Red Barber, to bring you a close-up description of a struggle where fair play and sportsmanship count for as much as in any sport - a real tobacco auction. Here in Bowling Green, Kentucky, the big tobacco warehouse is crowded with people ... the farmers who grew this tobacco - the buyers who'll buy it - the auctioneer who'll sell it. They're all right here and the sale's about to begin. Now the warehouseman's looking over the first basket of fragrant leaf, estimating its value. He's going to call out the price of the opening bid. Listen ...

WAREHOUSEMAN: Fine, ripe Burley, gentlemen ... Start 'er at 19!

(CHANT)

BARBER: 19 dollars a hundred pounds is asked - and 19 is bid right away by the buyer for a leaf company. Now a cigarette company ups it to 20 dollars - 20 - 20. And Lucky Strike 21. Any of these dozen or more buyers here can bid on this tobacco. And it goes to the highest bidder. Each basket of leaf is sold this same way - sold individually - because they may vary greatly in grade and quality. Listen! (27) The price of this basket is up to 27 already - 27 dollars bid by a cigarette company. And now a leaf

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company makes it 28 - and Lucky Strike 29. That auctioneer's looking all around at the other buyers and chanting 29 - 29 - 29 but he can't find anyone to top that price. So - yes - it's going to Lucky Strike ...

(CHANT UP - SOLD AMERICAN)

RUYSDAEL: There you see how tobacco is bought - right out in the open market ... in open competition ... where everyone can see who buys what tobacco, and the price they pay. The American Tobacco Company consistently pays well above the market average to get the finer, lighter, the naturally milder tobaccos. For instance, up to last Friday at tobacco auctions in Bowling Green, The American Tobacco Company this season has paid 25% more per pound for the tobacco it bought for its cigarettes and other tobacco products - yes, 25% above the average market price paid for all the various types and grades of tobaccos sold there - and the best we bought will go to Luckies. So, for a cigarette of finer, lighter, milder tobaccos, smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

(ORCHESTRA TAG)

5. ("FRENESI" ORCHESTRA)
6. ("I CAN'T REMEMBER TO FORGET" SIMMS AND ORCHESTRA)

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(GLEE CLUB SINGING NEW YORK UNIVERSITY ALMA MATER . . . PALISADES)

(FADE FOR GRAUER)

GRAUER: Night falls on College Hill and the old school echoes with the laughter from dean and dorm..no cares can enter here for this is peace and true tranquility -- this is where kindest thoughts repose and memories of happiest days... and as the song reminds you and as the memory grows, we take our way across the nation to identify each station!

(STATION BREAK)

(TAR HEELS ON HANDMARCH)

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GRAUER: The Arabs have folded their tents neatly-- the slips
have passed in the night and we're all set for the second
exam. We have

(THREE GIRLS VOICES PYRAMID TO TUNE OF NBC CHIMES)

VOICE: One...

VOICE: Two...

VOICE: Three....

* GRAUER: Three little maids ready for school. Their pretty heads
are flustered..the ninety-five dollars is clustered --
and with a smile so bland, on his old music stand-- sits
our teacher quite gay-- all ready to play -- and make
plenty hey hey - Professor K K!

KYSER: *ah, my dear* No formal introductions are necessary, ~~my dear~~ _____.
Just step right up here and lend an ear, ~~to your first~~
~~question.~~

- This question used
as question #1
in round #1*
1. Bob Stewart of Lakewood, Ohio, wants us to tell you a little story that concerns (PLAY). Apple Cider is sweet but it sometimes packs a terrific wallop, and that's what happened in this case when a certain fellow got fresh. Ida gave him two (PLAY).

 2. Miss Evelyn Ogden of Canon City, Colo., wants you to pick out at least 3 orchestra leaders from the following fellow's tale of woe. "I was king but love's on the wain, her heart is barren, so I'm blue - Guess she's had her fill and I'm harrassed, because I'm the wrong guy."

 3. Albert Jacobson of Richmond, Virginia, wants you to name this song and tell us what popular comedian uses it to sign off the air (PLAY). ~~His signature used to be~~ "Thanks for the Memory" and Yehudi will hate you if you can't tell us his name. From the following list of spooky pictures, pick the two that he was not in. Cat and the Canary, 13th Chair, The Ghost Breaker, and You'll Find Out.

4. For a moment, let's get back to those Broadway theatres that are named after outstanding artists. From the following list, tell John Dennis Moore of New York City which theatre was named for a dramatic actress:

The Barrymore

George M. Cohan

Eltinge

Mansfield

or Morosco.

Which of those was named for an artist who was also a musical composer. Of the other two, which was a famous Shakespearean actor? *and speaking of theatres, You Old Professor, Gimmy, Harry, Sully and Dsh and the entire gang open at the Fox Theatre, Detroit this Friday and we're looking forward to seeing a lot of our listeners in the Motor City.*

5. Here's a rip-snorting rhumba and unless I'm wrong you'll tell Edward Doherty of New York the name of it before I can say "Bill Robinson." (PLAY) The titles of lots of songs start with "la" - From the following list, pick three that have "la" in front of their names. Paloma, Perfidia, Cumparsita, Golindrina, Frenesi, Dona E Mobile and Ooh La La!

6. It's tonight's right or wronger. On this middle of January don't fiddle or be contrary, but for Miss Harriet Jeske of Portland, Oregon, just say right or wrong to the following statements:

1. Because he was born on Christmas Day, Mr. Coward was named "Noel".
2. There's a famous Russian Choir known as "The Don Cossack Choir."
3. *"In Whom The Bell Tolls" was written by Ernest Hemingway*
~~Max Templetton is married.~~
4. Snuzzle Durante is known as "The Great Profile".

7. Here's a theme that identifies one of Wednesday night's top dramatic programs (PLAY). Albert Jacobson of Richmond, Virginia, says it's ^{the theme of Big Town} ~~either "Big Town", "Big Town", or "Get Out of Town."~~ It has to do with a newspaper ~~and labeled is the editor's assistant.~~ ~~But~~ Who plays the part of the editor? - *who plays his assistant*
8. (SOUND EFFECT) Beep, beep, Jeepers Creepers it's a Beep Beep Beeper from Miss Violet Bengor of Detroit, Michigan. Lyman Gandee is about to play the Merry Widow Waltz, and every time he makes a mistake in the melody, we want you to say "beep". (PLAY)
9. Here's a well-known march - listen and tell Dick Elwell of Boston whether it's "Under the Double Eagle", "Hail to the Chief" or "Columbia the Gem of the Ocean." (PLAY) Is there a radio program called Double Eagle or Nothing?

(CLASS BELL)

GRAUER: Ah - ah - Professor .. the school bell will cheer 'em --
no more ~~visioned~~ theorem!

KYSER: Right, Dean Ben Grauer .. the exam is under wraps and the
Judges are blowing taps, for the high scorer is proclaimed
to be _____.

(APPLAUSE)

Lone hours scanning the horizons have stood you in good
stead, _____. You have taken home the
preliminary bacon .. but it's the whole hog in the final
Exam. ^{Light up a hucky stick now 'cause} ~~It's on!~~ - I confess, this is recess ...

(CHEERS)

7. ("MARCH OF THE DWARFS" PRODUCTION)

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KYSER: Say there F.E. Boone, come over here. Give us a little inside auctioneerin' information on what kind of tobacco rates top prices?

BOONE: Well, Professor, it's the finer, lighter, milder leaf - the kind that Lucky Strike buys. That's because more and more smokers are asking for a really mild cigarette. So, of course, that kind of tobacco costs more.

RUYSDA L: And, Mr. Boone, you don't need to tell us that in buying tobacco, as in buying anything else, you get what you pay for. At that Bowling Green, Kentucky auction we reenacted on this program, you heard a basket of tobacco "Sold American" for 29 dollars per hundred pounds. Now other tobaccos at that same auction may have been selling for ten to fifteen dollars less. Why the difference? Because the tobacco Lucky Strike bought was the finer, the lighter, the naturally milder leaf. Remember this fact - independent tobacco experts are impartial eye-witnesses at thousands and thousands of these auctions. They see who buys what tobacco - and the prices paid. And they smoke Luckies 2 to 1. So why not profit by their experience. Smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

8. ("ACCIDENTALLY ON PURPOSE" MASON AND ORCHESTRA)

9. ("YOU WALKED BY!" DUET)

(FANFARE)

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GRAUER: The final exam! ~~Once more the high road of adventure~~
~~beckons the winners of the first two feasts in the lists~~
~~of knowledge.~~ Once more the spirit of do-or-die-for-Death-
Valley-High spurs the scholars on to untold mental heights.
And once more the man, with a smile on his pan and the home-
cooked questions that come out of a can -- is -- Professor
Kyser.

KYSER: Don't get worried chillun -- I'll just ask and you just
answer----- here is your first querey.

1. The National Motorboat show ^{is in full sail here in A.C.P. and} ~~just opened here and~~ we'd like to dedicate our final round to all those who like boating and sailing. Fred Walworth of Jersey City, N.J., says he went down to the motorboat show and the first person he met was (PLAY).

Barnacle Bill was looking for either a clipper ship, Cris Craft, or a schooner of beer. Which would be a motorboat? ^{What's a clipper ship?} ~~Would you explain the other two terms?~~

2. Miss Ruth Ballard of Detroit says now let's skif from the small to the big boats and see what ya'll know. Who played the part of Tugboat Annie in the picture "Tugboat Annie?" ~~And in "The Return of Tugboat Annie?"~~ Now can you name two other pictures based on boats?

3. Orville Humphrey of Bismarck, North Dakota, asks-- Is a speedboat made of Gar Wood? Who is Gar Wood? A famous English challenger who competed for many years in our Vanderbilt Cup races was Sir Thomas who? ~~Is the Davis Cup given for motorboat supremacy?~~ In any boat if we said "Stay on the Right Side sister" would you be on the port or the starboard side?

4. *Blow us down if here isn't a good sea chanty.*
~~Dots of us have motorboat tastes and a rowboat income.~~
~~And speaking of rowboats, we~~ are going to play "~~Row now,~~ *Blow the Man Down*
~~Row your Boat~~" three different ways, and Miss Alma Reeves of Louisville, Kentucky, says that by the sound of each *blowing the mandrill*
you should be able to tell us in what country we're ~~rowing~~
~~about~~ (PLAY) (PLAY) (PLAY).

SOUND: (SHIP'S BELL)

1/15/41

GRAUER: All's well that ends-- well, Professor?

KYSER: And the Faculty will total and tally the big winner of tonight's class session. While the learned men ponder, join me in listening as Dean Grauer delivers a brief dissertation on the golden leaf.

GRAUER: Are you smoking more today? Then-- more than ever before -- you want a cigarette that's really mild -- with a natural mildness of finer, lighter tobaccos. So remember: Luckies pay higher prices to get the finer, the lighter, the naturally milder leaf. No wonder that with independent tobacco experts-- with men who know tobacco best, it's Luckies two to one!

(F A N F A R E)

1/15/41

KYSER: The papers are graded-- the decision is final--and the scores show that the Honor scholar is _____.

(APPLAUSE)

Congratulations are heaped on your head, my dear _____.
Yours is the joy of real achievement -- something accomplished, something done-- and you have pushed yourself into the top income brackets with this glorious first prize of thirty-five dollars. To our second placer goes a small niche in the Hall of Fame and twenty dollars. Each of the other four scholars get ten dollars--and all six contestants receive a carton of Luckies. And finally to every member of the student body here tonight--for those fine New York Noodles and kit and kaboodles -- a package of better-than-ever Lucky Strike Cigarettes!

(APPLAUSE)

10. ("SHE 'LL BE COMIN' ROUND THE MOUNTAIN"ORCHESTRA)

(KYSER THEME:)

1/15/41

KYSER: Well, das all, chillun...and now the old school
folds up our one hundred percent portable classroom for
a little jaunt towards the West. Don't forget next
Wednesday, same time, we'll be polishing apples in
Detroit. Erudition still rides the ^{air lanes} ~~air lanes~~ on Friday
night with Information Please and music is in the air on
Saturday with Your Hit Parade. And from now on, send
your questions to us at Box 909, Los Angeles, California.
Until next week this is Kay Kyser thinking of you.
Thanks a lot for being with us and-- ^{remember the March of Dimes} so long-- everybody.

(LUCKY STRIKE TIME)

(APPLAUSE)

GRAUER: The famous tobacco auctioneer heard on tonight's program
was Mr. F. E. Boone of Lexington, Kentucky.

(SONG CREDITS, IF ANY)

THIS IS THE NATIONAL BROADCASTING COMPANY.

jgs-wjh-
1/14/41

RED

THE AMERICAN TOBACCO COMPANY

#148

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

(REVISED)

() ()
10:00 - 11:00 P.M. EST

JANUARY 22, 1941

WEDNESDAY

GRAUER: Have you tried a Lucky lately?

AUCTIONEER: (ONE LONG SALE ... ENDING WITH "SOLD AMERICAN")

GRAUER: Let that chant remind you that Luckies are the cigarette of finer, lighter, naturally milder tobaccos. With independent tobacco experts -- buyers, auctioneers, warehousemen -- with men who know tobacco best -- it's Luckies two to one!

(LUCKY STRIKE TIME)

GRAUER: Lucky Strike presents Kay Kyser's College of Musical Knowledge -- with a handful of questions and a hatful of prizes ~~money~~ ... from a town-full of brand new cars -- ~~come~~ tonight Detroit, Michigan, says hello to ~~Professor~~ Kay Kyser ...

AUDIENCE: Hello, Kay!

(KYSER THEME: ORCHESTRA)

KYSER: Evenin' folks -- how're y'all? Yes sir, tonight is motor city night in the old classroom ..., and we're hitting on all six -- I mean six scholars chosen at random from the student body.

GRAUER: That's right, Kay -- and there'll be ninety-five dollars in prizes to give out.

KYSER: True, Dean Grauer ... but before those exams there's something else to attend to.

GRAUER: Professor -- you don't mean ...

KYSER: Deed I do, Dean!

~~GRAUER: Right now, Professor?~~

KYSER: ~~Not tomorrow,~~ -- will you inform the students?

GRAUER: Me, Professor?

KYSER: YOU, Dean Grauer.

GRAUER: (BURLESQUE) All right, chillun - come on down yet's dance!!

1. ("THERE'LL BE SOME CHANGES MADE" 1.30 ORCHESTRA)

2. ("MAY I NEVER LOVE AGAIN" 2.30 SIMMS & ORCHESTRA)

1/22/41

LUCKY STRIKE "KAY KYSER"
Commercial #1
January 22, 1941

KYSER: Now Basil Ruysdael says a difference of opinion does more than make a horse race.

RUYSDAEL: Yes, Professor. Take the subject of cigarettes. The fellow next door will give you his opinion. The boys at the office all have theirs. But aren't the opinions that count the most those of men who really know tobacco ... Who spend their lives, buying, selling and handling the leaf ... Who aren't connected with any cigarette company, so they can be truly impartial ... In short, the independent tobacco experts - auctioneers, buyers, and warehousemen. Now sworn records show that over twice as many of these independent experts smoke Luckies exclusively as smoke all other cigarettes combined. Remember, these experts see who buys what tobacco. They see who pays the price to get the finer, the lighter, the naturally milder leaf. They see and they smoke Luckies 2 to 1. So why not profit by their experience. For a cigarette of finer, lighter, milder tobacco, smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

(ORCHESTRA: PLAY OFF)

SOUND: (CLASS BELL)

(MUSICAL TAG)

GRAUER: Let's go to town in cap and gown,
 And improve each shining hour.

KYSER: Then why look down with learned frown
 My bonnie Dean Ben Grauer?

GRAUER: I weep for thee, contestants three,
 It would have been much nicer
 If you, instead, had stood in bed
 Than faced Professor Kyser.

(KYSER MARCH PLAY-ON)

(AUDIENCE APPLAUSE)

KYSER: And the first question is for the first scholar of the
 evening _____.

(ADD FIRST QUESTION ROUND)

1. Miss Gladys Ellinger of Rockford, Ill., tells of an incident that happened just the other day when the snow was melting and the streets were all slushy. A trim little miss was toddling down the street when a car passed close to the curb and splashed her good and wet. The fellow stopped his car. Came back to apologize. But she slapped his face and said (PLAY). He said, yes I am and I'm sorry it happened. It embarrasses me to see you soaking wet when you can see (PLAY). Then do you know what she said? She said "Oh, slush!" Do I make myself muddy.

2. Since we're in Detroit, Seymour Simons of Detroit can hardly wait for me to find out what you know about your Detroit teams. I'll give you the nick-names and you name the sports - The Tigers, the Lions, the Red Wings. Now distinguish between Del Baker and Belle Baker.

3. Speed counts in this one - so quickly tell John Warner of Fayetteville, West Virginia, what program this brings to your mind. (PLAY) And with whom do you associate this (SOUND TICKER) If you know your radio bands you can tell us who's on now. "Calling all cars" "Calling all cars" -- Sergeant Doakes go to 19th and Chestnut Street - "Pick up spare ribs" - "That is all"

4. Here's a 16 cylinder sizzler sent in by A. M. Blythe of Pittsburgh. The last of the red-hot mamas had a dinner for the king of jazz, the waltz king and the king of swing - Who was the hostess and who were her guests?

5. Here's the theme of one of Sunday's oldest and best-loved programs. Tell Miss Laura Mitchell of Birmingham, Ala., what program it identifies (PLAY). That is _____ from Hansel and Gretel. Are Hansel and Gretel Katzenjammer Kids, Characters in an Opera, Radio comedians, or biblical characters.

6. It's tonight's right or wronger, and we got to do or die for dear old Detroit. So Miss Ruth Pohlman of Tacoma, Washington wants you to say right or wrong to the following statements:

1. ~~A Harpsichord is a special cord which can only be played on a harp.~~
To go to Windsor, Canada from Detroit you go south.
2. The Dorsey's, Russ Morgan, Victor Young, Lanny Ross, and Glen Gray, all worked under Detroit's Gene Goldkette.
3. "River Rouge" is a new ~~sea-going~~ lip-stick.
4. Hank Greenberg said, "Give me liberty or give me death."

(And by the way we're mighty grateful to Liberty Magazine ^{for} the swell story they ran this week ^{'s issue} on "Your Old Professor")

7 Friedrich Lewis

7. We have taken the number 1, 2, and 3 songs on last Saturday's Hit Parade and jumbled them up. Alex Bell of Chevy Chase, Md., wants you to listen, name at least two of them, and then tell us which you think was number 1. (PLAY)

8. Now let's compare notes. The boys are going to play five notes and Ernest R. Nash of Portland, Oregon, wants you to listen, then quickly tell us two songs that start with those five notes.
(PLAY) You named it now sing it. Here are the words. Pick the one you like best and sing a bit of it for us - Ready now - (PLAY)
Is that the theme of the Detroit Stove Company.

9. MISS Irene Dover of Winslow, Arizona, will rag you if you can't name this one. (PLAY) Can you name three bugle calls for us?

SOUND: (CLASS BELL)

GRAUER: That gong says so long to story and song, Professor.

KYSER: Dean Ben Grauer calls the end of the round -- and the faculty calls the top score. The big news on the big noise of the first Detroit doings is that _____ is the winner.

(APPLAUSE)

KYSER: Ah, now my white-walled, four-ply, non-skid contestant, it's time to re-tire and re-tread your mind for the final round. You've ~~had~~^{had} a good year, but I warn you I'm going to fire stones at you later, but if you're good, you'll be rich. Get the general idea? Right now, you lugs, we're going to have a blow out, so jack yourselves up and spin hot air for here comes the bell (BELL) and the tune - "Can't Ya Tell".

3. ("CAN'T YA TELL" 2.15 MASON AND ORCHESTRA)

4. ("I GIVE YOU MY WORD" 2.15 BABBITT AND ORCHESTRA)

LUCKY STRIKE "KAY KYSER"
Commercial #2 - January 22, 1941

(COMMERCIAL THEME ALA AUCTION SCENE . . ORCHESTRA)

(MUSICAL INTRO - ESTABLISH AND FADE)

GRAUER: Now all you Detroiters, for our guest commentator tonight, here's your own radio sports announcer, Harry Wismer. He's right in the midst of describing a big tobacco auction, reenacted from the many held last Fall in Louisburg, North Carolina. Listen...

(CHANT UP LOUD - CROWD B.G.)

WISMER: (COMING IN IMMEDIATELY OVER CHANT) Say, these bids are coming so fast, I can hardly follow them...27 - 28 - 29. (SOLD AMERICAN IN B.G. NO MORE CHANT - CROWD UP) Oh - oh - that's a sale - and the end of a row. Now let me catch my breath a minute and I'll try to explain just what's going on here. This big tobacco warehouse is jam-packed with tobacco farmers...and tobacco! It's piled on baskets - hundreds and hundreds of them - lined up in long rows of beautiful yellow leaf. The buyers bid on each basket separately - because, you see, the baskets may vary greatly in grade and quality - and the bids go up according to the quality - up and up. The warehouseman's about to start on a new row of baskets. Listen

WAREHOUSEMAN: More of those fine center cutters, boys ... Start 'er at 22.

(CHANT)

1/22/41

WISMER: "22" means 22 dollars a hundred pounds. It's the asking price and it's bid - and pronto - by a leaf company buyer. But that doesn't mean this tobacco's sold. No, sree, an export company ups it to 23 dollars - 23 - 23 .. hear it? And now Lucky Strike bids 24. This is fine, mild leaf - as the bidding shows. Listen...it's up to 26 already. And now Lucky Strike bids 27 - another cigarette company 28 - and the export company 29. But now Lucky Strike makes it 30 - 30 - 30. And, folks, I guess - yes - that's all the bidding there is, there isn't any more. It's going to Lucky Strike at 30 -

(CHANT UP - SOLD AMERICAN)

RUYSDAEL: There you see how tobacco is bought - right out in the open market ... in open competition ... where everyone can see who buys what tobacco, and the price they pay, The American Tobacco Company consistently pays higher prices to get the finer, lighter, the naturally milder tobaccos. For instance, here are the season totals for the tobacco auctions at Louisburg, North Carolina...The American Tobacco Company paid 45 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products - Yes, 45 percent above the average market price paid for all the various types and grades of tobaccos sold there--and the best we bought will go to Luckies. No wonder so many independent tobacco experts agree that Luckies buy the finer tobaccos. No wonder that, with independent experts who watch these sales - with buyers, auctioneers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1!

(COMMERCIAL TAG: ORCHESTRA)

5. ("TOY PIANO MINUET" 2.30 LYMAN & ORCHESTRA)

6. ("I HEAR A RHAPSODY" 2.10 SIMMS & ORCHESTRA)

(AUDIENCE APPLAUSE)

(FANFARE:)

GRAUER: ~~Scholars students members of the Faculty~~ - ladies and gentlemen - in honor of this glamorous city of Detroit -- our own professor -- Kay Kyser will now recite his ~~poem~~ ^{automobile poem} ~~complete~~ composed when he was end man in Rocky Mt. High School Minstrels. *in which he uses the names of 59 automobiles*

(KAY'S RECITATION)

(APPLAUSE)

GRAUER: ~~And as our young Shelley blushes and bows and while his immortal stanzas ring in your ears~~ ^{after that} we pause to service every station -

----- (STATION BREAK) -----

(TAR HEELS ON HAND ORCHESTRA)

1/22/41

GRAUER: Once upon a time there was a little girl named
_____ (INSERT NAME OF CONTESTANT)

ISH: And she lived _____ (INSERT NAME OF TOWN)

GRAUER: And when she first went off to school, her mother told her...

FEMALE
VOICE: (JACK OR GINNY) If you're a good girl, and study hard, then
you can go to the University.

GRAUER: So she was a very good girl ...

ISH: And she studied very hard ...

GRAUER: And when she grew up, her mother kissed her goodbye and sent
her off to College.

ISH: And when she got there, she found a nice kindly Professor
and said ...

AUDREY: Hello, Professor.

GRAUER: And the Professor turned to her and replied...

KYSER: Evenin' _____ -- how're ya'all. You're just
in time for your first question.

(ADD SECOND QUESTION ROUND)

1. Step right up to the Speedway and I'll put you through the test. If you are okay, we'll ship you out FOB right away. W. L. Chesmore of Cedar Rapids, Iowa, wants to know what you're doing, when you're doing it, and where you're doing it. All right, what time of day is it? (PLAY) That's when. Now tell us where you are. (PLAY) Now we know when and where so tell us what you're doing. (PLAY)

2. Miss Agnes Cuda of New York City wants me to test your transmission by asking you the differential between Firestone, rhinestone, grindstone, and milestone.

3. Here's one I feel is a favorite of everyone's and Harold Hartman of St. Louis, wants you to name it and tell us what girl is associated with it (PLAY). Is she a part of the team Lee Simms and Ilomay Bailey?

4. Of course, we can't question your civic pride, but Miss Jean Smith of Oakland, Calif., wants us to test your civic knowledge by asking you to complete a few well-known slogans. I'll start 'em, and you finish 'em. The Packard automobile slogan is "Ask the Man _____." ~~Packard for a number of years used this slogan -~~ ^{Built says} "When better ~~cars~~ ^{automobiles} are built, _____." Plymouth says "Look at all _____," and Ford V Eight's is "Watch the _____."

5. Here are two French rondelays called Alouetta and Frere Jock. Miss Ruth Barrin of Miami, Florida, wants you to tell us which is which (PLAY) and (PLAY). ~~Is this right or wrong - the Dianne Quintuplets sang "Frere Jock" in their last picture?~~ ^{How do you spell Jacques?}

6. Speaking of rondelays here's one called "Row Row Row Your Boat" and Ben Slothower of Colorado Springs, wants you to sing it. But in honor of our visit to Detroit, we have changed the words to "Drive Drive Drive Your Car Gently Down the Lane." And we don't want any back seat driving. (PLAY)

Drive drive drive your car gently down the lane
Merrily, merrily, merrily, cops are sure a pain.

Park, park, park your car, gently near the curb
Merrily, merrily, merrily, please do not disturb.

Blow blow blow your horn, gently in their ear
Merrily merrily merrily merrily, pedestrians have no fear.

~~SOUND: (AUTO HORNS AND APPLAUSE BY AUDIENCE)~~

7. Here's a song called "Adios" which a certain orchestra leader uses to say "Hello." See if you can tell Dean Croft of Eureka, Nevada whose theme it is. (PLAY) Is that the theme of Pancho - ~~Jose~~ ^{Uddie He Baron} ~~Morand~~, Enric Madriguera, Carlos Molina, or Pate de Foi Gras? Does Carmen Miranda sing with his band?
8. While digesting the news in today's leading Detroit papers, I hit upon some hilarious highlights in the headlines. I'll repeat a few of them and Joe Brooks of Corbin, Kentucky wants you to tell us who the personality is in each headline.
1. Block head scores on Sunday night radio.
 2. Detroit boy retains world's boxing championship.
 3. Banjo Eyes, the father of five girls now has a grandson.
 4. Detroit man heads defense ~~plan~~ ^{Production Board}.
9. Harriet West of South Bend, Indiana, says folks all over America thrill when they hear this next theme. You listen and tell us the name of it, and whose theme it is. (PLAY) Did the Lone Ranger program get its start here in Detroit? (~~Yes~~)

SOUND: (CLASS BELL)

GRAUER: The beating of the bell means quit ^{brav} beating these beautiful bells, Professor.

KYSER: The fun is done, Dean Ben -- and the Faculty is getting the totals out on a winner. And in letters of fame, here comes the name -- it's _____.

(APPLAUSE)

KYSER: Felicitations and folderol to you, my dear _____.
Your high honors have ^{won the} you right ^{to hit the line to the} ~~square in the middle of the~~
Final Exam. Light up a Lucky Strike now -- and meditate on the doings of the good and great while the school picks up the ^{beat} ~~beat~~ with dancing feet ... ^{come on children - clap hands} ~~get out of your seat and~~
~~into the street and let's dance children - come on let's~~
dance.

7. (CHAPANICOS PRODUCTION)

LUCKY STRIKE - "KAY KYSER"
Commercial No. 3 - January 22, 1941

KYSER: Now, chillun, Basil Ruysdael asks us to draw our own conclusions.

RUYSDAEL: A few minutes ago on this program you heard the description of a typical tobacco auction at Louisburg, North Carolina. You heard a basket of tobacco "Sold American" at 30 - 30 dollars a hundred pounds. Now the basket right next to it at that same auction may have sold for only 21 dollars a hundred pounds and a third basket for, say, 18 dollars a hundred pounds. Why these differences in price? Well, at the tobacco auctions, as elsewhere, you get what you pay for. And you've got to pay more for the finer, the lighter, the naturally milder tobaccos. Now Lucky Strike wants - and pays for - and gets - that finer, lighter, milder leaf. We ask you simply to consider these facts - then draw your own conclusions on how to select a finer, milder cigarette. Remember - the independent tobacco experts see just who buys what tobacco - and the prices paid. And the conclusion they've drawn is reflected in this fact: with independent experts - with men who know tobacco best, it's Luckies 2 to 1!

8. ("WHY CRY BABY" 2.20 MASON)

9. ("LET'S DREAM THIS ONE OUT" 2.10 DUET & ORCHESTRA)

(FANFARE:)

GRAUER: The Final Exam! Practice makes perfect, and a pair of pretty petrified people are prepared to participate in a parcel of platitudes. Primp your pinafores and pick out the prizes cause here comes the periwinkle of the pizzicato polka, the playboy of the plantations ... Professor Kay Pull-Your-Punches Kyser!

KYSER: Step right up, _____, winner of the first round. (BLEND TO LEAD TO FIRST QUESTION)

(ADD FINAL QUESTION ROUND)

1. It's been an honor to hold class here in Detroit, the motor ~~center~~^{capital} of the world so we'd like to dedicate our final exam to that form of transportation -- the automobile. The auto industry is comparatively young - in fact 'tweren't so long ago that instead of a car, ma and pa owned (PLAY). Does F O B mean full of bologna? Who is Barney Oldfield?

2. _____ of _____ wants you to mention three cars that bear the names of famous men in American history - an explorer, a President, and an Indian. (De Soto water)

3. Look out for this one from _____ of _____.
He says New York City overlooks a river which has the same
name as a great car. He says a well-known car has the same
name as a famous violinist and football coach. Was the picture
"Elizabeth and Essex" the story of a queen and her car?

4. Automobiles and trucks are indispensable to our business,
convenience and pleasure, but _____ of _____
says we should stop heralding them for a moment, stand and pay
tribute to (PLAY). And now ready Miss _____
for your last question -

There was a young fellow named Hoyt
Who at quiz questions was quite adroit,
He never did miss one -
Till they gave him this one -
"Name three autos not made in Detroit."

SOUND: (CLASS BELL)

GRAUER: No more exams, Professor -- book learning takes a back seat.

KYSER: And while we're waiting for the Faculty report, join with me in listening to Ben Grauer deliver the tobacco lauratee address.

GRAUER: Are you smoking more today? Then -- more than ever before -- you want a cigarette that's really mild -- with the natural mildness of finer, lighter tobaccos. So remember: Luckies pay higher prices to get the finer, the lighter, the naturally milder leaf. No wonder that with independent tobacco experts -- with men who know tobacco best, it's Luckies two to one!

(FANFARE:)

KYSER: The report is in -- the die is cast -- the honors are ready to be bestowed -- and the big winner of the dash around Detroit's ~~musical~~ ^{business} ~~camping~~ grounds is _____!

(APPLAUSE)

KYSER: Congratulations, _____ ... your lamp of learning is well-oiled -- your bump of knowledge should swell with pride -- and your pocketbook should be well lined with this thirty-five dollars first prize. To our second placer goes twenty dollars in honor of the day. Each of the other four contestants are on the receiving end of ten dollars cash money -- and all six get a carton of Lucky Strikes. Finally, to each and every member of the student body assembled here ~~in the great~~ _____ for that Detroit dipsy-doodling and daring-do ... a package of better-than-ever Lucky Strike Cigarettes ...

(APPLAUSE)

(LA CONGA 1.50 ORCHESTRA)

(KYSER THEME:)

KYSER: Well, das all, chillun -- and class is took out for the night. We'll be with you again next Wednesday night from Cleveland, Ohio, where we'll be appearing at the Palace Theatre. Don't forget your homework - Information Please on Friday night and Your Hit Parade on Saturday. The address for your question is P. O. Box 909, Los Angeles, California. Now until next week, this is Kay Kyser thinking of you -- thanks a lot for being with us and so long everybody.

(LUCKY STRIKE TIME)

GRAUER: The famous tobacco auctioneer heard on tonight's program was Mr. F. E. Boone of Lexington, Kentucky.

(SONG CREDITS, IF ANY)

THIS IS THE NATIONAL BROADCASTING COMPANY.

RED NETWORK

THE AMERICAN TOBACCO COMPANY

Kay Kyser's College of Musical Knowledge - #149

() ()
10:00 - 11:00 PM EST

JANUARY 29, 1941

WEDNESDAY

GRAUER: Have you tried a Lucky lately?

AUCTIONEER: (ONE LONG SALE .. ENDING WITH "SOLD AMERICAN")

GRAUER: Let that chant remind you that Luckies are the cigarette of finer, lighter, naturally milder tobaccos. With independent tobacco experts -- buyers, auctioneers, warehousemen -- with men who know tobacco best -- it's Luckies two to one!

(LUCKY STRIKE TIME)

AUDIENCЕ: Rah Rah! Rah Rah Rah!

GRAUER: Lucky Strike presents Kay Kyser's College of Musical Knowledge -- with a clean slate from the Buckeye State -- with fun - ~~surprises~~ ^{surprises} - and six scholars ready to put the Cleveland clutch on those ninety-five dollars in prizes. And here comes the man who leads the cheers and wipes away the ~~concertants~~ ^{students} tears - your old Professor - Kay Kyser!

(KYSER THEME)

(APPLAUSE)

KYSER: Evenin' folks - how y'all? And - evenin', Clevelan' ..
how you all?

BAND AND CROWD: O-Kay, Kay!

KYSER: Well - it certainly is a lovely sight to see you scholars
in out of the weather for tonight's class session.

GRAUER: The band is in its place, Professor -- the floor is nicely
sanded, the rugs pushed back, tables out of the way, and
a few thousand shoes are shined and ~~ready~~^{waiting}.

KYSER: Then what are we waiting for, Dean Ben -- let's dance,
chillun -- come on let's dance!

- 1. ("PARA VEGA ME VOY" ORCHESTRA)
- 2. ("IT ALL COMES BACK TO ME NOW" HABBITT & ORCHESTRA)

1/29/41

COMMERCIAL #1

KYSER: Chillun, Basil Ruysdael has arranged to tune in a bit of tabulation.

RUYSDAEL: Yes, Professor, this young lady at the telegraph key will read us three actual reports from three tobacco markets.

(SOUND OF TELEGRAPH KEY)

MAN: Gallatin, Tennessee.

WOMAN: 32 percent.

MAN: Morristown, Tennessee.

WOMAN: 33 percent.

MAN: New Tazewell, Tennessee.

WOMAN: 37 percent.

(TELEGRAPH KEY - UP AND OUT)

RUYSDAEL: Now let me explain those percentages. Take that last one for New Tazewell, Tennessee - here's what it means: At tobacco auctions in New Tazewell, according to final reports for the season, The American Tobacco Company paid 37 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products - yes, 37 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought will go to Luckies. Now this is typical of reports we get from market after market, year after year: Lucky Strike consistently pays more than the average market price to get the finer, the lighter, the naturally milder tobaccos. Remember that, next time you buy cigarettes. Ask for Lucky Strike and smoke the smoke tobacco experts smoke.

(ORCHESTRA PLAY OFF)

(CLASS BELL) -3-

GRAUER: With happy hearts and heads held high the first three scholars approach the exam bench -- their thinking caps squashed down tight on their heads. And with eyes blazing and questions flying comes the man of dismay, who'll rule the day, from Ashtabula to Bombay -- Professor James K!

(KYSER MARCH: "TAR HEELS ON HAND")

KYSER: Now you lads from Lake Erie, don't be leery - you have nothing to fear-ee --

- 5 -

FIRST ROUND

1. From Miss Rene Stone of New York City comes this sad, sad tale of a broken hearted damsel. She accused her lover of perfidy and fickleness but the undevoted Don Juan looked her in the eye and said 'tis true - my heart belongs to you no more -- my thoughts are of another -- I've got (PLAY). He said "But smile, take it not so hard." She replied, "I'll never smile again, and so help me (PLAY)".

2. This is the time of year when the elements act up most and Miss Ruth Callahan of Manchester, New Hampshire, reminds us that many well-known personalities bear the names of those elements. So let's see if you can name a few. It makes me shiver to even mention them, but here they are - Rains, wind, hail, lightin', and gales.

3. Here's the theme song of a Cleveland boy, or rather he got his start in Cleveland and Ray Shelton of Dallas, wants you to name the song and the leader it identifies. (PLAY) Has he won first place in "The Cleveland Plain Dealer" popularity poll for ^{WMC}~~seven~~ consecutive years?

- 5 -

4. Winifred Donnell of McAlester, Okla., wants you to listen to the following advice and pick out at least four musical terms that are used. Take note when the streets are slippery because, if you don't see sharp you'll be flat. At any time if you would scale the heights of success, the key is to be natural.
5. Eddie Rhodes of Augusta, Georgia, wants you to recollect the cognomen of this razzling dazzling rhumba. (PLAY) That's either Mama Ecaro, Mama Inez or Red Hot Mama. Is there a program called "Mama Perkins?" How many fishes did the Mama fishie have?
6. It's limerick time and Miss Emma Lyons of Alberta, Canada, wants you to listen to the following limerick and tell us the two personalities referred to in said limerick.

"On a Thursday night's broadcast just after Bing's,
 There's a lad from New England and he also sings;
 His forte is love songs
 In soft crooning style,
 And on this same show there's a famous profile."

~~Is he currently appearing in "The Green is Green"?~~ Which
~~is~~ Is this right or wrong - J.B. was a newspaper man.

7. John Cashman of Providence, Rhode Island, reminds us that a very popular vocal record of not so long ago was this one. We want you to name the song and tell us whose record we're referring to.

(PLAY) ~~We've all heard about Mexican dishes being mighty tasty when you're hungry. Can you name a very popular one?~~
Name two Mexican dishes

8. Speaking of _____, here are the words to it and Miss Edna McNally of Cleveland wants you to feel for the moment that you're _____ and sing it for us. All right now, let's go! (PLAY)

9. Here's the theme song of one of the service bands and Curtis Carter of Danville, Ill., wants you to name the song and tell us whether it identifies the Army, Navy or Marines. (PLAY) If that's _____, what's Mazuma? Oh come now - don't let this question cost you money.

(CLASS BELL)

GRAUER:

Professor, you can tell - by the bell - it ~~don't~~ ^{has} jelled

KYSER:

Then dust off a faculty spokesman, Dean Grauer, and let's see who the winner is. Thank you - and the glorious name shall be writ in the records as _____!

(APPLAUSE)

Congratulations, young fella - even as Bob Feller, you have pitched a shutout _____. Scamper nimbly over to the Final Exam, light up a Lucky Strike and relax. Right now comes --

BAND:

RECESS! (CHEERS)

~~KYSER:~~

~~That's right, you're right, and recess means a dance and romance under our fifty candle-power Harvest moon. So come on, Cleveland, follow the Band - shake it up in Shaker Heights - but hold something in Western Reserve - cause this is the case so come on get in and beat it out like they do in Oberlin!~~

3. ("ACCIDENTALLY ON PURPOSE" MASON AND ORCHESTRA)

4. ("I CAN'T REMEMBER TO FORGET SIMMS. AND ORCHESTRA)

1/29/41

COMMERCIAL 2(MUSICAL INTRO: . . . ESTABLISH AND FADE)

GRAUER: A few minutes ago we brought you tobacco market reports from the South. One market we mentioned was New Tazewell, Tennessee. And now we're going to reenact a real auction down there - to show you just how tobacco is bought.

KYSER: And, chillun, Cleveland's own popular sports announcer, Tom Manning, will act as our commentator . . .

(APPLAUSE MUSIC UP AND OUT FADE IN CROWD NOISE)

MANNING: Hello, everybody. This is Tom Manning. This tobacco town of New Tazewell's right down south of the Cumberland Mountains ^{and} in some of the prettiest country you ever saw. I guess there are a hundred or more farmers in this big tobacco warehouse - and some of 'em have brought their wives and children. ^{friends} You ought to see the excitement as they wait for the sale to begin. ^{and} It's just about time now. The dozen or so buyers are already lined up and the warehouseman's about to call out the opening bid on the first basket of fragrant leaf ^{- yep, it won't be long now} here we go! Listen!

WAREHOUSEMAN: Stand back please, folks. Okay, boys - start 'er at 21!

1/29/41

COMMERCIAL 2 (CONT'D)

MANNING: That 21 - that's the opening bid by the warehouseman - 21 dollars a hundred pounds. But right away a leaf company buyer bids 22. And Lucky strike ups it to 23. Another cigarette company makes it 24. Oh, oh - looks like a real struggle. You know, all this tobacco is sold basket by basket - because the baskets vary widely in grade and quality. So each basket is judged strictly on its own merits. This one's getting an O.K. rating and how! It's up to 26 - already - 26 dollars bid by that leaf company buyer. And now Lucky Strike makes it 27 - 27 - hear it? Another cigarette company ups it to 28 but Lucky Strike comes right back with 29. Now the auctioneer's looking around for some other buyer to raise that bid but - no - no - it's going to Lucky Strike at 29!

(CHANT UP - SOLD AMERICAN)

COMMERCIAL 2 (CONT'D)

RUYSDAEL: There you see how tobacco is bought - right out in the open market ... in open competition ... where everyone can see who buys what tobacco, and the price they pay. The American Tobacco Company consistently pays well above the market average to get the finer, lighter, the naturally milder tobaccos. For instance, as we told you a few minutes ago, according to final reports for the season, at tobacco auctions in New Tazewell, Tennessee, The American Tobacco Company this season paid 37 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products - yes, 37 percent above the average market price paid for all the various types and grades of tobaccos sold there - and the best we bought will go to Luckies. So, for a cigarette of finer, lighter, milder tobaccos, smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

(COMMERCIAL #2 TAG . . .)

(5. ^{What time} ~~WANT TO KNOW, JOHN?~~ MASON AND ORCHESTRA) _

(6. "YOU WALK BY" DUET AND ORCHESTRA) _

(COLLEGE HYMN GLEE CLUB) _

GRAUER: The leaden sky of Winter's early dusk lowers overhead. The ghost of a moon rides the clouds high in a chilly January sky. But within our ivy-covered halls, the cheery fire leaps bright in warm welcome -- as we, within our hearts, extend the handclasp of friendship to you across the nation -- and identify each station.

*** S T A T I O N B R E A K ***

(KYSER MARCH: "TAR HEELS ON HAND" ORCHESTRA)

- 13 -

GRAUER: Once upon a time there was a little girl named
_____ (INSERT NAME OF CONTESTANT)

ISH: And she lived _____ (INSERT NAME OF TOWN)

GRAUER: And when she first went off to school, her mother told
her ...

FEMALE
VOICE: (JACK OR GINNY) If you're a good girl, and study hard,
then you can go to the University.

GRAUER: So she was a very good girl ...

ISH: And she studied very hard ...

GRAUER: And when she grew up, her mother kissed her goodbye and
sent her off to College.

ISH: And when she got there, she found a nice kindly Professor
and said ...

AUDREY: Hello, Professor.

GRAUER: And the Professor turned to her and replied ...

KYSER: Evenin', _____ - how y'all? You're just in
time for your first question.

- 13 -

SECOND ROUND

1. Here's one from Miss Janet Daly of Albany, New York. In the ballroom the orchestra is playing. Out on the balcony a lassie all alone sitting on the balcony rail looking at the moon. Her escort approaches and says "What're you doing my dear, dreaming again?" She replied, "Yes." He said, "Remember, you saved this one for me - shall we dance?" and she replied, "No, (PLAY)". Did Shakespeare write a Midsummer Night's Dream? What is a cheese Dream?

2. Wallace Darcy of Biddeford, Maine, says ^{some of our best known and loved} ~~whether you are in~~ ^{comic strips are created by cartoonists right here in Cleveland.} ~~Cleveland, Kalamazoo, Kookuk, or Kankakee, reading the funnies~~ is an "all American pastime" and he believes from the following hints you should be able to name the cartoon strips in which ^{the following} ~~they~~ appear.

- | | |
|--------------|----------------|
| 1. Spinach | 4. Dragon Lady |
| 2. Daisy Mae | 5. Hu Shee |
| 3. Downwind | 6. Superman |

Any three Miss _____.

3. Here's a well-known melody called "Londonderry Air." Miss Lola Dickson of Albuquerque, New Mexico, wants you to listen and see if you can't tell us what orchestra leader used it for his theme. (PLAY) Do you know what instrument he plays? Who was Robert Burns? Do you know Fat Burns?

4. I'm about to name a few well-known instruments and Leon Williamson of Darlington, S.C. would like for you to tell us with which country you'd associate each one of them. The Bagpipe, The Harp, the Saxophone, the Steel Guitar.

5. Miss Elizabeth McLaughlin of New Castle, Delaware, says you'll be a big rube if you can't name this (PLAY). Here are the words ~~in pig latin~~ and we want you to sing them. (PLAY) *now here they are in pig latin and we want you to try 'em.*

6. It's tonight's right or wronger. This is the last week of our January clearance sale of right or wrongers and Bert Gustafson of Columbus, Montana, wants to bargain with you on a few right or wrongers ~~before they go back to their full price next week.~~ Is this right or wrong?

1. President Grover Cleveland was born in Cleveland.
2. Gene and Glenn first sprang into prominence right here in Cleveland on Station WTAM
3. *Western Reserve won the Sun Bowl game.*
4. John D. Rockefeller founded ^{*Case University*} ~~Western Reserve~~ U.

7. This number was originally an organ solo called "Andantino" - We now hear it as "Music and Memories." It's the theme of a young fellow who sings on the radio ~~three~~⁵ times a week, and Miss Helen Fredricks, of Baltimore wants you to listen and tell us who that fellow is (PLAY). He was a track star at Yale and was formerly on "Your Hit Parade." You'll probably remember him from the old Maxwell House Showboat days. Now can you distinguish between Lanny, Barney and Shirley.
8. Look straight ahead now - don't look back and see if you can't tell Kenneth Cosgrove, Sioux City, Iowa, what instrument you hear (PLAY) Now what instrument?(PLAY) How many? ~~What were they playing?~~ That's right -- ~~Frenesst~~ -- and we'll be playing lots a dance tunes these next few nights ~~so warm up your instruments~~ ~~days~~ Friday night Columbus; Saturday night Louisville, Kentucky; and Sunday night The ARAGON in Chicago. ~~But~~^{and} we'll sure be happy to see all our friends.
9. From the window of our Cleveland classroom I can catch a glimpse of good old Lake Erie. In a few months it will be swell for (PLAY). Miss Phyllis Banks of Aberdeen, S. Dakota, says if ~~the~~^{the} ~~have anymore~~^{hips up} cold wave it'll be in pretty good shape for (PLAY) Speaking of figure eights, what country does Sonja Henie hail from?

(CLASS BELL)

GRAUER: As coeds collapse, Cleveland cries Enough -- the exam is over.

KYSER: Thank you, Dean Ben Grauer -- our faculty^{faculty} always on its toes - toe the mark^a and give out with ~~the~~ bark.

(PROP BARK)

KYSER: Thank you, faculty, you name the winner of the second examination to be _____.

(APPLAUSE)

KYSER: Well might you applaud this coed for colossal cogitation ... She is hereby promoted to the senior class. Go, Miss _____ light up a Lucky Strike and shun domestic science until you are called for the final exam.

(RINGS DESK BELL)

Rise Scholars --- now take a good deep breath --- in ---- hale!

AUDIENCE: (INHALES)

KYSER: Hold it -- okay, boys -- unwrap the goodies -- faculty forward with fancy feet --- here comes a treat --- watch for the beat --- exhale, scholars.

(AUDIENCE AND WIND EFFECT OF GALE)

KYSER: Now -- come on --- yets dance!

7. ("FRENESI" SIMMS ... PRODUCTION NUMBER)

(APPLAUSE)

COMMERCIAL #3:

KYSER: Now here's Basil Ruysdael to give you a plain dollars-and-cents explanation about tobacco.

RUYSDAEL: You recall that auction we described at New Tazewell, Tennessee? The warehouseman made this opening bid on a basket of tobacco...

WHSMAN: Okay, boys- start 'er at 21!

RUYSDAEL: Well, that "21" meant 21 dollars a hundred pounds. But very quickly, as you remember, it was bid up to 29 and at that price - 29 dollars a hundred pounds - it was "Sold American". Now other baskets right at that same auction may have been selling for five - ten - fifteen dollars less a hundred pounds. Why these differences in price? Well, at the tobacco auctions, as elsewhere, you get what you pay for. And you've got to pay more for the finer, the lighter, the naturally milder tobaccos. Now Lucky Strike wants - and pays for - and gets - that finer, lighter, milder leaf. So smokers, that's the plain dollars-and-cents explanation of why you are assured a finer, milder cigarette in Luckies. Remember - independent tobacco experts see who buys what tobacco and the prices paid. And with these experts- with men who know tobacco best, it's Luckies 2 to 1!

8. ("KEEP AN EYE ON YOUR HEART" BABBITT AND ORCHESTRA)

9. (^{Putidia} ~~SUNRISE SERENADE~~ . . . ^{Granny} ~~NEW~~ AND ORCHESTRA)

(FANFARE:)

GRAUER: The final exam! Boy meets girl (CRASH) ... and before Cleveland's eyes -- catastrophe arrives ... How're ya, Catastrophe?

KYSER: Fine, Ben - how're you?

~~GRAUER: Oh, I ain't kickin, James Kay just inchin along.~~

~~KYSER: That's good - stay with it, Ben --~~

~~GRAUER: Thanks oh, by the way - our champion scholars~~

KYSER: Well, bless my soul, -- step right up, and we'll just nip
chillun
through the finals here. You chillun feelin all right?

CONTESTANTS: Yes, thank you.

FINAL ROUND

1. In addition to its industries, Cleveland is acclaimed a cultural center -- with its colleges, conservatories, symphonies, etc. The environment's got me boys so our final round will be an essay on symphonies. Here's a little thing Dvorak cooked up that's called "Largo." Merle Jacobs of Cleveland wants you to listen and tell us whether or not it's from the "Old World Symphony," the "New World Symphony," "Wide World Symphony" or the "World Goes Round and Round Symphony." (PLAY) Did Dvorak also write "Humoresque" and "Songs My Mother Taught Me?" Is Ann Dvorak his daughter?

2. Art Cook of Cleveland asks what three cities in Ohio are known as the three "C's", and which two have nationally known symphonies. Which of these does Arturo Rodzinsky conduct? They both have well-known conservatories -- in fact our arranger, George Duning, is an alumnus of the Cincinnati Conservatory. Now can you distinguish between conservatory, observatory, ~~congratulatory~~ and Peter Loree!

3. Here's one from Gordon Conner of Cleveland. In the picture "A Hundred Men and a Girl" when Deanna Durbin sang with the symphony who directed -- Toscanini, Damrosch, Stokowsky, Kostlanetz or Koussivitsky. In Walt Disney's "Fantasia" was the music directed by the same man? Who created the "Silly Symphony?"

4. Nat Holt of Cleveland says our symphonic session would be unfinished if we did not play this one by Schubert. Listen (PLAY). Is that Schubert's Serenade, Sonata, or Unfinished Symphony? From the following list of popular songs pick three that were adaptations from the classics: "Our Love" "The Isle of May" "In My Reverie" "Jeepers Creepers" "Moon Love" and "Jada."

(CLASS BELL)

GRAUER: Cleveland claps hands -- the exams are over.

AUDIENCE & BAND: Hoo -- Ray ---

KYSER: Not so agile -- not so quick -- scholars -- the faculty
departs for the rumpus room to make out your reports --
while they are in rumpus here is Dean Ben Grauer!

GRAUER: Are you smoking more today? Then -- more than ever before--
you want a cigarette that's really mild -- with the
natural mildness of finer, lighter tobaccos. So remember:
Luckies pay higher prices to get the finer, the lighter,
the naturally milder leaf. No wonder that with independent
tobacco experts -- with men who know tobacco best, it's
Luckies two to one!

(PANFARE.....)

KYSER: The faculty report -- by unanimous acclaim -- The Chief of The Cleveland Indians this week is _____.

AUDIENCE: (INDIAN WAR WHOOPS)

KYSER: Dear _____, I present you this tomahawk, teepee and \$35 to keep your wig warm. Your learning and earnings make you Cleveland's Pioneer Voice. Go forth and broadcast 24 hours a day.

To you, dear second placer - I shake your hand.

(SOUND)

.. and in the shade of the palms place twenty dollars -- and to the other four scholars - ten dollars each and to all six a carton of Luckies. Then to each and every member of our student body here tonight for those volunteer answers and old Cleveland spirit -- a package of better-than-ever Lucky Strike cigarettes.

(APPLAUSE)

10. ("CIELITO LINDO" ORCHESTRA)

(KYSER THEME)

KYSER: Well, das all chillun -- the old school house hits the road until next week when we ^{will have Old Home week} ~~set up shop~~ in Chicago ~~and~~ ~~rescue the ambitious from a future of darkest musical ignorance.~~ ~~In the meantime -- your old Professor assigns~~ ~~as your homework~~ ~~revue courses in latest literary and musical knowledge by attending lectures and laboratory~~ ~~sessions of~~ ^{In the meantime} Information Please Friday night and Your Hit Parade Saturday night. The address for your questions is P.O.Box 909, Los Angeles, California. Now, until next week, this is Kay Kyser thinking of you -- thanks a lot for being with us and ~~remember~~ --

AUDREY: ~~"The March of Dimes"~~

KYSER: So long, everybody....

(LUCKY STRIKE TIME)

GRAUER: The famous tobacco auctioneer heard on tonight's program was Mr. L.A.(Speed) Riggs of Goldsboro, North Carolina.

(SONG CREDITS, IF ANY)

Tonight's program originated at the Hotel Carter - Cleveland
THIS IS THE NATIONAL BROADCASTING COMPANY

wjh/hs
1/26/41

LIBRARY

WEAF

THE AMERICAN TOBACCO COMPANY

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

NO. 150

() ()
10:00 - 11:00 P.M.

FEBRUARY 5, 1941

WEDNESDAY

GRAUER: Have you tried a Lucky lately?

AUCTIONEER: (ONE LONG SALE.....ENDING WITH "SOLD AMERICAN")

GRAUER: Let that chant remind you that Luckies are the cigarette of finer, lighter, naturally milder tobaccos. With independent tobacco experts -- buyers, auctioneers, warehousemen -- with men who know tobacco best - it's Luckies two to one!

(LUCKY STRIKE TIME.....)

AUDIENCE-CHICAGO-CHICAGO RAH RAH RAH

GRAUER: Lucky Strike presents Kay Kyser's College of Musical Knowledge from Chicago! Because tonight its our Anniversary. ~~We're starting our fourth year right where we started our first year~~ ^{THE START OF OUR 4TH YEAR} -- with the largest active student body we've ever had -- thirty five hundred of 'em -- and here comes teacher -- your old Professor KAY KYSER!

(KYSER THEME.....)

(APPLAUSE)

2/5/41

KYSER: Evenin' folks -- how y'all? ,

AUDIENCE: ~~Swell, Kay.~~

KYSER: ~~This fine chillun.~~ You know, we're just tickled plum to death that we were able to arrange our anniversary class session here in Chicago tonight. Because tonight we start our fourth year for MR LUCKY STRIKE right here in the same sizzling city where we started our first -- So let sentiment and nonsense run ^{wild} high tonight chillun--

GRAUER: Come, wipe those ^{MOIST BLUE} ~~tired~~ old eyes, James Kay -- the good work's got to go on because here are six handsome scholars -- rarin' to take their examinations.

KYSER: Have they been picked fair and square from our student body?

GRAUER: Yes, Suh - cross my heart and hope to die.

KYSER: Well, then fatten 'em up with some ^{WINDY CITY RHYTHM} ~~tasty burgeo~~
 ~~and make 'em loop the loop~~
 ~~sand down the floor and strike up the band - relax~~
 your stance and come on yets dance.

1. (THERE'LL BE SOME CHANGES MADE.....ORCHESTRA)

2. (MAY I NEVER LOVE AGAIN.....SIMMS & ORCHESTRA)

(APPLAUSE)

GRAUER: Professor! ... Professor, as a man who's once more headed for Hollywood - tell us - who do you think are the people most up-on-their-jobs in the movie business?

KYSER: Well, Dean Grauer, that's a touchy question. But I'll say this ... When it comes to really knowing their jobs from A to Z, you can't beat the ~~men the public seldom sees~~ ^{EXPERTS} -- the men who work behind the scenes.

RUYSDAEL: Then, Professor, it's just the same as it is in the tobacco business. ^{YOU CAN'T BEAT THE EXPERTS} The men who do the work of buying, selling and handling tobacco - the buyers, auctioneers and warehousemen ^{these} are the ones who ~~always have to be up on their jobs.~~ ^{are in the know} And when it comes to buying cigarettes, they're completely informed. They're in a position to judge a cigarette solely on its own merits - by the kind of tobacco they see bought for it at the auctions. That's why it means so much that the vast majority of independent tobacco experts choose Luckies for their own cigarette. In fact, sworn records show that over twice as many of them smoke Luckies exclusively as smoke all other cigarettes combined. Next time you buy cigarettes, remember - the independent tobacco experts see who pays the price to get the finer, the lighter, the naturally milder tobaccos. So surely your own best guide to a finer, milder cigarette is ... to smoke the smoke tobacco experts smoke. ~~Next~~ ^{with men who know tobacco best, No Luckies 2 to 1} ~~Next~~ ^{Half}time ask for Lucky Strike.

(PLAY OFF TO COMMERCIAL NUMBER ONE.....ORCHESTRA.....)

(RECORDING NOON FACTORY WHISTLE)

2/5/41

GRAUER: Dearest professor -- on behalf of the alumni, the board of trustees, the faculty and friends of Kyser College -- I have the honor to make an award. Three long and arduous years **you have** labored in the vineyard of hard and recalcitrant skulls -- earnest and sacrificing your endeavor -- even tho -- even tho -- mark you -- you have been but a babe in short pants as far as education goes....but tonight you have reached your majority -- you have earned the right to wear 'em long....so, on behalf of the old school, I present you with the badge and honor of your new estate -- Professor Emeritus -- James Kay Kyser -- accept and cherish this college-cut suit of long underwear.

(APPLAUSE)

KYSER: Ah, Dean Ben Grauer -- thank you -- my heart is filled to overflowing -- words die upon my bashful tongue -- I accept these drillies and do solemnly swear to wear and honor them forever and for aye - Come, freshmen -- lean your noodles my way for there's \$95.00 in prizes at stake and that ain't hay-hey!

(ADD FIRST EXAM)

1. This morning I called my old friend Al Fuller at the Palmer House to say "hello" and he said, "Come on up, Kay," and I said "What floor are you on, Al, ~~after all this is a 40 story building and I want to know what floor,~~" and he ^{replied} said, "Have you forgotten - I'm in the same old place still located on (PLAY)" Speaking of stories, who's the star of the "Philadelphia Story". Now will you distinguish between Hepburn, Sideburn and Country Washburn?

2. Here's one concerning sports, and Miss Led Hughes of Fort Payne, Alabama wants you to be a good sport and tell me whether the following men are associated with the Chicago Cubs, Bears, Socks or ~~Pigeons~~ ^{HAUKS}:
Ted Lyons, Sid Luckman, P.K. Wrigley.

3. Here's an orchestra theme song and Wallace Graham of New York City wants you to tell us whose it is (PLAY) Now will you explain what I mean by this -- "T.D. formerly played with Mr. P.W. and recently guest-starred with B.C. ^{on K.M.N} and G.B." ~~Do the Pied Pipers sing with Jimmy Dorsey or Tommy Dorsey?~~

2/5/41

4. We have gathered a few events, incidents, and personalities, well-known in the ~~recent~~ history of Chicago and Dewey Gent of Mapleton, Illinois, believes the following hints and song titles should enable you to name them.

1. Mrs. O'Leary's Cow
2. Sally Rand
3. Here's a song title. "Has Anybody Here Seen Kelly?"
4. Porky Pig and Elsie the cow - what industry?

5. We are about to play a bit of "The Bee" and "The Flight of the Bumble Bee" and Miss Florence Mani of Rice Lake, Wisconsin, wants you to tell us which is which. This is a honey and I hope you won't get stung with it. (PLAY) (PLAY) "The Bee" started a feud between what two well-known comedians? ~~Have they buried the hatchet?~~

6. It's tonight's right or wronger. For the first time in its 4th year the College sallies forth with its right or wronger, and J. C. Woodards of Nashville, Tenn., says you'll be lucky if you strike them right. Is this right or wrong?

1. The University of Chicago's football team was coached by J. C. Petrillo.
2. Paul Ash originated the stage show policy in a theater here in Chicago.
3. Chicago is where the Quiz Kids do their biz.
4. ^{UNIVERSITY} North Western ~~plays~~ football ~~on horseback~~ and ~~calls the team "The North Western Mounted."~~

Team is known as hop caps

7. We are about to play a current hit song, but we are going to play it in the style of an orchestra featured here at Chicago at the present time. Florence Dorothy of St. Louis, ~~she~~, wants you to listen and name the song and the orchestra. (PLAY) ~~Did he write "Three on a Match?"~~ ~~"I Never Knew"~~ ~~"King for a Day"~~ and ~~"Laugh, Clown Laugh?"~~ ~~"Now I Lay Me Down to Dream?"~~

8. Here are the words to "There I go" and we'd like ~~for~~ you to sing ^{it} the song for us. But before ~~we~~ start Roy Henning, of New Haven, Conn., would like ^{you to take off} ~~for you to untie~~ your necktie yourself. I hope you won't mind. Now I'll hold the words for you ~~and you sing~~, and while you're singing, we'd like for you to tie your ^{new} necktie without ^{using} a mirror. (PLAY)

9. Here's the theme of a radio program that comes out of Chicago, every Saturday night. Lorraine Kubik of Wilkes-Barre, Pa., wants you to name the song and the program. (PLAY) Was Alec Templeton ever featured on that program?

SOUND: CLASS BELL

2/5/41

(SCHOOL BELL)

GRAUER: Professor, the first exam is Gone With The Wind.

KYSER: Well, blow me down -- The opinion in the Windy Town
is that the winner is _____.

(APPLAUSE)

Ah, Dear Mr. _____, Chicago chucks you under the
chin.... *Became of your cadgy ersnium, you are crowned*
~~you are crowned with a cadgy ersnium....~~ go,
light up a Lucky Strike and write home that you're
promoted to the senior class. Recess is here chillun,
so -- shine them apples -- pop that corn....tangle
with them coeds while we toot our horn -- here's a
largo for chicargo.

3. (WHATCHA KNOW JOE.....SULLY)

4. (I GIVE YOU MY WORD.....BABBITT)

(APPLAUSE)

(INTRO: PARADE MUSIC - CHEERING CROWDS - STREET NOISES,
ETC. - ESTABLISH AND FADE)

GRAUER: Hear that music? Hear those shouts? Well ... that'll give you an idea of the spirit of carnival that prevails on that September day each year ... when the tobacco auctions open in the town of Farmville, North Carolina. It's really a bang-up occasion ... and here's N.B.C.'s ace Chicago sports-caster - Lynn Brandt, to describe it for us.

BRANDT: Hello, folks. This is Lynn Brandt, speaking. And saay! ... this is an occasion! The town is alive with excitement. Here inside this big warehouse crowds of farmers are gathered around the baskets of tobacco arranged in long rows. Each basket is piled high with fragrant yellow tobacco leaf. Of course the center of attraction is the auctioneer. He's getting ready to go into action. The warehouseman is standing close by his side. And grouped around them we see the buyers ... the men who represent the different cigarette, export and leaf companies. Now the warehouseman is examining the tobacco piled high on the first basket. It's his job to make the opening bid for each basket sold. Listen ... here it comes.

WHSMAN: That's mighty fine tobacco, men. Start 'er at 24!
(CHANT)

BRANDT: As the auctioneer chants 24 - 24 - he keeps eyeing the buyers. And there's a signal from a leaf company buyer, bidding 25 - 25 dollars a hundred pounds. Now a buyer from one of the cigarette companies signals 26 - and the Lucky Strike buyer 27. They sure work fast! They have to. Every one of the baskets on this warehouse floor is sold individually - sold on its own merits - because the baskets vary widely in grade and quality. The bid's up to 28 - 28 ... now it goes to 29. Yes ... an export company just bid 29. Now a cigarette company makes it 30 ... followed by a 31 dollar bid from another export company. But Lucky Strike makes it 32. Any more bids? Let's see - no - no. I don't think so. 32 dollars ... it's going ... going to Lucky Strike at 32. Listen!

(CHANT UP AND SOLD AMERICAN)

RUYSDAEL: There you see how tobacco is bought - right out in the open market ... in open competition ... where everyone can see who buys what tobacco, and the price they pay. The American Tobacco Company consistently pays higher prices to get the finer, lighter, the naturally milder tobaccos. For instance, during the 1940 season, at tobacco auctions in Farmville, North Carolina, The American Tobacco Company paid 49 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 49 percent above the average market price paid for all the various types and grades of tobaccos sold there - and the best we bought will go to Luckies. No wonder so many independent tobacco experts agree that Luckies buy the finer tobaccos. No wonder that, with independent experts who watch these sales - with buyers, auctioneers and warehouseman - with men who know tobacco best, it's Luckies 2 to 1!

(MUSICAL.....TAG)

5. ("TOY PIANO MINUET.....ORCHESTRA)

6. ("I HEAR A RHAPSODY.....SIMMS AND ORCHESTRA.....)

2/5/41

(AULD LANG SYNE....SPECIAL NON-COMMERCIAL LYRICS TO COMMEMORATE
ANNIVERSARY OF PROGRAM.....GLEE CLUB)

GRAUER: Hundreds of class sessions have fled away...thousands
 of graduates have taken their way into the world and
 its hurly burly -- the world that can laugh and the
 world that can be surly.... but dreaming on atop its
 snowy mount the old school affirms the things that
 count -- the things of freedom and our way of life,
 for which we stand across the nation and join hands
 with every station.

(STATION BREAK)

(KYSER MARCH.....)

(WHISTLES TO GET THEIR ATTENTION)

TSH: (HOLLERS) Hey, fellas, guess what? There's three beautiful gals
in the examination room.

BAND COMES RUNNING: . Right - That's right -- That's swell.

(POUND OF RUNNING FEET AND SHOUTS OF JOY)

KYSER: (FADING IN) A-----h (SIGHS) A professor's life
is not an easy one.....figgers -- figgers -- nothing
but figgers....step up figgers and figure this first
question.

(ADD SECOND EXAM)

1. I'm not a poet and I know it,
But here's a verse that ends with a song
And I hope you can go it.

It's by special permission of Katherine Fizdale of Boulder,
Colorado.

Harry Babbitt passed a girl
And she began to cry;
She says: "I was very happy until
(PLAY)

Little Miss Muffet sat on a tuffet
To drink a cup of tea,
Ish Kabib sat down beside her and she said
(PLAY)

2. As usual America's second city has an array of dance bands second
to none. I'll mention the first names of a few orchestras featured
in Chicago at the present time, and Glen Foster, of Detroit, Michigan
would like for you to give the last names of three of them: Dick, Art,
Ray, Ted, Gene, Griff, Lew, Jack, Eddie, Ramon.

3. Here's a song called "Let's Dance" and Esther Adamson of Atlanta,
Georgia wants you to tell us what orchestra's theme it is (PLAY)
Did he once play clarinet in the Hull House Band? Who founded Hull
House, Jane or Maude Adams? Did Henry or Cordell Hull play in
"Tobacco Road?"

4. The Old College is all wound up in the windy city and we are blowing like a 90 mile an hour gale. So Fred Hardins of San Antonio, Texas, wants you to name 3 songs, pictures or people that have the word "Wind" in their titles.

5. In addition to being the theme of a daytime serial "Hilltop House" Eileen Carson Stroud, of Oklahoma says the following song should also remind you of a famous Evanston Illinois institution and I don't mean Northwestern University. (PLAY) Is that Brahms Cradle song, Yodel Song, Fiddle ~~Song~~, Fatal or Yokel. What does it remind you of in Evanston?

6. Here's some well-known song titles and Mr. Kay Franklin of Philadelphia, Pa., wants to see how quickly you can say them backwards. For instance "There I Go" would be "Go I There."

1. "The Woodpecker Song"
2. "Music Maestro Please"
3. "I Want a Girl Just Like the Girl that Married Dear Old Dad."

This QUESTION REVISED

"Name 3 Trumpet Players Named Louis"

7. Again here's a popular song and again it's played in the style of an orchestra featured here in Chicago at the present time. Dorothy Mock of Orchard Beach, Florida, wants you to name the song and the orchestra we are imitating. (PLAY) Did ~~Eddy Duchin~~^{he} make the famous record "Old Man Mose is Dead?"

8. Look straight ahead - and don't look back. ~~George Gerza Jr.~~^{OTTO ROTH} of Chicago, ~~Illinois~~ wants you to listen to the following instruments and tell us what they are. Since we are in the windy city they will all be wind instruments, but you don't have to be a musician to play them. Listen (PLAY)

9. Let's name this one for Marylin Hoffman of St. Paul Minnesota.
(PLAY) ~~Did Mary Martin sing that song in the Picture "Victor Herbert"~~.
What period does that song remind you of - The Gay Nineties, Roaring Twenties, Thirsty Thirties, or the Fat and Forties?

SOUND: CLASS BELL

GRAUER: Professor, have mercery, have mercery -- it's your anniversary,

KYSER: Okay, Dean Ben Grauer -- tell the second exam to scram and wham the faculty with a ham for a winner. Ah -- the Lorelei of Illinois is _____.

(APPLAUSE)

KYSER: What a fine and friendly female you are, my dear _____

Light up a Lucky Strike now while we fan the flame of ~~Yesterday with a memory song, we're honoring those who helped us lay~~ rhythm with a fantasia of a fandango....flap your ~~the cornerstone of our college, who planted the way for its walls~~ foot chillun and don't fizzle with this fox trot, 'cause ~~and amused us thru our early years~~ it's time to dance--I say come on let's dance!

7. (BLUES MY NAUGHTY SWEETIE GAVE TO ME.....PRODUCTION)

KYSER: Chillun, Basil Ruysdael reminds us: you get what you pay for!

RUYSDAEL: Yes, folks - a few minutes ago on this program, you heard a basket of tobacco "Sold American" at 32 - 32 dollars a hundred pounds. Now right at that same auction in Farmville, North Carolina - which we described for you - other baskets of tobacco may have sold for five - ten - fifteen dollars less a hundred pounds. Why did Lucky Strike pay more? Well - in buying tobacco - you get what you pay for. Since Lucky Strike wants the finer, the lighter, the naturally milder leaf, we have to dig down deeper in our pocket book. ^{and pay the price} Yes, real mildness and quality come high at the auctions. But Lucky Strike wants - and pays for - and gets - that finer, lighter, milder leaf. Remember - the independent tobacco experts see just who buys what tobacco - and the prices paid. And they smoke Luckies 2 to 1. So, folks, it all adds up to this ... In buying tobacco at the auctions you get what you pay for - and in buying Luckies at a cigarette counter you get what we pay for - a cigarette ^{made from} of the finer, the lighter, the naturally milder tobaccos. ~~Next time ask for Lucky Strike.~~ *Have you tried a Lucky lately?*

8. (~~"SO YOU'RE THE ONE".....ORCHESTRA~~)

9. ("HIGH ON A WINDY HILL".....DUET)

(FANFARE.....ORCHESTRA)

2/5/41

GRAUER: The Final Exam! The wind lashes the Loop (QUICK
PROP WIND) -- Lake Michigan rises in fury (BOTTLE GULPS
INTO GLASS) and the winners of the first two rounds
bask in the frown of the old Professor. (PROP LION
ROAR). Things never looked blacker at the Blackhawk --
cause here comes the geezer whose beezer is a teaser --
Prof. Kay Keezer!

KYSER: Step right up, _____. Don't be a wheezer.....

(ADD FINAL ROUND)

2/5/41

1. In addition to its industries and culture, we think Chicago is the dean of dancing towns, and has been the spring board for more popular orchestras than most any other city we know. Therefore, we think it appropriate to dedicate our final round to dancing. ^{Frank Schreila} Eleanor Williams of ^{Chicago} ~~Salt Lake City, Utah~~ says that this song typifies the form of dancing most popular in America (PLAY) Can you name another kind of trot? Did Guy Lombardo first spring into prominence in the Granada Cafe here in Chicago?

Low Cowan to Harry Miller of Chicago

2. ~~James A. Long of Covington, Kentucky~~ asks what's this song and what type of dancing does it bring to mind. (PLAY) What Chicago orchestra leader does that form of dancing remind you of? From which ballroom was he heard for many years - The Trianon, Aragon, or Merry Gardens?

ROUND THREE:(CONTINUED)

2/8/41

3. Here's a number called "La Cumparsita" and ^{FRANK COUGHLIN, A LOCAL BOY} ~~Vera Bromley~~ of ~~Arlington, Virginia~~ wants you to identify the type of dancing associated with it. (PLAY) What orchestra known as the "Kansas City Night Hawks" was featured from the Black Hawk for many years?

Now tell Helen Roth of Chicago
4. ~~Now tell Harold Manning of Rock Creek, Ohio,~~ what type of dancing this is (PLAY). Now if that's a rhumba, what's this (PLAY)? In addition to Husk O'Hara from the _____ and Horace Heidt from the Drake, would you say the College Inn was a springboard for Ben Bernie?

(SOUND: CLASS BELL)

GRAUER: The exams are over.

(APPLAUSE)

KYSER: Well, rise and shine, scholars -- our faculty take their way to faculty hall via Chicago U, Northwestern, Loyola and DePaul to grade the final exams -- while they are gone -- come with me and sit in brief convocation while we hear Dean Grauer deliver the tobaccolaureate address.

GRAUER: Are you smoking more today? Then -- more than ever before -- you want a cigarette that's really mild -- with the natural mildness of finer, lighter tobaccos. So remember: Luckies pay higher prices to get the finer, the lighter, the naturally milder leaf. No wonder that with independent tobacco experts -- with men who know tobacco best, it's Luckies two to one!

(FANFARE.....ORCHESTRA)

hs:2/3/41

KYSER: The final report -- The Top Honor Scholar of the first class session of our fourth year is _____

(APPLAUSE)

Ah, dear _____ you are a Chicago coddle woddle-- latin for noodle doodle....I commend you -- and award you this first honorarium of \$35.00....go, kick over a cow and burn up the town....to you dear second placer a picture of Lakeshore Drive and -- \$20.00 bus fare -- to the other four scholars ten dollars each and to all six a carton of Luckies. Then to each and every member of our ^{Randolph St.} ~~windy-city~~ student body here tonight -- for fun and frolic a package of better-than-ever-- Lucky Strike Cigarettes.

(APPLAUSE)

So You're The One

10. (~~MAMA INEZ~~.....ORCHESTRA)

(NEW KYSER THEME.....ORCHESTRA)

2/5/41

(KYSER THEME.....)

KYSER: Well, das all chillun -- the old school says goodbye for a while to Deans Ben Grauer and Basil Ruysdael, takes its banjo ~~in~~^{off} its knee and heads for California where in the old city of Los Angeles we'll set up shop next Wednesday night at the same time. In the meanwhile don't forget Information Please on Friday night and Your Hit Parade Saturday night. The address for questions is P.O. Box 909, Los Angeles, California. Now until next week, this is Kay Kyser thinking of you -- thanks a lot for being with us and so long everybody.

(LUCKY STRIKE TIME.....)

GRAUER: The famous tobacco auctioneer heard on tonight's program was Mr. F. E. Boone, of Lexington, Kentucky.

(SONG CREDITS, IF ANY)

THIS IS THE NATIONAL BROADCASTING COMPANY.

/nc
2/2/41

As Broadcast

The American Tobacco Company
Kay Kyser's College of Musical Knowledge - No. 151
February 12, 1941

HIESTAND: Have you tried a Lucky lately?

AUCTIONEER: (ONE LONG SALE ... ENDING WITH "SOLD AMERICAN")

HIESTAND: Let that chant remind you that Luckies are the cigarette of finer, lighter, naturally milder tobaccos. With Independent tobacco experts -- buyers, auctioneers, warehousemen -- with men who know tobacco best -- it's Luckies two to one!

(LUCKY STRIKE TIME

HIESTAND: Lucky Strike presents Kay Kyser's College of Musical Knowledge -- Lollapoloosa in Los Angeles and Hullabaloo in Hollywood for fun, \$95.00 in prizes and plenty of that makes-you-want-to-dance music but now, class is in session for here comes your old professor -- Kay Kyser.

(KYSER THEME.....)

KYSER: Evenin' Folks - How Y'all?

AUDIENCE: FINE KAY! HOW'RE YOU?

KYSER: How Am I? Fine and Dandy thanks. You know Dean Hiestand that's just the way I like to hear our student body answer up -

HIESTAND: They're fit as a fiddle and rarin' to go tonight, Professor.

KYSER: I see - six sunkist scholars ready for degrees! Were they chosen fair and square?

HIESTAND: ^{They} Sure were -----

KYSER: Well then pass out the goodies, Dean, and let's get together. Come on with a Los Angeles lilt - and a Hollywood hoe down -- go to town, chillun and yes dance!

(1. QUIERE ME MUCHOORCHESTRA)

(2. I CAN'T REMEMBER TO FORGETSIMMS & ORCHESTRA)

SOUND: (TELEGRAPH KEY)

KYSER: Sit up, chillun, and perk those ears! Here's news that's really news for smokers.

HIESTAND: Yes, here are some reports from Southern tobacco markets.

SOUND: (TELEGRAPH KEY)

VOICE #1: Carthage Tennessee. Figures for the season here have been compiled. They show that the American Tobacco Company paid 23 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products - yes 23 percent above the average market price paid for all the various types and grades of tobacco sold in Carthage,

SOUND: (TELEGRAPH KEY)

VOICE #2: Boone, No. Carolina. Season totals in! Show that on the same basis, The American Tobacco Company paid 42 percent above the average market price for tobacco in Boone!

SOUND: (TELEGRAPH KEY)

VOICE #3: Knoxville, Tennessee. Here, during the past season, on the same basis, American paid 35 percent more for tobacco in Knoxville.

SOUND: (TELEGRAPH KEY - FADE OUT)

HIESTAND: Week after week - and year after year - reports like these from markets all over Tobaccoland show that the American Tobacco Company consistently pays more for the tobacco it buys for its cigarettes and other tobacco products -- yes, more than the average market price for all the various types and grades of tobacco sold. We pay these higher prices to get the finer, the lighter, the naturally milder tobaccos - and the best we buy goes to Luckies. No wonder so many independent tobacco experts agree that Luckies buy the finer tobaccos. No wonder that - with independent experts who watch these sales -- with buyers, auctioneers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1 !

(ORCHESTRA PLAYOFF)

SCHOOL BELL.....

-4-

HIESTAND: Right now, chillun -- the class doors are closed and the janitor swallows the key (SLIDE WHISTLE ENDING IN CLANK OF METAL)
(BOBBY LETS GO WITH HIS LOON LAUGH)
You see what a serious spot you're in -- so pay attention. The first examination is about to begin -- the first of three courses in musicalyptus rarus held tonight on these hallowed sands of Hollywood on this - Abraham Lincoln's birthday. So step up, Freshmen -- and face the phizz of diz -- the man of quiz -- for here he is:

AUDIENCE

HOLLERS: Kay Kyser.

KYSER: Greetings, scholars. Well, I feel quizzy so let's get busy.

(ADD FIRST QUESTION ROUND)

-4-

(FIRST QUESTION ROUND)

1. Today, February 12th, is the birthday of one of America's greatest and best loved presidents, Abraham Lincoln. So we would like to respectfully dedicate our class session tonight to "Honest Abe". Rita Landy of New Orleans says that "Honest Abe" thought long and hard before he made a decision. But after he made up his mind his word was his bond. You could rest at ease when Lincoln finally said (PLAY). All the history books agree that whether it be splitting rails, studying law or what, Abraham Lincoln believed in the principle of (PLAY)

2. Continuing with our discourse on "Honest Abe"^{ANAM} William Glaser of New York City asks in the picture "Abe Lincoln in Illinois" who was Lincoln? Was it Raymond Paige, Raymond Moley, Raymond Massey or Rayon ^{HOSIERY} Navarro? And who was Lincoln in the picture "Young Mr. Lincoln"? Was it Henry King, Henry Fonda, or Henry Ford? And a few years ago in the picture "Abraham Lincoln" who played the part of Lincoln? Was it Walter Pidgeon, Walter Donaldson, Walter Houston, or Walt Disney?

3. Here's a nursery rhyme and Evelyn Roath of Des Moines, Iowa wants you to give us two names for it. (PLAY) What did Little Boy Blue have?

ISH: (BOEM) (BOEM) Little Boy Blue Come Blow Your Horn
 The Sheep's In The Meadow
 The Beans In the Corn
 "Succotash"

KAY: "Beans & Corn" - Ish you're full of beans.

ISH: You're full of --

KAY: Don't say it.

(FIRST QUESTION ROUND - CONT'D)

4. Here're the words to "Merrily We Roll Along". We'd like to have you sing it for us. (PLAY) Now Kathleen Bergeron of Campbell, Calif. wants you to take these words to "Mary Had a Little Lamb" and sing it for us the way you think Baby Snooks might sing it. (PLAY)

5. We're about to play a certain popular song the way a certain popular orchestra might interpret it. Bob Brinkley of Nashville, Tenn. wants you to listen and name the song and the orchestra. (PLAY)

6. Getting back to Abe Lincoln, Janet Behrens of Milwaukee, Wisc. asks you to name an orchestra leader whose name is almost the same as Abe Lincoln. Is there a Lincoln Memorial building in Washington? Did Marion Anderson sing on its steps? In the picture "Mr. Smith Goes to Washington" did Jean Arthur lecture Jimmy Stewart on the steps of the Lincoln Memorial Building?

(FIRST QUESTION ROUND - CONT'D)

7. We're about to play a bit of the music to Romeo and Juliet and Bob Jarden of West Haven, Conn. wants you to tell us what dramatic program it identifies. The program originates here in Hollywood Sundays. (PLAY) Is Roger Pryor the Master of Ceremonies on that program?

8. Vaughn Nelson of Paradise Valley, Nevada ^{says if} ~~says~~ there's a buffalo's head on the back of a Lincoln penny. Right or wrong. Which of these is on the face of a Lincoln penny - E. Puribus Unum, In God We Trust, Semper Fidelis, When the Swallows Come Back To Capistrano or No Squint No Stoop No Squat? Did Charles Laughton recite Lincoln's Gettysburg address both in pictures and on the radio? Is in Virginia, West Virginia, Pennsylvania, Nome or ~~Ottawa~~. *on the second balcony at the Roly*

9. Here's the theme of the Corn Kix program. Edward Furlong of South Bend, Ind. wants you to name it. (PLAY) Now can you give us three definitions for the word "Pop"?

SOUND: CLASS BELL

HIESTAND: The scholars have bled so the exam has fled --

KYSER: Well, das all, chillun -- the faculty has raved and waved thru a conclave and the honor student of this first exam is _____.

(APPLAUSE)

KYSER: Dear Mr. _____ on this Lincoln's birthday split yourself a rail, pull up a fire, and read a book. You have proved yourself a profound scholar - so go light up a Lucky Strike and ~~count up to ten with one hand behind you until you are~~ ^{until} called for the final exam. Right now -- recess comes steaming in.

(STEAMBOAT WITH PADDLES AND STEAM, ETC)

(BIG)

Steamboat Bill

KYSER: That's ~~all right~~, kids - anything can happen in Hollywood-- come right into the old cabin -- grab your girl friends and begin the bends -- for the moon is high and the downbeat is low -- so one, two - come on let's go ---

(3. FRENESIORCHESTRA)

(4. IT ALL COMES BACK TO ME NOWBABBITT)

(MUSICAL INTRO: ESTABLISH & FADE)

KYSER: Now, chillun, let's pile in the ole school-bus and head for Knoxville, Tennessee. Our guide on this trip will be none other than Eddie Cantor's favorite radio announcer....the Pathe Newsreel commentator, Harry Von Zell!

HIESTAND: Yes....tonite Harry's going to reenact for us a tobacco auction in Knoxville, one of the towns we mentioned a few minutes ago when we brought you those tobacco market reports. Take it away, Harry Von Zell!

(MUSIC OUT....FADE IN CROWD NOISES & CHANT IN B.G.)

VON ZELL: Hello, folks. This is Harry Von Zell....standing next to a big pile of tobacco....and getting a close-up view of a very exciting event. Around me are a dozen or so tobacco buyers....men who represent the different cigarette and leaf companies. They're grouped around a basket piled high with fragrant tobacco leaf. Facing them is the auctioneer. He's selling that basket right now. Hear his chant? (CHANT UP 2 SECONDS ON 27 - "AMERICAN") And there's the sale. Now the buyers move along the row....and they're ready to bid on the next basket. Listen to the warehouseman give the opening bid....

WHSMAN: Fine, ripe burley, boys....Start 'er at 19!

(CHANT)

VON ZELL: That means 19 dollars a hundred pounds is the opening price. The auctioneer is chanting it over and over - 19 - 19. But just as I said that, one of the buyers from a leaf company gave a signal, raising the bid to 20 dollars. And now it's 21 - yes, the Lucky Strike buyer bid 21. You know, all this tobacco is sold basket by basket - because the baskets vary widely in grade and quality. Golly, they work fast here. The bid was raised by three different buyers while I was talking. It's up to 24 now....and there's 25....bid by a leaf company. Now Lucky Strike makes it 26.... another cigarette company says 27....and Lucky Strike raises it to 28. 28....28....are they all done?

The auctioneer keeps eyeing the buyers....but I think.... no....nobody's going to try to top that bid. It's going to Lucky Strike at 28.

(CHANT UP SOLD AMERICAN)

WHITMAN: There you see how tobacco is bought....right out in the open market....in open competition....where everyone can see who buys what tobacco, and the price they pay. The American Tobacco Company consistently pays well above the market average to get the finer, the lighter, the naturally milder tobaccos. For instance, as we told you a few minutes ago, final reports for the season show that at tobacco auctions in Knoxville, Tennessee, The American Tobacco Company this season paid 35 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products.

Yes, 35 percent above the average market price paid for all the various types and grades of tobaccos sold there - and the best we bought will go to Luckies. So, for a cigarette of finer, lighter, milder tobaccos, smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

(MUSICAL TAG).....ORCHESTRA

5. I KNOW A SECRET.....MASON

6. PERFIDIA.....SIMMS

B.G. MUSIC: "TENTING TONIGHT"..GLEE CLUB

GLEE CLUB HUMS: "TENTING TONIGHT"

HIESTAND: On this Lincoln's day. The old school hushed and still - listens again to an echo that shall never still -- the voice that swept across a battlefield and rings forever in each corner of the nation.

VOICE: The voice of freedom - the voice of Abraham Lincoln. In respectful tribute, we quote his words: "It is rather for us to be here dedicated...that we here highly resolve that these dead shall not have died in vain...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."

(DRUM ROLLS & BRING TO A FINISH)

HIESTAND: (SLIGHT PAUSE & GIVEN COLD) We pause for station identification.

....STATION BREAK....

KYSER MARCH: TAR HEELS ON HAND

HIESTAND: The second semester comes to Kyser College with a
gleam in its eye.

(SOUND EFFECT)

BOBBY: Oh boy - dames.

ORCHESTRA: (HUMOUR LAUGH)

HIESTAND: Yes -- three beautiful babes from the woods of

(KYSER HOLLYWOOD. What a future is in store for them.

PACES UP &

DOWN TO

EVOKE

LAUGHS)

Yes - and here comes their future -- that future

with a past - that past in a vest from his scholastic

nest - that quiver giver -- guess who --

JACK MARTIN: (QUAVERING VOICE) Kaaaaaaaay -- Kyser!

HIESTAND: That's right -- that's completely, absolutely,
unassumingly - irrevocably - unmistakably -- right.

BAND: Right.

AUDIENCE: Right.

KYSER: Seems like everything's all right....

(SECOND QUESTION ROUND)

1. This one from Mary Parker of Charleston, S. Car. has to do with a couple of blind dates - a couple of catch as catch can Casanovas ~~had secured dates for the evening by remote control~~ - The evening had passed pleasantly so upon taking the ladies home, the Romeos doffed their sombreros and said (PLAY). ~~Apparently~~ the good impression was not mutual because the ladies didn't say goodnight. They politely replied (PLAY) ~~Instead of goodbye had the ladies replied Au Revoir, Auf Wiedersehn, or Arrivadarci - what would they have meant? (I'll see you again, so long, etc. -)~~

2. As I said before, we are honoring Abraham Lincoln's birthday tonight and in that connection, Sam Pritchett of Cushing, Oklahoma asks does the Lincoln Highway run North and South or East and West? Is there a radio program called "Lincoln Highway"? Is the Lincoln Tunnel under the Ohio, the Hudson, or the Swanee River?

3. We've taken the #1, 2 and 3 songs on last Saturday's Hit Parade, and jumbled them up. Helen Webb of Trazur, Texas wants you to listen and name two of them and then tell us which you think was #1. (PLAY)

4. Is "His Master's Voice" the trade mark of Columbia Records, Victor, Decca, Okay, Blue Bird or ^{broken records} ~~what~~? Now Jimmy Waller of Lancaster, Pa. wants you to tell us what animals are Sea Biscuit, ^{LORRE} Pluto, Carmichael and Peter Rabbit.

5. Here's the theme that fanfares one of ^{Radio's} ~~Friday's~~ most famous programs, and Alice Hoffman of Hollywood, Calif wants you to listen and identify the program. (PLAY) Did she introduce "America the Beautiful"? Is she Al Smith's daughter?

6. It's tonight's right or wronger. Abraham Lincoln knew much about right from wrong, and Charles Denton of Portland, Oregon hopes you do too. Is this right or wrong?

- 1) February 14th is known as St. Valentine's Day.
- 2) The original Tarzan of the movies was Elmo Lincoln.
- 3) Dr. I-Q is Alias Jimmy Valentine.
- 4) Lincoln's home town was Lincoln, Nebraska.

(SECOND QUESTION ROUND - CONT'D)

7. We're about to play another pop song in the style of a very popular orchestra and Nellie Lord of Peoria, Ill. wants you to name the song and the orchestra we are impersonating.

We're about to strike some notes and we want you to tell us which of the 2 notes is the higher one - Listen and tell which (first) of (these 2) there is higher

8. Here's a four bells baffler from Wesley Farnsworth of Saylesville, R. I. Eddy Shae is about to strike some notes on the chimes. Tell us which of the first two notes he strikes is the higher one. (PLAY) Now he will strike two more notes. Listen and tell us whether the last one he hits is higher than the first you heard a moment ago.

9. Name this good old song for Helen Trent of Winston-Salem, N. Car. (PLAY) Now tell us the difference between a tavern, a lantern and a cavern. Is an air pocket a cavern in the sky?

SOUND: CLASS BELL

HLESTAND: The exam is over -- the gals are all a-twitter.

KYSER: Well, then let the official verdict be announced -
here it is - that honor girl of the second exam is

(APPLAUSE)

KYSER: Ah dear Miss _____ Los Angeles leaps
high into the air -- Hollywood hugs itself -- at your
erudite performance ... with your musical mentality life
can be a symphony ... go, light up a Lucky Strike and
trip a light fantastic until the final exam. Right now -
recess is here.

(CHEERS)

KYSER: Yes, suh, chillun -- happy times and dancin' feet --
so come on watch for the beat -- break your slates and
grab your dates -- come on fidget on a digit -- yes dance.

(7. BLUES MY NAUGHTY SWEETIE GAVE TO ME.....PRODUCTION)

KYSER: Now here's Gayne Whitman. ^{and} He's got an Abe Lincoln story in honor of today.

WHITMAN: It's a story many folks have heard, Professor...Lincoln's classic answer to the question: "How long should a man's legs be." Well - Lincoln replied: "Long enough to reach the ground." Now Lucky Strike has a similar answer to this question: "How much should be paid for tobacco?" Our answer is: "Enough to get the finer, the lighter, the naturally milder leaf." For example, at that Knoxville, Tennessee Auction we reenacted for you, you heard a basket of tobacco "Sold American" for 28 - 28 dollars a hundred pounds. But right at that same auction, other baskets may have been selling for five - ten - fifteen dollars less a hundred pounds. Why did Lucky Strike pay more? Well, you'll find the reason in Luckies themselves. That finer, lighter, milder cigarette is due to buying finer, lighter, milder tobaccos. Remember - independent tobacco experts see who buys what leaf at every auction - and for their own cigarette enjoyment, they choose Luckies by an overwhelming majority. So smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

(8. ACCIDENTALLY ON PURPOSE.....ORCHESTRA)

(9. LETS DREAM THIS ONE OUT.....DUET)

(FANFARE.....)

HIESTAND: The final exam the two champion scholars choke down
their hollers and shrink into their collars ... oh the
Pacific is sad -- the desert hides its dunes -- it rains --
all is bleak -- and to make matters worse -- in words that
are terse -- here's James Kay in his one horse shay,

HIESTAND: (HORSE NEIGHS)

KYSER: Somebody will graduate -- I hope it's you or you
Let's wade into battle -
With some agile prattle.

(ADD FINAL QUESTION ROUND)

(FINAL QUESTION ROUND)

1. Taking a tip from Horace Greeley, we have been "Goin' West" for the past four weeks and tonight we'd like to dedicate our final round to our East West Trip. A month ago we said goodbye to the Empire State, 42nd Street, Radio City and (PLAY) Then with horns blowing and stop lights stopping we stopped in Detroit. What would you do if you were stopping in Detroit Mr _____?

2. Then Miss _____ it was FOB DETROIT and GOD CLEVELAND. Then Columbus, Louisville and Chicago. After our class session in Chicago Mr. F. E. Boone, our tobacco auctioneer of Lexington said - "Well, I've six days off, so this is my chance to drop by and visit (PLAY) Then out to the West -- Miss _____ name three states Mr. Boone must have traveled through to get here.

(FINAL QUESTION ROUND)

3. Most of the boys headed West from Chicago and took the southern route so they could go through Bob Burns' home state, and Glenn Patterson of Butte, Montana says that while they were crossing that state each one of the boys was an (PLAY) ^{What is his home town} ~~How do you spell~~ _____?

4. From there they visited the home state of a famous humorist and cowboy who was always at (PLAY). Who was he? What was his state? And after six days we are all gathered again for tonight's class session here in California which is known as what state?

SOUND: CLASS BELL

HIESTAND: Commencement's lurking over there in the corner,
Professor. Better get the exams graded.

KYSER: Right, Dean Hiestand -- and while we're putting the
sealing wax and red ribbon on the diplomas, suppose you
deliver your final message to our student body?

HIESTAND: Are you smoking more today? Then -- more than ever
before -- you want a cigarette that's really mild --
with the natural mildness of finer, lighter tobaccos,
So remember: Luckies pay higher prices to get the finer,
the lighter, the naturally milder leaf. No wonder that
with independent tobacco experts -- with men who know
tobacco best, it's Luckies two to one!

(FANFARE)

-23-

KYSER: The faculty report.

(SHOTS)

~~Yes -- the big award of the week proclaims that~~ the honor student in this course is none other than _____.

(APPLAUSE)

KYSER: Ah, dear _____ a feather for your cap ... and a future for a nap ... ~~I stand before you in my robes of officialdom --~~ I grasp your hand -- I give you the old school clutch (AUTO GEARS GRINDING)...I caress your palm with this token of magic green - this first award of \$35 -- go forth and lead a life of utter abandon ... To you dear second placer -- this second award of \$20 and to the other four scholars ten dollars each - and to all six - a carton of Lucky Strikes. Then to each and every member of our student body here tonight - for those Hollywood howls and Los Angeles larrups - a package of better than ever Lucky Strike cigarettes...

(APPLAUSE)

(10. DON'T CRY BABY.....ORCHESTRA)

(KYSER THEME.....)

KYSER: Well, das all chillun -- The old school is darkened until we unveil the secrets of musical culture next Wednesday night at the same time. In the meantime - don't forget your homework - Information Please on Friday night and Your Hit Parade on Saturday. The address for questions is P.O. Box 909, Los Angeles, California. Now until next week, this is Kay Kyser thinking of you - thanks a lot for being with us a Happy Valentine Day and so long everybody.

(LUCKY STRIKE TIME.....)

HIESTAND: The famous tobacco auctioneer heard on tonight's program was Mr. F. E. Boone of Lexington, Kentucky.

(SONG CREDITS, IF ANY)

THIS IS THE NATIONAL BROADCASTING COMPANY.

as Broadcast

The American Tobacco Company
Kay Kyser's College of Musical Knowledge - No. 152
February 19, 1941

HIESTAND: Have you tried a Lucky lately?

AUCTIONEER: (CHANT LONG SALE...ENDING "SOLD AMERICAN")

HIESTAND: Let that chant remind you that Luckies are the cigarette of finer, lighter, naturally milder tobaccos. With independent tobacco experts -- buyers, auctioneers, warehousemen -- with men who know tobacco best -- it's Luckies two to one!

(LUCKY STRIKE TIME.....)

HIESTAND: Lucky Strike presents Kay Kyser's College of Musical Knowledge -- with scholars to the number of six, dollars to the number of ninety-five, and Professors to the number of one Kay Kyser!

(KYSER THEME.....)

(AUDIENCE APPLAUSE)

KYSER: Evenin' folks -- how y'all? It's a real pleasure to see all your angelic faces from the City of Angels ~~beaming up at me tonight~~. There's California kidoodling and Hollywood hanky-panky comin' up....

HIESTAND: And examinations, and "makes-you-want-to-dance" stuff and nonsense. But what'll we do now, Professor?

KYSER: Why, Dean Hiestand -- the student body knows what to

~~audience~~ ~~do, don't you?~~ *→ Yeah*

HIESTAND: ~~I still don't get it O.K,~~
~~I can't imagine,~~ James K.

KYSER: Then tell him -- STUDENTS!

AUDIENCE: Yet's dance, Professor!

KYSER: That's right, you're right, chillun -- come on let's dance!

- 1. (MAMA INEZ.....ORCHESTRA)
- 2. (I HEAR A RHAPSODY.....SIMMS AND ORCHESTRA)

KYSER: Chillun, back when your old Professor was goin' to school in Rocky Mount, North Carolina, he used to know a ^{boy} named Joe Cuthrell. Now my friend Joe's ^{turned out} ~~grown up~~ to be a famous tobacco auctioneer.

HIESTAND: Yes, Professor, Joe Cuthrell has made a great record for himself. He once sold 38,000,000 pounds of tobacco in a single season. So, Professor, your old ^{friend} ~~schoolmate~~ would be mighty hard to stump in any kind of tobacco quiz. He knows the leaf from A to Z. At the auctions he sees who pays the price to get the finer, the lighter, the naturally milder leaf. And to the question: "What cigarette do you smoke and why?"...here's Joe Cuthrell's answer:

MAN: I've smoked Luckies for over 7 years and the reason is that at the auctions I've sold at, I've seen Lucky Strike pay higher prices for the better grades of tobacco - the kind of fine, light leaf that makes the best smoke.

WHITMAN: Well - that's one tobacco expert's answer to a tobacco quiz. And sworn records show that the vast majority of other independent experts - auctioneers, buyers and warehousemen - also choose Luckies for their cigarette. They see Luckies pay higher prices to get the finer, the lighter, the naturally milder tobaccos and they smoke Luckies 2 to 1. Next time ask for Lucky Strike, and smoke the smoke tobacco exports smoke.

ORCHESTRA PLAYOFF

SOUND: CLASS BELL

-4-

HIESTAND: Tie up your shoelaces and park your gum, chillun --
school is here with a vengeance.

ISH: Animal, vegetable or mineral?

HIESTAND: Animal.

SUY: Jack Does it eat meat?

HIESTAND: You bet.

GINNY: Do you find it in the Zoo?

HIESTAND: Only on Sundays.

AUDREY: Can it talk?

HIESTAND: Fluently.....

JACK: I give up - (GENERAL VOICES - AD LIB - ME TOO, ETC.)

HIESTAND: The answer? -- it's Kay Kyser!

(PLAY-ON MARCH.....)

KYSER: Come, come students ... this is no time for games.

(ADD FIRST ROUND)

-4-

(QUESTION ROUND ONE)

George Washington
The Father of Our Country

1. Saturday the 22nd is the birthday of ~~the Father of our country~~, so we'd like to dedicate our class session tonight to ~~George Washington~~.
Minnie Nelson of Minneapolis wants us to tell you a song story of the famous legend -- you know the one. First of all the orchard was situated (PLAY). When George's father saw what had happened -- you know the Cherry Tree, the hatchet and little George, the old man went into a (PLAY)

2. Now Mr. _____ when little George said (Little Audrey) "I can't tell a lie Daddy" - His father said "Oh, (PLAY)." Little George replied (Little Audrey) "Yes, I did it - but I did it ^{with my eye} accidentally," to which his father replied, "Oh yes (PLAY.)"

3. But Father Washington was still mad. He said, "Son, you'll have to be punished for this (PLAY). And after little George had his licking, he cried, and said, "I'll never do it again, Daddy (PLAY.)" And that chillun, is the ~~real~~ story of ~~the~~ George Washington and the cherry tree.
(CHORD IN G--APPLAUSE)

4. This is the time of year when the Elements act up the most and Paul B. Hayes of De Kolb, Ill. reminds us that many well-known personalities bear the names of those elements. So let's see if you can name a few. It makes me shiver to even mention them, but here they are - Rains, wind, hail, lightning, and gales.

5. Here're three popular styles of piano playing -- Boogie Woogie, Ragtime and Swing, and Miss Lyda B. Griffin of Calver, Texas wants you to tell us which is which - (PLAY) (PLAY) (PLAY)

6. It's tonight's right or wronger and F. B. Winter of Wichita, Kansas says if you know right from wrong as well as George Washington did maybe some day you'll be a President. Just say right or wrong to the following statements.

1. George Washington wrote the Washington & Lee Swing.
2. Washington's ~~home Mt. Vernon is in Virginia.~~ *Bridge is taught by Ely Culbertson*
3. Washington's head is on the current 25¢ pieces.
4. Washington was ~~the guest of honor at the Boston Tea Party.~~ *1st in War, 1st in Peace and 7th in the American League*
5. As a boy George pitched pennies over the Potomac.
6. Martha Washington was George's mother.

7. Tell Mary Bren of Canton, Ohio, what well-known orchestra leader the following theme identifies. (PLAY) He's featured on the Benny show and is currently playing at the Wilshire Bowl. Is he related to Arlene _____?

8. Here's a posey as hot as a \$2.00 pistol. For a moment let's imagine we're in Petaluma, California, one of the poultry centers of America. Listen to Bobby Guy and tell us whether he's singing like Ginny Hen, Clara Cluck, or Cock Robin. (PLAY) Now George Bingham of _____ wants you to imitate a rooster, a hen, and a baby chick.

9. Here are two well-known ditties and Beatrice Doris of Ashville, N. Car. wants you to tell us the title of both of them. (PLAY) Is Dixie Lee Bing Crosby's wife?

SOUND: CLASS BELL

HIESTAND: Those aren't the bells of St. Mary's Professor -- the first exam has reached the end of the line.

KYSER: Then let the happy faculty display its happy faculty of making faculties happy by happening on a winner.

(ZANEY LAUGHS)

KYSER: Thank you - ^{grabby - They say the sizzling star of the first} ~~and the honor student of the first~~ ^{flurry} flurry is _____.

(APPLAUSE)

KYSER: What a ^{Thinker} brain, Mr. _____ ... your musical epidermis is tough to pierce, indeed. Go light up a Lucky Strike ^{and rest on your laurels} ~~and relax in the shade of your own laurel wreath.~~ But now the moon rides high over the blue Pacific, the stars wink out over the land -- and it's time to shine - ^{Come on} ~~so up on your feet and down with the beat!~~ Let's toddle, chillun -- ~~come on~~ let's toddle.

3. ^{Whatcha Know Joe} (~~WHY CRY BABY~~.....MASON AND ORCHESTRA)

4. (I GIVE YOU MY WORD.....BABBITT AND ORCHESTRA)

KYSER: Chillun, tonight our College of Musical Knowledge is honored by the presence of a student from another of radio's great schools of learning....dear ole KMH. We bring you Professor Bing Crosby's star pupil....Ken Carpenter.

(APPLAUSE)

HIESTAND: Ken is taking us down to Greenville, North Carolina to describe a scene that took place there in the Fall - during the tobacco auctions. Come in, Ken Carpenter.

(FADE IN CROWD NOISES & CHANT IN B.G.)

CARPENTER: There's no question about it, ladies and gentlemen...the way to really find out who buys what tobacco....and for how much....is to attend the tobacco auctions. This huge warehouse in Greenville holds more than three thousand baskets of the fragrant leaf. And you ought to see how fast they sell it. There are a dozen or more buyers here from the different cigarette, leaf and export companies. And they make their bids with lightning speed. (CHANT ENDS ON "SOLD AMERICAN", $\frac{1}{2}$ BACKGROUND)

Let's move in now and watch a sale. The warehouseman is just about to call out the opening bid on another basket. Listen....

WHSMAN: Fine tobacco, boys - ripe and mild - start 'er at 25!

(CHANT)

CARPENTER: 25 - 25 dollars a hundred pounds. That's the opening bid. But right away a leaf company buyer raises it one dollar to 26 - 26, who's going to say 27? There, that export company buyer bid 27....and immediately the Lucky Strike buyer raises it to 28. 28 - 28 chants the auctioneer. All this tobacco must be sold like this - you know - basket by basket, because they differ greatly in grade and quality. But wait....the bid went up a couple of dollars while I was talking. Hear that 30 - 30. Now Lucky Strike makes it 31....and a leaf company 32 - 32 dollars. The auctioneer is eyeing the Lucky Strike buyer....and yes... yes....he's raised it to 33. And - it's going....going to Lucky Strike at 33.

(CHANT - SOLD AMERICAN)

WHITMAN: There you see how tobacco is bought - right out in the open market....in open competition....where everyone can see who buys what tobacco, and the price they pay. The American Tobacco Company consistently pays higher prices to get the finer, lighter, the naturally milder tobaccos. For instance, during the 1940 season, at tobacco auctions in Greenville, North Carolina, The American Tobacco Company paid 55 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 55 percent above the average market price paid for all the various types and grades of tobaccos sold there - and the best we bought will go to Luckies. No wonder so many independent tobacco experts agree that Luckies buy the finer tobaccos. No wonder that, with independent experts who watch these sales - with buyers, auctioneers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1!

(MUSICAL TAG)

- 5. LA CONGA.....ORCHESTRA
 - 6. THE MOON WON'T TALK.....SIMMS & ORCHESTRA
- GLEE CLUB COLLEGE SONG

New York University

(GLEE CLUB SINGS COLLEGE TUNE - ~~SUGGEST "AURA LEE"~~)

KYSER: The fun has carried on for Dean and Don -- and here in the old school, the loaf of life is leavened with learning. The flame of comradeship burns bright and hearts are ever young as we think of all our friends scattered throughout the nation and join hands briefly as we identify each station,

...STATION BREAK...

(TAR HEELS ON HAND.....ORCHESTRA)

-12-

Y
HIESTAND: Primp your pinafores and pat your pompadores girls --
it's time for the feminine contingent to do their
bit for the old Professor. Questions are on the
fire -- fire when ready, Gridley -- Gridley cakes
are good with syrup -- two syrups are on every
saddle -- saddle your blues to a wild mustang -
mustang goes on hot dogs -- and HOT DOG ... here
comes Kay Kyser!

(CHORD IN G)

KYSER: Well, serenade my seismograph if the California
weather hasn't produced none other than _____
for her first question.

(ADD SECOND ROUND)

-12-

(QUESTION ROUND TWO)

1. For a moment, Miss Virginia Phipps of Bridgeport, Conn. wants us to imagine that Bonnie Baker is taking a trip across the Pacific and as she leaves Orrin Tucker at the dock she sings (PLAY). From there on Orrin was moping around singing (PLAY) Are they starred in a picture called "You're the One".

2. John Allen Cleaver of Nashville, Tenn. doesn't know whether they were all named for George Washington, but he says that there are some well-known personalities whose first or last names are George and he wants you to name three of them. I can think of an orchestra leader, a composer, producer and several movie stars.

3. Here's a pop song played in the style of a certain orchestra and Miss Ruth Weiss of New York City wants you to name the song and identify the orchestra (PLAY).

4. Here are three well-known songs that start with the word "when" and Roger Scott, of Oklahoma City says that all three of them are very closely associated with popular personalities, and as I mention the titles, you mention the personality.

- 1 - When the Moon comes over the Mountain.
- 2 - When the Blue of the Night Meets the Gold of the Day.
- 3 - When My Baby Smiles at Me.

5. Here's a bit of a famous Tchaikowski Concerto. It identifies a very well-known radio program. Miss Carlene Smend of Lincoln, Nebr. wants you to listen and see if you can name the program (PLAY).

It's either Everyman's Theater, The Campbell Playhouse, Knickerbocker Playhouse, or the Lux Radio Theatre. Was Orson Welles the Master of Ceremonies on that program? *Did he just complete a picture here in Hollywood?*

6. Gordon Williams of Lynchburg, Va. points out that the Father of Our Country's last name is included in the name of a candy, a coffee, a University, a State of the Union, a bridge, a boulevard and any number of Streets. *We want you to straighten out Geo. Washington candy, Pot Washington Marsh, Lee Washington Univ.* We want you to name three of them.

7. Miss Norma Reynolds of Boise, Idaho says it won't be fair to devote all of our attention to George -- that we should also give a nod to (PLAY). Can you name two other Marthas?

8. Here are some song titles and Al Mecca of Scranton, Pa. wants you to say them backwards. For instance if I said "There I Go" that would be "Go I there." Now let's try -

- 1.- Music Maestro Please
- 2 - Home Sweet Home
- 3 - May I Never Love Again
- 4 - I Want a Girl Just Like the Girl that Married Dear Old Dad.

9. Here's an identification that ushers in lots of laughs and Miss Lola Dickson of Albuquerque, N. Mex. wants you to listen and tell us what program it is. (^{PLAY}SOUND SIREN) ~~Is this right or wrong - Fred Allen was formerly a juggler.~~

*Name another person on their show
Are they Mr. & Mrs. Jordan in their private life?*

SOUND: CLASS BELL

-16-

HIESTAND: State highway ends here, Professor -- quit quizzing.

KYSER: Well, drown me for a dunce, if the Faculty hasn't
rared just about as far back as it can go and produced
a winner. Kudos and claps on the back go to

_____.

(APPLAUSE)

KYSER: What a wonderful spectacle you made of yourself, my
dear _____. You went up like a rocket
and came down ^{with a racket} ~~like a falling star~~. Rest, relax, light
~~up a Lucky Strike and drink deep at the fount of~~
~~wisdom, for the Final Exam will soon be knockin' at~~
~~the door.~~

SOUND: KNOCK .. KNOCK

KYSER: ~~But let him wait, let him wait - right now it's time to~~
~~Come light up a funky 'cane~~
exuberate! Recess is here!

CHEERS

KYSER: Derring do and derry down derry -- it's up to you to
make some merry ... whether your pants are short or
long -- come on, let's laugh at this silly little song.

7. (ALEXANDER THE SWOOSE.....PRODUCTION)

-16-

KYSER: Now, chillun, Gayne Whitman asks us to draw our own conclusions.

WHITMAN: A few minutes ago on this program you heard the description of a typical tobacco auction at Greenville, North Carolina. You heard a basket of tobacco "Sold American" at 33 - 33 dollars a hundred pounds. Now the basket right next to it at that same auction may have sold for only 21 dollars a hundred pounds and a third basket for, say, 18 dollars a hundred pounds. Why these differences in price? Well, at the tobacco auctions, as elsewhere, you get what you pay for. And you've got to pay more for the finer, the lighter, the naturally milder tobaccos. Now Lucky Strike wants - and pays for - and gets - that finer, lighter, milder leaf. We ask you simply to consider these facts - then draw your own conclusions on how to select a finer, milder cigarette. Remember - at every tobacco auction - the independent tobacco experts see just who buys what tobacco - and the prices paid. And with these independent experts - with men who know tobacco best, it's Luckies 2 to 1! So smoke the smoke tobacco experts smoke. Ask for Lucky Strike.

8. WATCHA KNOW JOE.....MASON

9. HIGH ON A WINDY HILL.....DUET

FANFARE

-18-

HIESTAND: The Final Exam! Lightly leaping over the local lepidoptera, two lively lolapaloozas who lately licked their labors and landed in the Finals, lope through the labyrinth towards the ladder of leadership. Ladle out the limericks for the laggards, Professor -- and lecture us on the largos and lentos.

KYSER: Levelheadedness and liberal use of the larynx commits the largest larceny on the ninety-five dollar legacy, _____, so light into this little libretto.

(ADD FINAL ROUND)

-18-

(FINAL QUESTION ROUND)

1. Since we're celebrating George Washington's birthday this week, I'm sure that you'll agree there's nothing more appropriate than to devote our final round to some of America's beautiful and inspiring patriotic music.

First, here's a march which is always played when The President enters an assembly hall or any place where music is part of the ceremony. Miss Mary Klinton of Los Angeles wants you to tell us whether it's The Washington Post March, Hail to the Chief, or The Red White and Blue Forever. (PLAY) Congress once considered The Stars and Stripes for our National Anthem. Who wrote it? He's known as The March King.

2. Charles Chapeton of New Orleans, La. is sure you'll be able to give us two accepted names for this one. (PLAY) Congress didn't officially make the Star Spangled Banner our National Anthem until 1931. Yet the words were written during the War of 1812 by whom?

(FINAL QUESTION ROUND - CONT'D)

3. Now listen to these two numbers and tell Jimmie Graham of Seattle, Wash. which you think is "Under the Double Eagle" (PLAY) What was the other one? Can you name a Gem that comes from the Ocean? You oyster be able to get that.

4. Here's one of the loveliest ~~yet the least played~~ of all our patriotic numbers. See if you can name it for Martha Bian Ogden of Utah (PLAY). Is that America We Love Thee, America, Our Homeland, or America The Beautiful? Does the title of the Star Spangled Banner refer to our flag? (Yes). Who is said to have sewn the first flag?

SOUND: CLASS BELL

-21-

SOUND: (BELL RINGING)

HIESTAND: That puts the quietus on the questions, Professor --
finis.

KYSER: And it puts the winner square in the laps of the
Faculty, so while they retire to the cloakroom to
eke out a verdict, join with me in listening to
Dean Hiestand with a brief dissertation on the
golden leaf.

HIESTAND: Are you smoking more today? Then -- more than ever
before -- you want a cigarette that's really mild --
with the natural mildness of finer, lighter tobaccos.
So, remember: Luckies pay higher prices to get the
finer, the lighter, the naturally milder leaf. No
wonder that with independent tobacco experts -- with
men who know tobacco best, it's Luckies 2 to 1!

(FANFARE.....)

-21-

-22-

KYSER: Large as life -- twice as handsome -- and super double-warranted money-back guaranteed winner of the evening is _____.

(APPLAUSE)

KYSER: Ah, my dear _____ -- Coals of fire are heaped upon your head, and your pockets are stuffed with these thirty-five dollars first prize. To the second placer goes twenty dollars for a great try. Each of the other four contestants gets ten dollars and all six are on the receiving end of a carton of Luckies. And to every member of the Los Angelic student body here tonight - for those California cat-calls and Yosemite yells - a package of better-than-ever Lucky Strike Cigarettes.

10. (THERE'LL BE SOME CHANGES MADE.....ORCHESTRA)

(KYSER THEME.....)

-22-

-23-

KYSER: Well, das all chillun -- the old school takes time out to beat erasers and brush up on military science, cause next week we'll be telling it to the Marines at The Marine Corps base at San Diego, California. Don't forget -- Information Please on Friday night and Your Hit Parade on Saturday are your lessons for Professor Lucky Strike -- and the address for questions to the College is Box 909, Los Angeles, California. Until next week from San Diego -- this is Kay Kyser thinking of you -- thanks a lot for being with us -- and so long, everybody.

(LUCKY STRIKE TIME.....)

HIESTAND: The famous tobacco auctioneer heard on tonight's program was Mr. F. E. Boone of Lexington, Kentucky.

(SONG CREDITS -- IF ANY)

THIS IS THE NATIONAL BROADCASTING COMPANY.

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Go Broadcast

THE AMERICAN TOBACCO COMPANY

Kay Kyser's College of Musical Knowledge

153

February 26, 1941

HIESTAND: Have you tried a Lucky lately?

BOONE: (CHANT LONG SALE...ENDING "SOLD AMERICAN")

HIESTAND: Let that chant remind you that Luckies are the cigarette of finer, lighter, naturally milder tobaccos. With independent tobacco experts -- buyers, auctioneers, warehousemen -- with men who know tobacco best -- it's Luckies two to one!

("LUCKY STRIKE TIME".....)

MARINES: Rah-Rah - Rah-Rah-Rah - Rah-Rah-Rah-Rah-Rah--

HIESTAND: Lucky Strike presents Kay Kyser's College of Musical Knowledge from the Marine Base at San Diego, California.

MARINES: Hooray--

(KYSER THEME.....)

KYSER: Evening, Folks - how y'all? Yes siree, tonight's class session is being held at the Marine Base at San Diego, California, from San Diego to Quantico...Shanghai to Panama...Alaska, Hawaii and Guantanamo, Uncle Sam's U.S. Marines are ready to circle the question globe. But before we mobilize our first contestants, ~~students!--~~ ~~At ease!!~~ (SIGH) Come on you Volunteers - yets dance!

- (1. THERE'LL BE SOME CHANGES MADE.....ORCHESTRA)
- (2. I CAN'T REMEMBER TO FORGET.....SIMMS)

COMMERCIAL #1

KYSER: Chillun, here's Dean Hiestand with a fine example of fair play and sportsmanship.

HIESTAND: Folks, eighteen years ago a man named Fred L. Evans of Danville, Virginia, began buying tobacco at America's great auctions. As an independent buyer, Mr. Evans is in constant daily competition with buyers for all the cigarette companies. Yet here's what he said about Lucky Strike tobacco buying after his two decades of competition.

MAN: To folks who watch the auctions, it's plain as day that Luckies go after the finer, lighter, milder leaf -- and they pay higher prices to get it. That's why I've smoked Luckies myself for fourteen years.

WHITMAN: Smokers, it aays a lot that the vast majority of independent experts like Mr. Evans -- men not connected with any cigarette company -- choose one cigarette: Luckies. These independent buyers, auctioneers and warehousemen, see Luckies pay higher prices for the finer, the lighter, the naturally milder leaf, and -- with these experts -- with men who know tobacco best -- it's Luckies 2 to 1. Smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

ORCHESTRA: PLAY OFF

(AD LIB VOICES BY BAND)

(QUICK BUGLE CALL ... THEN YELLS AND RUNNING)

HIESTAND: Examinations come to class like Company A. on pay day.

The first three scholars are back from K.P. and ready to see Kay K. And with questions in his grasp that will make a ^{arrant} leatherneck gasp comes the ^{Ancient Mariner - general Miranda} old Professor ~~himself~~.

Kay Kyser!

(KYSER MARCH PLAY-ON)

KYSER: Clear the parade ground, ^{rockie} chillun....the General wants to play croquet....

ROUND I

1. We have all heard the expression "Tell it to the Marines" but tonight we're going to ask the Marines to tell it to us. Joseph Barranti of San Diego, California, says the "Chassis Song" is "I Ain't Got No Body" and he says "The Jackpot Song" is (PLAY). He also says that when a husband claims he works late at the office that's (PLAY).

2. And now Farina -- I mean Mr. Marina, Miss Edna Grace of Brooklyn, New York, wants you to distinguish between Aqua-Marine, Merchant Marine, and Mrs. O'Sullivan's daughter Maureen, and a ~~Marine-ated herring~~.

3. We're about to play three well-known fast fandangoes ^{and} ~~the first~~ of which is "~~Para Vega Me Voy.~~" Austin Seyferth of Providence, Rhode Island, wants you to listen and tell us what the other two are. (PLAY). Is ~~Milton Berle a mama's boy?~~
(~~----but he certainly thinks a lot of his mama~~)

ROUND I (cont'd)

4. Here's a hunderer from Miss Celia Tranin of Kansas City. She wants you to give two well known nicknames for the Marines. How who is the mascot of the Marines? We'd like to have you imitate him. (He's right here on the stand.

5. Here's the theme of one of radio's most popular dramatic shows and Lee Pierce of Wichita, Kansas, says the minute you hear it you should be able to identify the program. (PLAY). Name a top movie director who is now an officer with the U.S. Marines.

6. Do you Parlez Vous Francais? Here are the words to Hinky Dinky Parlez Vous and William Tranter of Jacksonville, Florida, says you either sing them or you lose your Liberty card. (PLAY).

ROUND I (cont'd)

7. Here's a swell song story from Miss Ellen Cramer of Seattle, Washington. Sentry #1 stopped to tell Sentry #2 about a dream he had the night before. The first Sentry said "I was sitting in the grand stand at Caliente watching myself in a mile race and as I went by I said (PLAY). Sentry #2 said "Nice dreaming kid." The first Sentry replied "Oh Yes, I'm a (PLAY).

8. Now for a brief dissertation on recitation. Wayne Caskey of Bellefonte, Pa., wants you to recite "The Boy Stood On The Burning Deck" to which we've written some new words -- and to make it realistic we want you to shell these peanuts and eat them the same time you recite. "That's too slow -- you're not shelling those peanuts fast enough -- so here's a handful already shelled."

9. Miss Dorothy Maller of Cincinnati, Ohio, says ^{*the Texaco show*} ~~one of the weeks~~ ^{*who's the star of*} ~~best comedy programs~~ comes on the air this way. (PLAY). ^{*has name the comedian.*} ~~What's the~~ ^{*what*} program? Can you tell us who the singer is on his program? ~~Is he Belle Bakers son? (She has a son at Yale)~~

SOUND: CLASS BELL

HIESTAND: The Marines have ^{certainly been telling} ~~told it to~~ you, Professor.

KYSER: ^{Then} And now it's up to the Faculty to tell it to the Marines.
^{Private Donkas} Sergeant Pinfeather - ^{what's the report from our} ~~have our learned~~ brass hats ~~made~~
~~out a report?~~

BABBITT: (CHATTER VOICE)

~~ISH: He said, the carrier pigeon is on its way.~~

KYSER: Thank you - the message from Garcia reports that the winner is none other than _____.

(APPLAUSE)

KYSER: Congratulations, _____. I salute you chastely on both cheeks and award you the Order of the Tuba with Crossed Trombones. You are on leave until the Final Exam, so relax and light up a Lucky Strike. Meantime call in the sentries, build up the campfire, and let's go on a twenty-mile hike around the dance-floor ~~with a hundred and fifty-five pound girl on your toes.~~ Our arranger, George Dunning, ~~Bill Hampton~~ and your old Professor have cooked up a tune just in honor of tonight and dedicated to the entire United States Marine Corps - ~~so let's see how you like it.~~

- (3. ^{was old owl} ~~TELL IT TO THE MARINES~~ ORCHESTRA & MARINES
- (4. YOU CAN DEPEND ON ME BABBITT

KYSER: Now, chillun, here's our guest of the evening, the popular West Coast news commentator - Knox Manning.

(APPLAUSE)

MANNING: Good evening, everybody. This is Knox Manning. (SNEAK IN CROWD... THEN AUCTIONEER) I'm here to describe for you a tobacco auction scene held a few weeks ago in Lebanon, Kentucky. Just imagine a warehouse as big as a huge railroad station and just as full of excitement. They average 360 sales an hour here - each basket of tobacco is sold individually, you know - because the baskets differ widely in grade and quality ... But how do they sell 'em? ... Let's move close up here and I'll try to show you ... (CHANT COMING CLOSER ... SOLD AMERICAN) They just finished selling one row of baskets but right away they're starting on the next. The warehouseman is giving the first basket in line a quick once-over. Now he's estimated its value and he's about to call out the opening bid.

WHSEMAN: More fine, mild burley ... start 'er at 22.

MANNING: 22 dollars a hundred pounds is the opening bid. But there are over a dozen buyers here and any of them can up that bid. Oh - oh - the auctioneer just caught a signal from a leaf company buyer raising the bid a dollar to 23 - 23. Now Lucky Strike just bid 24 - and that leaf company 25 - another cigarette company 26 - the boys have looked this tobacco over and they sure want it! 27 the leaf company bids - but Lucky Strike comes right back with 28. Hear the auctioneer chant 28 - 28. He's looking around for any more bids. But no - no - it's going to Lucky Strike at 28 ... Listen ... (CHANT UP... SOLD AMERICAN)

WHITMAN: There you see how tobacco is bought - right out in the open market ... in open competition ... where everyone can see who buys what tobacco, and the price they pay. The American Tobacco Company consistently pays higher prices to get the finer, the lighter, the naturally milder tobaccos. For instance, during the past season, at tobacco auctions in Lebanon, Kentucky, The American Tobacco Company paid 34 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 34 percent above the average market price paid for all the various types and grades of tobaccos sold there - and the best we bought will go to Luckies. No wonder so many independent tobacco experts agree that Luckies buy the finer tobaccos. No wonder that, with independent experts who watch these sales - with buyers, auctioneers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1!

(MUSICAL TAG)

- 5. *Georgia on my mind*
~~ALEXANDER THE SWOOSE~~ ORCHESTRA
- 6. *Alexander the Swose*
~~GEORGIA ON MY MIND~~ SIMMS & ORCHESTRA

MARINES; MARINE HYMN START & FADE

-11-

KYSER: (OVER SINGING) As we reach the halfway mark in the College of Musical Knowledge - we'd like to take just a minute to say a word about the Marines. You will find the U.S. Marines everywhere. They sail the seven seas on our battleships and cruisers; they guard shore stations in the United States; they pitch their tents beneath the fronded palms of the tropics or face the wintry winds of the far North. They go wherever Uncle Sam has need of them. We are honored and proud to be able to come down to the Marine Base here at San Diego to be with you tonight - and thrilled to hear you sing the stirring song you have made famous all over the globe. So best of luck to you Uncle Sam's soldiers of the sea wherever you may be. ^{here's to} The United States Marines!

(MARINE HYMN - UP TO FINISH)

(APPLAUSE)

HIESTAND: We pause briefly for station identification.

... STATION BREAK ...

KYSER MARCH - TAR HEELS ON HAND

-11-

FADE IN MARCH....UP TO FINISH

~~SERGEANT~~: Men, your period of rest is over,

Kyser

The Intelligence Reports show that you ~~men~~³ are qualified to penetrate far into ~~Kyser's~~^{question} territory.

Keep abreast of ~~his~~^{the Guyzies} questions....and remember, one of you men must reach the final round!

~~KYSER:~~ ~~HALT!~~

(GOON LAUGH)

~~CONTESTANT:~~ Private _____ U.S. Marines.

KYSER: This is no laughing matter, Private _____.

Do your duty, tutti fruitti.

(ADD SECOND ROUND)

(BELL RINGING)

1. I'm about to make a statement and I'll give you three alternatives, and James Williams of Aiken, S.C. wants you to pick the one that will make the statement correct. (a) Jack Benny's Orchestra is directed by Phil Napoleon, Phil Harris, Phil Regan, or Philip McCann. (B) A warning signal on a boat is a French Horn, Cape Horn, or Fog Horn. (c) Look out for this one because two of them are right -- Lily Pons is a Lake in Minnesota, a Tiger Lily, an Opera Singer and a town in Maryland.

2. Stanley Royek of Chicago, Illinois, has given us a twist on a sergeant bawling out a rookie. At drill yesterday Sergeant _____ was giving the orders wrong so Rookie _____ went to him and said "Get with it Serg" -- the Serg says, "I can't get my mind on drilling because (PLAY). Serg says "My heart's in Georgia because I have got a sweetheart there. I met her during Southern maneuvers when we were (PLAY). Are the gals from there known as "Georgia Peaches?"

3. Now, we'll sound out on sound effects. We're going to visit an apiary and an aviary, and Miss Helen Snyder of Pueblo, Colorado, says if you don't know these sounds we'll farm you out. What kind of farm is this (PLAY). Now if that's a bird farm, what is this? (PLAY)

3.(cont.)....That's a bee farm, now which is an Aviary?

Now we want you to give us the bird -- I mean imitate a bird -- any bird.

What's this
 Kay ~~ISH~~ - Kay I can imitate a swallow.

~~KAY~~ - Go ahead.

ISH - Gulp Gulp Gulp. - *A Swallow*

ISH: What's this (humor) - a hummingbird

4. Leo Sudyka of Omaha, Nebraska, asks who says "I'll mow you down." Who says "Lopez Speaking". Now we'd like for you to imitate any two of the following: Baby Snooks, Ted Lewis, Tizzie Lish, Major Bowes, Amos or Andy.

5. Here's the theme of a feller who's at home on the range and the radio, too. Eileen Truitt of Burlington, N.C. wants you to be a straight shooter and give us the right answer. (PLAY)
 Can you name two other cowboy stars on the screen?

6. It's tonight's right or wronger. We know you know your military tactics, but Carl Rogers of Portland, Maine, says you'll be a tactful military if you say right or wrong to the following statements:

- 1. ~~Gene Tunney wrote Private Lives.~~
The title in the Marine Band is known as the Marine base.
- 2. ~~Deanna Durbin is engaged and will be married in June.~~
Leathernecks got their name from a leather collar they used to wear around their necks.
- 3. ~~Jimmy Fiddler and Bob Burns are ex-marines.~~
Gene Tunney
- 4. ~~Yehudi was the star of the picture "The Invisible Man."~~
Dick Powell was the star of the picture "The Singing Marines"

7. Here's a pop song played in the style of a very popular orchestra, and Miss Janis Parkhill of San Antonio, Texas, wants you to name the song and the orchestra. (PLAY)

* 8. Here are the words to "Love's Old Sweet Song" and A.P.Nolan of U. S. Marine Hospital, Detroit, Michigan, wants you to sing them. Somewhere down the line I'll say "beep" and when I do, you stop singing the words and start whistling the tune -- and then when I say "Beep" again go back to the words and visa versa. ~~Don't be bashful now, sing it really loud.~~ (PLAY)

9. I've always heard if you join the Marines you'll see the world, so Miss Nancy Hollaway of Salisbury, Maryland, wants us to take a musical trip and we'll use the Marine Hymn as our musical ship. You listen and tell us what country we are streaming into (PLAY) (PLAY) (PLAY)

SOUND: CLASS BELL

HIESTAND: Professor - the men are exhausted - from your mental parade - one is blushing (Red) one is pale (white) and the other is shivering (Blue).

KYSER: Well wave my flag Dean Hiestand -- the order of the day shows that the color bearer of the second round is

(APPLAUSE)

KYSER: Congratulations - Private _____! You have restored order in the classroom. You are advanced one rank to the Final Exam where you become an Adjutant or go A.W.O.L. Our arranger, George Dunning, and Bill Hampton have cooked up a tune just in honor of tonight and we want to dedicate it to the entire United States Marine Corps -- so let's see how you like it.

(7. TELL IT TO THE MARINES ORCHESTRA & MARINES)

KYSER: Chillun. Gayne Waitman reminds us: in buying tobacco you get what you pay for.

WHITMAN: Yes, folks, a few minutes ago on this program you heard a basket of tobacco Sold American at 28 - 28 dollars a hundred pounds. Now right at that same auction at Lebanon, Kentucky — which we described for you — other baskets of tobacco may have sold for 5, 10, 15 dollars less a hundred pounds. Why does Lucky Strike pay more? Well — in buying tobacco - you get what you pay for. Since Lucky Strike wants the finer, the lighter, the naturally milder leaf we have to dig down deeper in our pocketbook and pay the price. Yes, real mildness and quality come high at the auctions. But Lucky Strike wants - and pays for - and gets - that finer, lighter, milder leaf. Remember — the independent tobacco experts see just who buys what tobacco and the prices paid and they smoke Luckies 2 to 1. So, folks, it all adds up to this ... in buying tobacco at the auctions you get what you pay for and in buying Luckies at a cigarette counter, you get what we pay for — a cigarette made from the finer, the lighter, the naturally milder tobaccos. Have you tried a Lucky lately?

8. PARA VIGO ME VOY MASON

9. YOU WALK BY DUET

FANFARE 2

-18-

HIESTAND: The Final Exam!

The Marines have sailed the Seven Seas
 On every one they've fought hard
 But the only "C's" that Kyser knew
 Were the ones on his report card.

KYSER: ~~That's what you think, eh -- well....~~

~~The Marines have sailed the Seven Seas
 And fought there many a battle
 But the only sea that Hiestand knows
 Is the "Sea" that's in "Seattle."~~

(APPLAUSE)

~~Which brings us to the final exam and _____ the
 winner of the first brigade.~~

(ADD FINAL ROUND)

-18-

-19-

FINAL ROUND:

1. Since we're only a few miles from the Mexican Borderline, we think it appropriate to dedicate our final round tonight to our neighbor "South of the Border." Miss Lucille Frank of Newberg, Oregon, wants you to name this well-known Mexican song. (PLAY) ~~Was Ti-Pi-Tin~~
~~written by Madame Maria Grayer, Benay Venuta, or Jack Benny.~~

How for no reason at all we want you to yodel.

2. From the following list John Gardner of Tucson, Arizona, wants you to name two well-known Mexican characters whose lives were the themes of hit pictures here in America: Cardenaz, Pancho Villa, Tiajuana, Jaurez, and Chili Concarne. ~~Can you name a star who~~
~~portrayed either one?~~

*How to make it fair you have
 to yodel too.*

-19-

FINAL ROUND - Cont'd

3. From the following list Miss Ruth Jordan of Santa Fe, New Mexico, wants you to name three personalities well-known and loved here in America, who hail from South of the Border -- Tito Quizar, Dolores Del Rio, Lili Domita, Raymond Navarro, Lupe Velez, Ricardo Cortez, and ~~Buster Keaton.~~

Pat O'Brien.
Now, what hudge call is this (Reveille)
Now you repeat it

4. Let's name this peppy Mexican Jumping Bean for Richard Green of New Orleans, La. (PLAY) ~~Estrellita and La Golondrina are two beautiful Mexican songs and when translated, which of the two means "my little star?" The other means "The Swallow."~~

Now, what do you call this (Assembly)
Now repeat it

SOUND: CLASS BELL

-21-

SOUND: BELL RINGING

HIESTAND: That's the bell, Professor -- and it don't mean chow.

KYSER: Right, Dean Hiestand -- it means that the Faculty goes into conclave while we listen to you commence the commencement on the right foot with the tobaccolaureate address.

HIESTAND: Are you smoking more today? Then - more than ever before - you want a cigarette that's really mild -- with the natural mildness of finer, lighter tobaccos. So remember: Luckies pay higher prices to get the finer, the lighter, the naturally milder leaf. No wonder that with independent tobacco experts -- with men who know tobacco best, it's Luckies 2 to 1!

(FANFARE)

SOUND - (MESSAGE DOTS AND DASHES)

-21-

KYSER: From headquarters we have just received word that for leading the offensive the big winner is _____
(APPLAUSE)

KYSER: Ah, fondest felicitations, Private _____. I pin this medal of Honor on your chest. (SOUND: OUCH)
As first prize take these thirty-five green backs back to Capistrano and be ^{Moreover a few swallows.} happy ~~as a lark.~~ To our second placer, Private _____ for his tactful retreat, twenty dollars ration money. And to each of the other Marine recruits for deploying those answers ten dollars apiece -- and to all six a carton of Luckies. And finally -- for those Marine yells and all hands on deck -- to every member of the student body here tonight goes a package of Lucky Strike Cigarettes.

Tell it to the Marines

(10. ~~PORA VICO ME VOJ~~ ORCHESTRA

NEW KYSER THEME

-23-

KYSER: Well, das all, chillun -- and the old school takes that bayonet jab as a gentle hint to pack up and say so long to the Marine Base at San Diego. Our stay here has certainly been a pleasant one - and one that the College will cherish and remember for a long while. We'll be carrying on as usual next Wednesday, and on Friday and Saturday remember Information Please and Your Hit Parade. The address for questions to the College is Box 909 - Los Angeles, California. See you next Wednesday -- and until then we'll be thinking of you. This is Kay Kyser saying thanks a lot for being with us -- and so long, everybody.

(LUCKY STRIKE TIME)

HIESTAND: The famous tobacco auctioneer heard on tonight's program was Mr. F. E. Boone of Lexington, Kentucky. The United States Marine Corps authorization of this broadcast from San Diego, California, does not constitute the United States Marine Corps endorsement of our product.

(SONG CREDITS --- IF ANY)

THIS IS THE NATIONAL BROADCASTING COMPANY

-23-

MARCH

The American Tobacco Company
Kay Kyser's College of Musical Knowledge - No. 154
March 5, 1941

HIESTAND: Have you tried a Lucky lately?

BOONE: (CHANT LONG SALES ENDING "SOLD AMERICAN")

HIESTAND: Let that chant remind you that Luckies are the
cigarette of finer, lighter, naturally milder
tobaccos. With independent tobacco experts --
buyers, auctioneers, warehousemen -- with men who
know tobacco best -- it's Luckies two to one!

(LUCKY STRIKE TIME.....)

HIESTAND: Lucky Strike presents Kay Kyser's College of
Musical Knowledge.... The doors are locked --
the blackboards clean -- students are ready and
all a gleam -- when who pops in all a glow -- to see
what our contestants know -- but your old professor --
That so and so -- Kay Kyser!

(KYSER THEME.....)

KYSER: Evenin', folks -- how ya'all -- Well -- well, I see our 6
 chosen at random scholars are ready to sing out those
 answers and do some tall talkin' for those \$95 in prizes.
 Tell me, Dean Hiestand -- how's our raw material tonight?

HIESTAND: Very fine - James Kay -- we've got near on to an acre
 of noodles.

KYSER: Excellent -- sound your "A", Noodles.

STUDENTS: Aaaaaaaaaaaaaa

KYSER: Fine -- what do cats do?

STUDENTS: Meow.

KYSER: What do sheep do?

STUDENTS: Baaaaaaaaaaaa

KYSER: What do birds do?

STUDENTS: (WHISTLE, ETC.....)

KYSER: Ah, you're really in the groove tonight chillun -- let's
 do that olde Hollywood Hustle -- grab a bustle and come
 on let's tussel.

1. ("EL RANCHO GRANDE".....ORCHESTRA)

2. ("MOON WON'T TALK".....SIMMS AND ORCHESTRA)

(APPLAUSE)

(TELEGRAPH KEY)

KYSER: Now, chillun, sit up straight and listen closely. Here's news that's really news for smokers.

HIESTAND: Yes, here are some reports from Southern tobacco markets.

(SOUND: TELEGRAPH KEY)

VOICE #1: Danville, Virginia. Figures for the season here have been compiled. They show that the American Tobacco Company paid 44 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products -- yes, 44 percent above the average market price paid for all the various types and grades of tobacco sold in Danville.

(TELEGRAPH KEY)

VOICE #2: Louisburg, North Carolina. Season totals in! Show that on the same basis, The American Tobacco Company paid 45 percent above the average market price for tobacco in Louisburg.

(TELEGRAPH KEY)

VOICE #3: Varina, North Carolina. Here, during the past season, on the same basis, American paid 52 percent more for tobacco in Varina.

(TELEGRAPH KEY...FADE OUT)

HIESTAND: Weak after week....and year after year....reports like these from markets all over Tobaccoland show that the American Tobacco Company consistently pays more for the tobacco it buys for its cigarettes and other tobacco products....yes, more than the average market price for all the various types and grades of tobacco sold. We pay these higher prices to get the finer, the lighter, the naturally milder tobaccos....and the best we buy goes to Luckies. No wonder so many independent tobacco experts agree that Luckies buy the finer tobaccos. No wonder that - with independent experts who watch these sales.... with buyers, auctioneers and warehousemen....with men who know tobacco best, it's Luckies 2 to 1!

ORCHESTRA: TAG.....BAND

~~SOUND: SCHOOL BELL~~

~~STAND: The first semester....Freshmen front and center.~~

~~(DRUM INTRO AND LITTLE MARCH)~~

TRIO: Oh, we are freshmen, fresh and clean
 There's nothin' on our mind - nothin' in our bean
 But we'll give our all for Kyser Hall
 So-o-oh, beat us pappy - eight to the ball!

KYSER: Why wiggle my ears and dry my tears, freshmen --
 welcome to the first examination and remember into
 every life a little rain must fall.

(THUNDER LIGHTNING AND PLENTY OF RAIN)

KYSER: I said a little rain .. (Where do you think you are?...
 California)

(QUESTION ROUND ONE - Page 1)

1. Here's a silly from Stanley J. Craig of Reven, Mass. A certain housewife came home unexpectedly and found her new maid wasn't on the job. The house hadn't been cleaned, nothing done about dinner, and to make it worse, the maid just sat there rocking herself in her favorite chair. She exclaimed, "What's the meaning of this?" To which the maid replied, "I got the 'miseries'." "Yes Mam" (PLAY) The ~~housewife~~ ^{Lady of the house} replied, "Oh yeah! Well you better get busy mighty quick or (PLAY)

2. Here're some radio personalities who are not people at all and Juanita Carter of Cincinnati wants you to tell us who they really are --

- Charlie McCarthy
- Baby Snooks
- Betty Lou
- Yehudi

3. Here's the theme song of a very popular orchestra leader, and G. Robinson, Ann Arbor, Michigan wants you to listen and tell us who he is. (PLAY) Is he known as "The Magic Fingers of Radio?" Do you know why Cab Calloway's ~~wife~~ ^{SISTER} can't sprinkle the lawn? (Because Cab-Hi-de-hose)

(QUESTION ROUND ONE - Page 2)

4. Florence Morgan of Salt Lake City wants to see how well you know the lyrics to some good old songs. First, who is the "he" in the song "He Floats Thru The Air?" Who is the "She" in the song "She Ain't What She Used To Be". Who are the "They" in the song "See How They Run?"

5. The general pattern of the following two songs is somewhat alike as and Wally Young of La Porte, Indiana wants you to listen and name both of them (PLAY). Name another river and another serenade song.

6. It's tonight's right or wronger. And speaking of "Serenade", Miss Dorothy Leeder of Hugo, Oklahoma asks is this right or wrong?

- 1) ^{*The Dorsey's*} ~~Shubert's~~ Serenade was written by ^{*The Democratic Party*} ~~Eisen and Johnson~~
- 2) California Here I Come is not the California State song.
- 3) A Celeste is played like a piano.
- 4) Fifi Dorsey is Tommy Dorsey's mother.

(QUESTION ROUND ONE - Page 3)

7. Here's a good old gang song that J. J. Vittitow of Pine Bluff, Arkansas wants you to name. (PLAY) I'll give you the second mortgage on my Aunt Mathilda's farm if you'll take these words to the last chorus and sing them.

8. Now we're going to see how well you know your sound effects. From what you hear, Katharine Lynn of Austin, Texas, wants you to tell us whether you're at Coney Island, Santa Anita, a Session of Congress, flying high, or what not. Here's...

#1) Where are we? (SOUND) *Prop. Fight*

#2) Where are we now? (SOUND) *airplane*

And speaking of flying, we're deeply honored by the Pennsylvania Central Airlines' naming their new ship, "The Kay Kyser Special". It unites the two great steel centers of America -- Pittsburg and Birmingham, and made its inaugural run today.

#3) And now where are we? (SOUND)

9. Here's ^a the theme which ushers in lots of fun on N.B.C. on Thursdays, and Morris Rifkin of Dover, New Hampshire, wants you to listen and then name the program. (PLAY) Name two people heard on that program.

called "You & I" written by Mitchell & Legrand

SCUND: CLASS BELL

HIESTAND: The scholars are muddled and the freshmen are fuddled -- the exam is over.

KYSER: No longer resist -- freshmen -- I insist you desist. The faculty declares that the honor gent of the first quibble is _____.

(APPLAUSE)

KYSER: Dear Mr. _____, the sun breaks through the stained glass -- a ray touches your manly head (BEGIN FLUTE RENDITION OF PEER GYNT'S "MORNING") doves circle in the blue -- and I put my hand on your shoulder (CLANK) -- and promote you to the senior class. Go, light up a Lucky Strike and rack 'em up till the final exam. Right now recess is here, chillun.

(CHEERS)

KYSER: Yes, unpack the crackers and munch the apples -- feminine gender front for a bender ... there's moonlight in the sax and a shine on the wax -- so come on, chillun, do be willun -- yes dance.

3. ("SAY WHEN".....SULLY AND ORCHESTRA)
4. ("IT ALL COMES BACK TO ME NOW.....HARRY AND ORCHESTRA)

HIESTAND: A few minutes ago we brought you tobacco market reports from the South. One market we mentioned was Varina, North Carolina. And now we're going to reenact a real auction down there to show you just how tobacco is bought.

KYSER: And chillun, Jack Benny's favorite announcer ... ~~Don Wilson~~ ... is gonna act as our commentator. *Radio's own Don Wilson*
(APPLAUSE ... MUSIC UP AND OUT ... FADE IN CROWD NOISE)

WILSON: Hello, everybody. This is Don Wilson. There's a big crowd and plenty of excitement here in Varina's leading tobacco warehouse. Another day of selling is about to begin ... and a dozen or more buyers are on hand for the big event. Some of them are talking with the farmers who grew this crop ... others are examining the fragrant tobacco leaf piled high in row after row of baskets. Each basket will be sold individually, you know, because the baskets differ widely in grade and quality. And now here comes the auctioneer. So get set everybody - things are going to start happening. Yes - the buyers are grouping themselves around the first basket - the warehouseman is ready to call out the opening bid.

WHSMAN: Mighty pretty tobacco men ... start 'er at 23.

(CHANT)

(Commercial Cont'd)

COMMERCIAL #2 (Cont'd)

WILSON: 23 - 23 chants the auctioneer. That means 23 dollars a hundred pounds is the opening bid on this first basket. But already the bid's 24 - 24. Yes ... a leaf company buyer just raised it a dollar. Immediately the Lucky Strike buyer signals 25 and another cigarette company bids 26. 26 - 26 ... hear the auctioneer chant it out? Now an export company buyer signals 27 and a cigarette company buyer bids 28. 28 - 28 - are they all done? No. The Lucky Strike buyer says 29 ... and as the auctioneer scans the faces of the buyers ... he gets a signal from another cigarette company buyer. The bid's 30 now - 30. But quick as a flash ... Lucky Strike raises the bid another dollar and it's 31. 31 dollars a hundred pounds. Any more bids? No ... no ... this basket's going ... going to Lucky Strike at 31.

(CHANT UP SOLD AMERICAN)

COMMERCIAL #2 (Cont'd)

WHITMAN: There you see how tobacco is bought - right out in the open market ... in open competition ... where everyone can see who buys what tobacco, and the price they pay. The American Tobacco Company consistently pays higher prices to get the finer, the lighter, the naturally milder tobaccos. For instance, as we told you a few minutes ago, during the past season at tobacco auctions in Varina, North Carolina, The American Tobacco Company paid 52 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 52 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought will go to Luckies. So, for a cigarette of finer, lighter, milder tobaccos, smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

Commercial Tag-----Orchestra

- 5. TEN LULLABY LANE GINNY
- 6. AMAPOLA DUET

TAR HEELS ON HAND-----FADE FOR STATION BREAK

KYSER: No cutting classes now students!
 It's only your local announcer
 Taking his call letters on the run,....

NBC CHIMES

TAR HEELS ON HAND-----FADE BACK UP AFTER STATION BREAK

*Like Boyer to the widow
Hartland*

HIESTAND: The second semester comes to Kyser College! Three
beautiful girls with their rust-resistant curls. Ladies
beware -- gone are your days of innocence and security --
roll those eyes -- stifle them screams -- for it's going
to be worse than it seems ... (WOMEN SCREAM)

KYSER: Step up gals -- don't be leery of a simple query.

(ADD SECOND EXAM)

(QUESTION ROUND TWO - Page 1)

1. Let's grapple with this goofy little gem from A. Miller of Iowa City. He asks, "Do you know what the man with the empty frankfuter roll said? Well, the man with the empty frankfuter roll said (PLAY)." And speaking of hot dogs, marshmallow toasts, gathering around the camp-fire, etc., we'd like to say "Happy Birthday" to the Campfire girls of America who this week are celebrating their 29th birthday. To all two hundred ^{from me & 7th students} eighty thousand of them, we say "Many happy returns of the day, ~~and good luck on your 1941 Birthday Project, "Treasure Trails", whereby you're searching out for the worthwhile in art from every corner of the world.~~ Speaking of Campfires, who fiddled around while Rome burned? Did Mrs. O'Leary's cow start that fire?

2. Here's a bit of advice for lovelorn lads. It contains the names of many Hollywood news columnists and Dorothy Matthews of Greensboro, North Carolina wants you to listen and pick out the names of three. Listen: If your gal is on her way to marry another guy, don't fiddle around, you can head her off, if you hop a plane -- beat her to the parsons, John, cut out that other chap man.

3. Here's one of the most popular songs of the day -- played in the style of one of America's most popular orchestras. Frank Yates of Tucson Arizona, wants you to listen, and then tell us the name of the song and the orchestra we are imitating. By the way, we're looking forward to playing lots of tunes at the Stanford Senior Prom this Friday night when we help Stanford celebrate its 50th Anniversary. Also we hope to see lots of the chillun at Santa Cruz this Saturday night.

(QUESTION ROUND TWO - Page 2)

4. The piano Lyman Gandee is playing is a low, long graceful one with a curve in the side of it. Is that an upright or a grand? Whether you are student of piano or not, Amelia Hoffman of Baltimore believes you ~~can tell us whether the piano usually supplies melody or harmony to an orchestra.~~ ^{can} Now ~~can~~ you name two makes of piano?

5. Here's the theme song of the Daytime Serial "Romance of Helen Trent" and Frank Protzman of New York wants you to name it. (PLAY) Can you spell it? If _____ is a song what's Uneeda?

ISH: Kay, if you had a dozen duck eggs in a box, and on the way home, they started to hatch, what would you have? (A box of quackers.)

6. Miss Frances Phelps of Lexington, Miss. wants us to hood-wink you with some hilarious headlines from our college paper, "The Weekly Hokus Pokus." Tell us who the personalities are in the following headlines:

- 1) Boyer meets Girl.
- 2) High-hatted Tragedian of Jazz to marry the Last of the Red Hot Mamas.
- 3) Song-bird of the South gets moon over the mountain.

(QUESTION ROUND TWO - Page 3)

7. W. Orlick of Chicago wants you to name this well-known nursery rhyme (PLAY) Did Alice In Wonderland go through the window? ~~Do you know how to make a Venetian blind? (stick your finger in his eye)~~

8. With a window you'd associate pane, glass, sills, and case. They're the last names of a present movie star, a past movie star, a statesman and an opera singer, and we want you to name two out of four!

9. And now _____ here are the words to "Go In And Out The Window" and Pauline Nixon of Port Huron, Michigan would like you to sing them for us. (PLAY) Ah Miss _____, that's fine, and now to show you that we've taken you at your word, we want you to go in and out of this temporary window we have placed here next to the microphone. I'll describe how gracefully you accomplish the feat - so hurry now, don't let it take you too long. (BAND REPRISSE IN AND OUT THE WINDOW SOFTLY)

10. Miss _____, that's really fine, and you're a good sport, and now to show you that our ^{last} ~~other two~~ contestants ^a are good sports too, we're going to blindfold ^{as for her} ~~them~~ for their ninth question. Will you help me tie the blindfold on? Thank you....now here's the theme of a romantic singer heard on the Woodbury Program. He's great and that's no soft soap. So listen and tell Nellie Campbell of Hollywood who he is. (PLAY)

SOUND: CLASS BELL

HIESTAND: The exam is over, the bell rings out -- and the gals pass out.

Ced Martin out of here

KYSER: Steady, girls -- pat those curls for here comes the official report from faculty hall. Ah, yes, the report -- naming the honor gal of the second semester to be

(APPLAUSE)

KYSER: Dear Miss _____, I chuck you under your pretty chin (CAT MEOWS) I pat your pretty hand in mine -- (SOUND) I promote you to the senior class so go, run up a dimity creation for commencement. Light up a Lucky Strike and tread with me the light fantastic in the old school mid term ball....yes, suh, recess, chillun and come on this way -- here's the place to make that hay.

7. ("~~CHIAPANINICAS~~ *Congo Congo*.....PRODUCTION)

(APPLAUSE)

KYSER: Now Gayne Whitman reminds us...price tickets tell plenty at the tobacco auctions.

WHITMAN: Yes, folks...they tell who buys what tobacco - and for how much. Now a few minutes ago on this program, you heard a basket of tobacco "Sold American" at 31 - 31 dollars a hundred pounds. But right at that same auction in Varina, North Carolina - which we described for you - other baskets of tobacco may have sold for five - ten - fifteen dollars less...a hundred pounds. Why these differences in price? Well, at the tobacco auctions, as elsewhere, you get what you pay for. And you've got to pay more for the finer, the lighter, the naturally milder tobaccos. But Lucky Strike wants - and pays for - and gets - that finer, milder leaf. Remember - the independent tobacco experts see just who buys what tobacco - and the prices paid. They see - and they smoke Luckies...2 to 1. So, folks, it all adds up to this. At the auctions we buy the finer, the lighter, the naturally milder tobaccos. So, when you buy Luckies at a cigarette counter, you get a finer, milder smoke. Have you tried a Lucky lately?

8. THE GIRL I LEFT BEHIND ME-----Sully

9. HIGH ON A WINDY HILL-----Duet

FANFARE

-17-

HIESTAND: The Final Exam! Terror and temptation confront our two candidates for honorariums in the Finals. Their teeth are rattling to the very gold -- their toupees twitch -- their knees sound like a bowling alley on Saturday night. And now the man with the brain, gets down his walkin' cane, but don't complain -- here comes the big train!

(TRAIN WHISTLES IN THE NIGHT AND ROARS DOWN THE GRADE)

KYSER: Well, stoke my boiler and ^{fill me tank} ~~drive my red~~, here's ~~your~~
 _____ ~~for~~ his first question.

(ADD FINAL ROUND)

-17-

(FINAL QUESTION ROUND - Page 1)

1. Tonight we're going to dedicate our Final Round to the Month of March so let's start out by stealing a march from one of our great operas (PLAY) Now that's either The Grand March from Aida, The March of the Light Brigade or The Ides of March. ^{or Fredick March} Bunny Coughlin of Boston says distinguish between the 17th of March and March 15th?

2. Being a girl I'm sure you can tell John Barnes of Watsonville, California what march this is (PLAY) In what month is _____ most often played? Now what month does this sound effect bring to your mind? (SOUND) And this one (SOUND) March is great for flying Kites. Quickly now, who flew a kite with a key TIED to it?

(FINAL QUESTION ROUND - Page 2)

3. Tell Alice Kaiser of Beatrice, Nebraska whether this is The March of the Toys, The ^{Funeral March} Whistler and His Dog, The Coronation March, or The Parade of The Milk Bottle Caps? (PLAY) They say March comes in like a Lion and goes out like a Lamb. We'd like you to give us an impression of both.

4. Kitty Powell of Birmingham, Alabama says here's one you're sure to know if you're a movie goer (PLAY). That was the _____, now what's the March of Dimes? ~~We all know that March 21st is the first day of spring and~~
We all know that the first day of spring is March 21st and on March 1st Bayview came in, but looking backwards a few years we're reminded that March 4th used to be a pretty important day. Can you recall what it was -- (March 4th every four years).

SOUND: CLASS BELL

HIESTAND: Too much questions gives indigestions, Professor.

KYSER: The noble faculty ~~needs~~ must consider their verdict,
Dean Hiestand -- so commencement begins with you giving
the tobaccolaureate address.

HIESTAND: Are you smoking more today? Then -- more than ever
before -- you want a cigarette that's really mild --
with the natural mildness of finer, lighter tobaccos.
So remember: Luckies pay higher prices to get the
finer, the lighter, the naturally milder leaf. No
wonder that with independent tobacco experts -- with
men who know tobacco best, it's Luckies 2 to 1!

(LONG FANFARE.....)

KYSER: Bend an ear hitherwards, students, because the faculty has made up its mind -- the die is cast and the big winner of the evening is _____!
(APPLAUSE)

KYSER: Sugar and spice and everything nice to you, my dear _____ . I butter you lightly, I roll you in bread crumbs, and I fry you in the deep fat of the thirty-five dollars first prize. To our ~~second placer goes this tiny tinsel of twenty dollars~~ and each of the other four scholars gets ten dollars. All six examined candidates get a carton of Luckies. And finally, to every single student in the classroom tonight -- for those California Capers -- a package ^{of} Lucky Strike Cigarettes.

10. ("WHY CRY BABY".....ORCHESTRA)

(KYSER THEME.....)

KYSER: Well, chillun -- the janitor's here to beat erasers and wash the blackboards, so it's time to wrap up the schoolhouse and put it away in Post Office Box 909, Los Angeles, California. If you have any questions, send them to us there. See you at Stanford and Santa Cruz this weekend. Meanwhile to all our students remember Friday and Saturday are Information Please and Hit Parade nights respectively. And now, until next Wednesday, this is Kay Kyser - thinking of you. Thanks a lot for being with us - and so long, everybody.

(LUCKY STRIKE TIME.....)

HIESTAND: The famous tobacco auctioneer heard on tonight's program was Mr. F. E. Boone of Lexington, Kentucky.

(SONG CREDITS -- IF ANY)

THIS IS THE NATIONAL BROADCASTING COMPANY.

As Broadcast

The American Tobacco Company
Kay Kyser's College of Musical Knowledge - No. 155
March 12, 1941

HIESTAND: Have you tried a Lucky lately?

BOONE: (CHANT LONG SALES ... ENDING "SOLD AMERICAN")

HIESTAND: Let that chant remind you that Luckies are the cigarette of finer, lighter, naturally milder tobaccos. With independent tobacco experts -- buyers, auctioneers, warehousemen -- with men who know tobacco best -- it's Luckies two to one!

(LUCKY STRIKE TIME.....)

HIESTAND: Lucky Strike presents Kay Kyser's College of Musical Knowledge - with six students, ninety-five dollars in prizes, singing song titles, "makes-you-want-to-dance" music, and the old interrogator himself -- James K. Kyser!

(KYSER THEME.....)

KYSER: Evenin', folks - how y'all. With Saint Patrick's Day just around the corner, we've painted the little red schoolhouse a bright emerald green tonight -- and we're all ready to go to town in our best County Cork fashion.

HIESTAND: And we've got three broths of boys, and three comely colleens up here on the lecture platform chosen by our own Irish Sweepstake before school began.

KYSER: Then let's not dally - it's time to rally --
 an Irish come-all-ye is on the stands -- so ^{Pat & Mike} ~~come~~
Grab Patsy & Nancy & come on chillun
 on chillun, let's dance.

1. (THERE'LL BE SOME CHANGES MADE.....ORCHESTRA)
2. (MAY I NEVER LOVE AGAIN.....SIMMS & ORCHESTRA)

KYSER: Now here's Gayne Whitman to tell you about the men who "cover Tobacco-land."

WHITMAN: They're the independent tobacco experts, Professor - the auctioneers, buyers, and warehousemen. Many of them follow the auctions from Georgia through the Carolinas and Virginia - then out to Kentucky and Tennessee. And at Auction after Auction they see who buys what leaf -- and the prices paid. Yes, they see Lucky Strike pay higher prices to get the finer, the lighter, the naturally milder tobaccos. So these independent experts choose Luckies for their own cigarette by an overwhelming majority. In fact, sworn records show that over twice as many of them smoke Luckies exclusively as smoke all other cigarettes combined. Remember that fact next time you buy cigarettes - remember - Luckies pay higher prices for finer, lighter, milder tobaccos. With independent experts - with men who know tobacco best - it's Luckies, 2 to 1. Have you tried a Lucky lately -?

KYSER: Begorrah and bejabers -- sure and it's ^{Shems is} ~~Shems~~ O'Kelly
for his first question. Now can ye tell me -- what is
the Emerald Isle?

JACK: (IRISH TENOR MAKING THE MOST OF IT SINGS) I-i-i-re-land!

KYSER: To be sure, and you're right. Now Mr. _____
for your first question -let's kiss the Blarney Stone and
get off to a ^{Brangya ya} jaunting start with this pixilated posey
about Popeye from Owen Conray of New York.

(ADD FIRST ROUND)

(QUESTION ROUND ONE:- PAGE 1)

1. This one got Popeye's Irish up. He said, "I caught an orchestra leader flirting with Olive Oyl -- my "wild Irish" rose. I reached for my spinach, then I went to work on him. I threw him across the piano, (SOUND EFFECT) I shoved him down the bass horn (SOUND EFFECT) bounced him off the drums (SOUND EFFECT); then I pitched him in the middle of the brass team (SOUND EFFECT). Then I konked him on the head (COW BELL) and guess what the orchestra leader said? He said (PLAY). What orchestra leader is associated with "Rhapsody in Blue?" - *A Denver boy*

2. Mary Carroll of Providence, Rhode Island says. the national emblem of Ireland is the shamrock. Now what's a Shamrock? Has it three or four leaves? Distinguish between Shamrock, Plymouth Rock and White Rock *and you'll be a clover*

3. Listen to this orchestra theme song and tell Edward Pomeroy of Claremont, New Hampshire, whom it identifies. (PLAY) Is the idea "So you want to lead a band" associated with Sammy Kay, Beatrice Kay, *Danny Kay* Blue Baron, or Herbie Kaye? *Cleveland boy - now playing Radio Theatre Louisville*

(QUESTION ROUND ONE - PAGE 2)

4. Miss Bess Harrison of Los Angeles says the Irish will be on your one-yard-line if you don't know the answer to this one -- who are "The Fighting Irish"? Now tell us what Irishman played the part of Knute Rockne in that picture! Was Knute Rockne Irish? Who are the galloping Gales?

5. Irish tenors are known the world over, according to George Carhart and at some time or other, in addition to My Wild Irish Rose, Mother Macree and Macushla, they've all sung (PLAY) Is there a radio program "By Kathleen Norris"? Did she write "Patrick Henry"? What did he say?

6. Since Monday is St. Patrick's day, we're gonna harp on the Irish a little more. Susan Maguire of Hollywood asks which of these instruments you would associate with the Irish: The bagpipe, the harp, the accordion, or the Tam O'Shanter. What famous movie star plays the harp? What's an Irish setter?

(QUESTION ROUND ONE - PAGE 3)

7. Here's the theme that introduces one of Sunday night's foremost comedians. Listen and quickly tell Rita Bergen who it is (PLAY)

Now if that's _____ who is ^{Alm} Joe ^{Mc}Carthy? Here are more famous
 "Mac's" -- John McGraw, ^{and Cornelius Magilacuddy - A Phil. Boy} Larry McPhail, Bill McKennie, and Connie Mack.

What sport do they figure in? *which is associated with the Yankees, Giants, Dodgers, Athletics*

8. Speaking of comedians' themes, here's one associated with a comedian who's a Colonel. Name the Colonel and the song for Bill McCaffery of New York. (PLAY) Now here's a cup of coffee and here's a cup of tea, and if you'll just sing the words of that song for us, and do it well, we'll give you your choice as a reward, and you can sip it to your heart's content.

CONTESTANT: I like Coffee...I like tea
 I like the girls and the girls like me.

KYSER: Would you mind doing that again,
 I don't think our judges heard you.

CONTESTANT: I like coffee...I like tea
 I like the girls (STOPS)

KYSER: Go on.

CONTESTANT: "That's all Brother!"

9. Here's a well-known song which Margie Shields of Newark, New Jersey wants you to name. We're playing it in the style of a certain land (PLAY) Is there an Irish Sea?

SOUND: CLASS BELL

HIESTAND: "Hold that Bell" - "Hold that bell-fast!"

KYSER: Sure and begorra, Dean Hiestand. You mean the Faculty has made up its mind faster than I can say Donegal, *Clare* Kilkenny, ~~Ulster and Clare?~~ *and county down*

HIESTAND: That they have James Kay.

KYSER: Ah, and sure if they haven't picked as the winner of the first round that fine spaleen _____
(APPLAUSE)

KYSER: Congratulations _____.
You are now on the force of Kyser College, ~~Worthy to~~
~~be called "One of the FINEST"~~. *(Light up a Lucky Strike*
and police those answers and cover your beat till the
Final Exam. Right now snatch off your wig, get set for
a jig, up on your toes and down on your heel, ^{LET'S} ~~we'll all~~
take off on an Irish reel!

(3) (WISE OLD OWL.....MASON AND ORCHESTRA)

(4) (EVERYTHING HAPPENS TO ME.....BABBITT AND ORCHESTRA)

(FADE IN CROWD NOISE - CHANT)

BRADLEY: Hello, everybody. This is your radio commentator, Truman Bradley. I'm here to reenact a scene that's as lively as any sport ... a real tobacco auction in Weston, Missouri. Here in this huge warehouse a fine crop of Burley tobacco is being auctioned off at an average rate of 360 sales an hour! You ought to see this beautiful golden-brown leaf - piled high in baskets - row after row of them - extending from one end of the warehouse to the other. Over a dozen buyers for the various leaf and cigarette companies are here - and (SOLD AMERICAN) Oh - oh - the auctioneer just sold another basket - the last in a long row of them....but right away he's starting on the next row. Let's move in now and watch a sale. The warehouseman is giving the leaf in the first basket a searching glance. And now he's ready to call out the opening bid. Listen:

WHITMAN: Fine, ripe burley, men. Start 'er at 19.

(CHANT)

-10-

BRADLEY: 19 dollars a hundred pounds is the opening bid. But right away a leaf company buyer raises it a dollar. The bid's 20 now - 20. And immediately the Lucky Strike buyer signals 21. 21 - 21 chants the auctioneer. But just then another cigarette company buyer raised the bid. It's 22 now - 22. Every basket of tobacco is sold individually, you know, because the baskets differ widely in grade and quality. Wow!...the bidding took three jumps while I was talking. Yes .. a leaf company buyer signalled 23 another cigarette company buyer 24 ... and Lucky Strike 25. Are they all done? No ... no ... a leaf company buyer makes it 26.....26. But a cigarette company buyer tops that. It's 27 now - 27 - and quick as a flash Lucky Strike signals 28 - 28. Any more bids? No ... no ... I don't think so. The basket's going .., going to Lucky Strike at 28.

(CHANT - SOLD AMERICAN)

-10-

WHITMAN: There you see how tobacco is bought...right out in the open market...in open competition...where everyone can see who buys what tobacco, and the price they pay. The American Tobacco Company consistently pays higher prices to get the finer, ^{the} lighter, the naturally milder tobaccos. For instance, during the past season, at tobacco auctions in Weston, Missouri, the American Tobacco Company paid 41 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 41 percent above the average market price paid for all the various types and grades of tobaccos sold there - and the best we bought will go to Luckies. No wonder so many independent tobacco experts agree that Luckies buy the finer tobaccos. No wonder that, with independent experts who watch these sales - with buyers, auctioneers and warehousemen, with men who know tobacco best, it's Luckies 2 to 1!

ORCHESTRA TAG

5. (LA CONGA.....ORCHESTRA)
6. (GEORGIA ON MY MIND.....GINNY)

GLEE CLUB: "BELIEVE ME IF ALL THOSE ENDEARING YOUNG CHARMS"

(BELIEVE ME IF ALL THOSE ENDEARING YOUNG CHARMS. . .)

HIESTAND: Saint Patrick's Day will come with parades, flags, waving, banners blazoned with harps floating in the crisp air of early Spring. The traditional green of the day will herald the returning green of the awakening season -- and true Irishmen will wish each other the "top of the morning" as they join in celebration. To them, across the nation, we extend best wishes as we identify each station.

....STATION BREAK....

KYSER MARCH: TAR HEELS ON HAND

HIESTAND: The second exam comes to Kyser College like a harp through Tara's Halls. But before they take their oral examinations our three ~~proud beauties~~ *ladies in Irish linens and lace* are hereby required to kiss the Blarney Stone.

Ready, girls --

(PROP KISS)

HIESTAND: Thank you -- now it's your turn, Miss,

(PROP KISS)

HIESTAND: That's fine -- now our third contestant,

(PROP KISS -- VERY JUICY, PROLONGED)

HIESTAND: No - no -- that's not the Blarney Stone -- that's Professor O'Kyser!

KYSER: Wham, wham, thank you mam - let's take an exam!

(ADD SECOND EXAM)

(QUESTION ROUND TWO - PAGE 1)

1. Here's a silly willy from Claire Ryan of Lakewood, Ohio that's a hillewádiller. She says she bought a car with an extra-powerful motor so she could stay in (PLAY). Now whether you have the luck of the Irish or not, you should be able to tell us this. Is Tiny Hill an orchestra leader? Who is Edwin C. Hill?

2. Since Ireland has the Seat of Honor tonight, Pat Garrity of Chicago would like you to tell us which is the largest and best-known river in Ireland -- The Killarney, Blarney, Shannon or Shillelagh? Kitty is a pretty popular Irish name. Can you name a picture with Kitty in its title? Who is the star of _____? ~~What's meant by the "kitty" in poker?~~ *who was the Star of the Irish picture "The Informer"*

which
3. Here's a song called ~~Londonderry Air~~ and ~~it~~ identifies an Irish family on the air. Let's listen and tell Lola McElhany of Oakland if it's "The O'Learys", "The O'Neils", "The O'Henrys" or "The O'Goldbergs" (PLAY) Does this program feature Eugene O'Neil? Who is O'Sullivan - a heel?

(QUESTION ROUND TWO - PAGE 2)

4. A perfect prefix for the Irish is "Pat" and John J. Cassidy of San Jose wants you to stand pat and distinguish between Pat and Mike, Pick and Pat, Aunt Pitty-Pat, and Pat. Pending.

5. Tell Mrs. Michael Harrey of Green Bay, Wisconsin, if this is an Irish jig. (PLAY) What's the title of the song that has "Chop Chop Chop" in it? Do the Irish chop-sticks?

6. It's tonight's right or wronger and Patrick Downs of Tucson, Arizona, says for you to say right or wrong to the following statements or you'll make the Irish stew.

- 1 - Victor Herbert and George B. Shaw were not born in Ireland.
- 2 - ~~Victor McLaglen was the informer in the Irish picture of the same name.~~
- 3 - Former President De Valera of Ireland was born in New York.
- 4 - The show "Abie's Irish Rose" starred Abe Lyman and Broadway Rose.
- 5 - ~~Billy Rose wrote My Wild Irish Rose.~~
- 6 - Green sports shoes are known as "Irish Brogues".
- 7 - ~~Harrigan and Hart wrote "The Corn Is Green"~~
- 8 - ~~Mae Trucks are made in Ireland.~~
- 9 - ~~Richard Green and Johnny Green are brothers.~~
- 10 - ~~A Shamrock is made of paper machier.~~

(QUESTION ROUND TWO - PAGE 3)

7. We leave the Emerald Isle for a moment while we play a popular song in the style of a certain trumpet player. Miss Eleanor Kerns, Bellingham, Washington, would like for you to name the song and the orchestra leader we are imitating. (PLAY) Who was "Wrong Way Corrigan?"

8. Here are some sound effects and Dan E. O'Brien of Fort McClelland believes it's very sound to test you out on them. Listen and tell us what great Irish sporting event we are attending. (SOUND) Irishman George McManus' lovable character, Jiggs, has gone to meet the gang and partake of his favorite dish. Where is he? (SOUND) March 17th....
....New York City, we're standing in front of St. Patrick's Cathedral and watching what (SOUND)

9. Speaking of Parades, Lucille McMahon of Portsmouth, New Hampshire says here's one you should be able to identify if you know your radio programs (PLAY) From the following list pick two who were starred in the picture "The Hit Parade of 1941." Kenny Baker, Frances Langford, Ann Miller, Hugh Herbert, etc. And right here we'd like to salute the boys who stand out in every big Parade - "The American Legion" which this week end is celebrating its 22nd Birthday. Good Luck fellers --
Happy Birthday --

ROUND: CLASS BELL

HIESTAND: Put some peat on the fire, Pete -- the second round is over.

SOUND: ROLL SOME COALS FROM A COAL HOD

KYSER: And the decision is on the fire ~~determining the Playgirl~~
~~of the Western World.~~ ^{and} Ah - Irish eyes are smiling because
~~the judges have decided on ---~~ ^{THAT} as the winner of the
second exam. The gal from L.A. County _____.

(APPLAUSE)

KYSER: Derry down derry and hey nonny no to you, my dear _____.
You are hereby equipped with a shining shillalah and
advanced to the Finals. Light up a Lucky Strike and rest
your bonnie brown head while the rest of the school gets
recreation. You have proved the will of the Irish ----

SOUND: DOOR KNOCK AND OPEN

AUDRY: Pardon me Professor

KYSER: Well, well, it's Alexander the Swoose - Audience applause.

7 (ALEXANDER THE SWOOSE PRODUCTION)

KYSER: Attention, Chillun! We're going to hear reports from some more tobacco markets...

WHITMAN: Yes, smokers, here's proof that the auction we reenacted a few minutes ago is typical. At that Weston, Missouri market, you remember, The American Tobacco Company this season paid 41 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products - yes, 41 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought will go to Luckies. Now at auction after auction we pay these higher prices.

Listen to some more typical reports...

VOICE #1: ^{Bloomfield, Ky.} ~~Gallatin, Tennessee~~ American on the same basis paid 28 percent more.

VOICE #2: ^{GALLATIN, TENNESSEE} ~~Bloomfield, Kentucky~~ - American paid 32 percent more.

VOICE #3: Boone, North Carolina, American on the same basis paid 42 percent more.

WHITMAN: And so it goes at market after market. Lucky Strike consistently pays higher prices and gets the finer, the lighter, the naturally milder tobaccos. No wonder that the independent experts who watch these sales prefer Luckies by an overwhelming majority. No wonder that with men who know tobacco best it's Luckies 2 to 1..... Have you tried a Lucky lately?

8. ("KEEP AN EYE ON YOUR HEART".....BABBITT)

9. ("LET'S DREAM THIS ONE OUT".....DUET)

FANFARE

*a fact and a class
are ready for class*

Boy meets girl

HIESTAND: The Final Exam! ~~Life can be beautiful --~~ ~~Boy meets girl~~
~~comin thru the finals~~ *where the River Shannon flows*

SOUND: SLIDE WHISTLE

JACK: "I beg your pardon" *"Can you swim?" "I can't"*

(GOON LAUGH)

KYSER: ~~No excuses now - the winner of the first exam --~~

~~Superman meets Big Sister~~

Don't show your serial numbers.

SINK OR SWIM, LETS BEGIN

(FINAL QUESTION ROUND - PAGE 1)

1. Continuing our tribute to St. Patrick's Day, our final round is "All Out for the Irish." First of all William Thomas of Chanute Field, Illinois, wants you to name this well-known Irish song. (PLAY) Is that *My Wild Irish Rose* "The Girl I Left Behind Me", "Wearing of the Green", *Erin is Calling* "Kathleen Mavourneen", or "The Hat My Father Wore"? In Ireland how do you call a young girl? (WHISTLE) Can you name a movie actress who has that first name? Who was Thomas Moore?

2. Here's a beautiful Irish ditty -- let's name it for Mrs. J. S. Pierce of Rocky Mount, North Carolina. (PLAY). Is that *The Pine Down* Anitra's Dance, the Kerry Dance, or Yet's Dance? Give us another name for Irish potatoes? And what potatoes are to Ireland, oranges are to California. And by the way, tomorrow night the Varsity Crew and I will be opening The San Bernardino Orange Show. We'll also be there Friday afternoon and night and hope to see many of you on this great California occasion.

(FINAL QUESTION ROUND - PAGE 2)

3. In addition to "Killarney", "Kathleen Mavourneen" and "The Last Rose of Summer", here's a beautiful ditty of Irish extraction and Eddie Breslihan of Pawtucket, Rhode Island wants you to name it. (PLAY)
Here are three famous fathers. ^{what's the name?} ~~With what~~ ^{you would} pictures would you associate them -- Father Flannigan; Father Duffy, Father Hubbard. Now what two Hollywood stars took the parts of Father Flannigan and Father Duffy on the screen?

4. Here's one called Irish Washerwoman. Tell Eleanor Monnihan of Springfield, Mass. what type of dance it brings to your mind. (PLAY)
And the jig will be up Miss _____ unless you can name three Irish tenors whose first names are John, Morton, and Phil. And for your final question, what's meant by the expression, "He Kissed the Blarney Stone". Can you tell us why Ireland is the richest country in the world?

SOUND: CLASS BELL

-22-

HIESTAND: Aru macreo machrishteen, as we say in Gaelic,
Professor -- the Final Exam is over.

KYSER: And if you'll drop the brogue for a minute, Dean
Hiestand -- we'll all join in listening to your brief
dissertation on the golden leaf.

HIESTAND: Are you smoking more today? Then -- more than ever
before -- you want a cigarette that's really mild --
with the natural mildness of finer, lighter tobaccos.
So remember: Luckies pay higher prices to get the
finer, the lighter, the naturally milder leaf. No
wonder that with independent tobacco experts -- with
men who know tobacco best, it's Luckies 2 to 1!

(FANFARE)

-22-

KYSER: Our faculty is green with envy at the knowledge unearthed by our Irish scholars tonight. They have voted as the great McGinty of the evening Mr. _____
 (APPLAUSE)

KYSER: Congratulations to you, my dear _____.
 And as tonight is our Saint Patrick's Day session, let me ease your palm with a long green prize of thirty-five dollars and a bit of the auld sod. To our second placer goes twenty dollars -- not quite as long, but just as green. Each of the other four contestants get ten dollars each, and all six receive a carton of Luckies. Finally, to every member of the student body here tonight -- for ^{those} your ~~fine~~ spirit and "Erin go Braugh" ^{fine spirits} -- a package of better-than-ever Lucky Strike Cigarettes.
 (APPLAUSE)

10. (WHY CRY BABYORCHESTRA)

NEW KYSER THEME

KYSER: Well, das all, chillun --- school is officially closed until we can get the green paint off and open the doors next Wednesday. Meanwhile, remember your homework is Information Please on Friday Night and Your Hit Parade on Saturday. The address for questions to the College is Kay Kyser - Box 909, Los Angeles, California. And so, until next Wednesday night, this is Kay Kyser thinking of you - thanks a lot for being with us - Happy St. Patrick's Day - and so long everybody.

(LUCKY STRIKE TIME . . .)

HIESTAND: The famous tobacco auctioneer heard on tonight's program was Mr. F. E. Boone of Lexington, Kentucky.

(SONG CREDITS -- IF ANY)

THIS IS THE NATIONAL BROADCASTING COMPANY

The American Tobacco Company

Kay Kyser's College of Musical Knowledge - No. 156

March 19, 1941

BOONE: (CHANT 3 SECONDS - THEN FADE)

VOICE #1: Wendell, North Carolina.

VOICE #2: 35 per cent more.

VOICE #1: South Boston, Virginia

VOICE #3: 40 per cent more.

VOICE #1: Tifton, Georgia

VOICE #4: 44 per cent more.

BOONE: (CHANT UP 3 SECONDS, ENDING WITH "SOLD AMERICAN")

HIESTAND: Smokers, all through Tobaccoland at market after market --
at auction after auction -- The American Tobacco Company
consistently pays higher prices and gets the finer, the
lighter, the naturally milder tobaccos for Luckies. That's
why, with men who know tobacco best, it's Luckies 2 to 1.

(LUCKY STRIKE TIME.....)

HIESTAND: Lucky Strike presents Kay Kyser's College of Musical
Knowledge -- and here comes the man and his band who gave
America singing song titles and that famous makes-you-want-
to-dance music -- Kay Kyser!

(KYSER THEME.....)

KYSER: Evenin' folks -- how ya all?

AUDIENCE: (GROANS)

KYSER: Well, ~~bless my soul~~, Dean Hiestand -- what's the matter with the chillun?

HIESTAND: Why, Professor -- they're scared 'cause this is their first night in school.

KYSER: Why -- ruin my ruler, chillun -- you got no cause to be afraid -- look at these six handsome scholars ready to take exams for degrees and \$95.00 in prizes -- they're ~~not the least bit nervous~~ ~~ain't afraid!~~

(LOONEY MOANS ON MIKE)

KYSER: *You see what I mean.. Audience: Yes teacher*
Well, we can't have that -- before class begins we'll have to get together so put down them books, kids -- brighten up them looks -- get the shine off your nose and a shine on your toes -- yes, suh, chillun -- one, two, three -- the dancin's free.....

(1. WHY CRY, BABY.....ORCHESTRA)

(2. NO. TEN LULLABY LANE.....SIMMS)

KYSER: Now Gayne Whitman points out that tobacco buying isn't done behind closed doors.

WHITMAN: That's right, Professor. One outstanding thing about a tobacco auction is that the purchases are made in the open market - in open competition. So the fact that Lucky Strike pays higher prices to get the finer, the lighter, the naturally milder leaf - that fact is well-known to those who follow the auctions. The clearest indication of this is that the independent tobacco experts - auctioneers, buyers and warehousemen - choose Luckies for their own cigarette by an overwhelming majority. In fact, sworn records show that over twice as many of these independent experts - smoke Luckies exclusively as smoke all other cigarettes combined. Yes, at auction after auction, they see Lucky Strike pay higher prices to get the finer, the lighter, the naturally milder leaf. And so, with these independent experts - with men who know tobacco best, it's Luckies 2 to 1! ... Have you tried a Lucky lately?

h
ORCHESTRA PLAY-OFF
SOUND: CLASS BELL

HIESTAND: Class begins -- close the doors and throw out the bores.

(WHISTLE NIPS)

~~HIESTAND: Here come the snores.~~

~~TRIO: (SNORES)~~

~~We're three tired freshmen -~~

~~So pardon our stretches~~

~~We stayed up all night ---~~

~~'Cause we're studious wretches.~~

KYSER: Ah - whizzes at Quizzes -- I'm happy I metchez.

(ADD FIRST EXAM)

(QUESTION ROUND ONE - Page 1)

1. Here's one from William Anderson of Washington, D.C. Do you know what the movie star said when he saw his double jumping off the cliff? Well, when his double jumped off the cliff, the movie star said (SOUND) (PLAY) Do you know what one nurse says to the other nurse at the hospitals when they change shifts. Well, when the new nurse comes on duty the nurse going off duty says (PLAY)

2. Ruth Byrne of Jersey City, New Jersey, wants to see how well you know your animal kingdom. So tell us what animal do you associate with the Democratic Party. What about the Victrola? Santa Claus? Mobile Oil?

3. Here's a radio theme that identifies a great American beverage and Eugene Dreyfus of Detroit wants you to listen and tell us ^{which it is.} the name of the program. (PLAY) Is ~~Albert Spaulding~~ ^{MC} the guest artist on the "An K" program? Can you spell _____? Can you spell Pons? (That's close enough -- AK as you know is Lily Pons husband.)

is Dn Pepper, 7up, Coca-Cola, Pensacola

4. It's tonight's right or wronger and Lois McClain of Altoona, Pa. wants you to say "right" or "wrong" to the following statements:

- 1) Yehudi was the star of the picture "The Invisible Man".
- 2) Benjamin Franklin founded the Saturday Evening Post.
- 3) Fantasia is the name of a country.
- 4) The following notes are the NBC Chimes. (PLAY)

5. Kyle Davenport, Landrum, South Carolina, asks, "If you followed the instructions in the following song, would you stop, look, and listen -- eat, drink, or be merry?" (PLAY) Who is the girl and what is the drink in this one? (PLAY)

6. Katherine Tolson of Chicago wants you to listen to the following skit and name four instruments that are mentioned: Saxie Smith ^{asks} ~~who's~~ ~~paid to drum up business says~~ "Shall we have dinner at the Mandle Inn?" The boys say, "Okay, Saxie, phone and see what we can get." Returning from the phone, he says, "The others have all the corn et, but we can horn in and still get flute salad and fish ... you can have bass soon as you get there." The boys reply "Oh bo - y, what a viol inn." That's symbol, isn't it?

(QUESTION ROUND ONE - Page 3)

7. There are fashions and styles in music as well as ^{in clothing, hats,} ~~any~~ ^{every} thing else so Herb Patnoe of San Francisco wants us to interpret a popular song in one of those well-known fashions, and have you tell us the name of the number and the orchestra whose style we are interpreting. (PLAY)

8. Several boys in the band are going to give imitations now and Ruby Ronnfeld, Hubbord, Nebraska, wants you to listen and tell us ^{where are we} ~~what they~~ ~~are imitating.~~ (SOUND BB) (SOUND CC) (SOUND BS)

9. James Burger of Cleveland says you don't have to be a ladies' man to tell us who two of these three girls are. ~~There are three of them~~ ~~and we want you to identify two.~~ (PLAY)

SOUND: CLASS BELL

HIESTAND: California law, Professor -- stop when you hear the bell.

KYSER: Yes, suh. The first exam is over and the faculty report that the honor man of the first exam is

_____.

(APPLAUSE)

KYSER: Dear Mr. _____, you are a credit to the finance company that raised you -- with your native erudition you can go far....

fast getaway on car
~~(MOUTH SIREN FAST AND BIG)~~

KYSER: But come back -- this is not the time -- Light up a Lucky Strike -- rent a soup and fish and promote yourself to the senior class. Right now recess is here.

(CHEERS)

KYSER: Yes -- little golden haired recess --

AUDREY: Oh, Professor -- we wanna dance.

KYSER: Well, then -- chillun be nimble and kids be quick -- start on the sign of the down beat stick.

(3. ACCIDENTALLY ON PURPOSE.....SALLY)

(4. IT ALL COMES BACK TO ME NOW.....BABBITT)

(APPLAUSE)

COMMERCIAL #2

(MUSICAL INTRODUCTION - THEN FADE IN CHANT AND CROWD NOISE)

HERNANDEZ: Hello, everybody. This is Joe Hernandez - your race track reporter. I'm here to reenact a tobacco auction in Petersburg, Virginia. And believe me, they're showing more speed than I've seen since the Santa Anita Handicap! Hold a stop watch on the auctioneer in this big tobacco warehouse and you'll find he's selling the leaf at an average rate of one basket every ten seconds. (SOLD AMERICAN) Hear that? It means still another basket has been sold. Let's move in close now and join the dozen or more buyers from the various cigarette, leaf and export companies. They're bidding fast and furiously for this fine crop of fragrant leaf. All this tobacco, you know, is piled high in baskets...and each basket is sold individually because the baskets differ widely in grade and quality. (SOLD TO X) Another sale! And now the warehouseman's giving the next basket a quick glance... and here comes the opening bid.

WHSMAN: Fine, mild, center-cutters ... start 'er at 23.

HERNANDEZ: 23 - 23 chants the auctioneer. That means 23 dollars a hundred pounds is the opening bid. But quick as a flash a leaf company buyer raises it a dollar. It's 24 now - 24 dollars. Who's going to bid 25? Oh.....that export company buyer has already raised it to 25. But immediately, Lucky Strike signals 26....and another cigarette company 27. They're really fighting for this basket! An export company just raised the bid to 28.... and a cigarette company makes it 29 - 29. Oh - ch - another signal from the Lucky Strike buyer and the bid's 30 - 30,

Instantly, that leaf company makes it 31....and another cigarette company....32. The auctioneer looks at the Lucky Strike buyer. Is he going to bid again? Yes....yes....33 he signals....and this basket's going.... going to Lucky Strike at 33.

(CHANT UP....SOLD AMERICAN)

WHITMAN: There you see how tobacco is bought....right out in the open market....in open competition....where everyone can see who buys what tobacco, and the price they pay. The American Tobacco Company consistently pays higher prices and gets the finer, the lighter, the naturally milder tobaccos. For instance, during the past season, at tobacco auctions in Petersburg, Virginia. the American Tobacco Company paid 41 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 41 percent above the average market price paid for all the various types and grades of tobaccos sold there - and the best we bought will go to Luckies. No wonder so many independent tobacco experts agree that Luckies buy the finer tobaccos. No wonder that, with independent experts who watch these sales - with buyers, auctioneers, and warehousemen, with men who know tobacco best, it's Luckies 2 to 1!

(MUSICAL TAG)

- 5. SHE'LL BE COMING ROUND THE MOUNTAIN.....ORCHESTRA
- 6. WALKING BY THE RIVER.....SIMMS
- TAR HEELS ON HAND.....ORCHESTRA

*Hiestand: While the coeds and their beaux stroll
across the campus changing classes - we
too stroll across the nation to identify each
station.*

Cherries:
(KYSER MARCH...TAR HEELS ON HAND)

HIESTAND: ~~While class is recessed and semesters change -- we
pause briefly for station identification.~~

...STATION BREAK....

(KYSER MARCH...TAR HEELS ON HAND UP & OUT)

HIESTAND: The second semester comes to Kyser College in a burst of girlish laughter.

(A BURST OF GIRLISH LAUGHTER)

Yes -- love leers round every corner....freshmen faint -- sophomores sob and seniors send home their laundry....our second three candidates for degrees approach the old lecture platform...

(BIG CRASH)

There went the platform

(KYSER GIGGLES HIGH AND LOUD)

HIESTAND: And there goes Professor -- that's what women can do to a classroom -- *gummy*.

~~KYSER: Let's sit down here and be cozy. I wanta see how much you knowey? (OR)~~

~~"Oh what a platform!"~~

~~"Well, let's get up".~~

~~"Can't sleep all day".~~

~~(OR)~~

~~KYSER: "Have you been here before"?~~

~~GIRL: "Dark isn't it"?~~

~~KYSER: I never forget a face -- now don't let these questions scare you. You have nothing to fear.~~

~~(SCREAM)~~

(QUESTION ROUND TWO - Page 1)

1. Here's a daffy little dandelion from a ding-dong daddy named Johnny Mungan of New York. Sweet Sue asked the Wise Old Owl "what is this thing called love?" The Wise Old Owl said "Ask Old Man River." Sweet Sue said "I did - he knows but he won't say anything. He sho is a (PLAY) "Then," said the Owl, "Ask the man in the moon." Sue said, "I asked him too but (PLAY) Well, since the _____ Miss _____

I'm going to take a chance and ask you, "What Is This Thing Called Love"? (STOP) "Thank you, that's as close as anybody ever got to an answer.

2. Cecil Bailey of Jackson, Mississippi wants us to discuss the good old family name of "Morgan." So let's turn to the house of Morgan and have you identify three of the following whose last names are "Morgan." An orchestra leader, a songstress, a movie and radio star, a great financier, Kitty Foyle's leading man.

3. One of Thursday night's great programs comes on the air something like this (PLAY). Now Helen Baker of Kansas City wants you to identify that show. Now can you name another radio program that has the word _____ in its title? Death Valley days, and speaking of days we're

looking forward to
~~going to be~~ spending ours up in the Great Northwest ^{yes - next Wednesday our program will be} ~~these next few~~ ^{coming from Fort Lewis in the State of Washington.} ~~days.~~

Friday night, a concert and dance in Portland. Saturday night a dance in Spokane. Sunday in Seattle, Monday Bellingham, Wednesday Tacoma, Thursday Vancouver, and then the University of Oregon ^{for their Spring Prom} ~~from.~~

Oh Boy - and just wait until we get those soldiers on the stand next week from Fort Lewis. (Bobby does assembly call and mix with audience applause.)

4. Here are a few lines from the lyrics to some of our patriotic songs and Lloyd Frank of Fargo, North Dakota wants you to finish the lines and identify the songs from which they are taken.

- 1) Oh Say Can You See By _____
- 2) My Country 'tis of thee, sweet _____
- 3) The Rockets' red glare, the _____

5. Almost as American as our patriotic songs are our nursery rhymes, and here's a well-known one that Mrs. E. Sibley of Dallas wants you to identify. (PLAY) There are several names to this and we'll settle for any one of them. Now will you name the instrument and one of the three animals in the nursery rhyme - "Hi-diddle-diddle --"

ISH: Kay, I'd like to recite a nursery rhyme.

KAY: Okay, Ish Kabibble, go ahead.

ISH: Georgie Porgie Puddin'n Pie
Kissed the girls and made them cry
Some fun - eh kid?

6. Extra, Extra, read all about it. I'll read the headlines and Lawrence Rice of Tacoma wants you to name a personality included in each one.

- 1) Star of Three Smart Girls Grows Up Weds One Smart Boy in April.
- 2) Great Profile gets face pushed in -- at Grauman's Chinese Theatre.
- 3) When Andy Hardy gets nervous he bites young Tom Edison's nails.

7. Here's one of the popular songs of the day and it's to be played on an instrument not usually heard in the College of Musical Knowledge. We'll blind-fold you for a moment and Eleanore Bosworth of Albany, Georgia, wants you to name the song and the odd instrument. (PLAY)

I've been working on the Railroad

8. Here are the words to "~~He's a Jelly Good Fellow~~" and here's an egg that's saying "beat me Mama Eight to the Bar." So here's a bowl and an egg beater. Allen Lerner of Cambridge, Mass. wants you to be a good egg and sing "I'm a ^{working on an egg-hog} ~~Jelly Co-Ed~~," while you beat this egg. (PLAY)

~~I'm a Jelly Good Co-Ed~~
~~I'm a Jelly Good Co-Ed~~
~~I'm a Jelly Good Co-Ed~~
(GASPS) I splashed the egg in my Eye.

9. Going from the ridiculous to the dramatic, Elsie Gibson of Avon, South Dakota wants you to tell us whether the following theme identifies Mr. District Attorney, The Good Will Court, We the People, or Truth or Consequence. (PLAY) Who says "Monkies are the Craziest People."

(SOUND: CLASS BELL)

-17-

HIESTAND: Ah, Exam is over. The women wiggle and cannot giggle --

KYSER: Well pop my piggly wiggly - das all girls. Our faculty report is right behind you -- yes -- it's here, tips its hat and says that the honor girl of the second exam is _____.

(APPLAUSE)

KYSER:

Dear Miss _____ ^{are the blush of a rose in a} you ~~are a rare~~ ^{hurricane}
~~bloom indeed -- the lush verdure of Hellywood -- the~~
~~Camelia-like scene of California pales in comparison --~~
~~what sounded like a hurricane just now -- just now --~~
~~just now (HURRICANE COMES THROUGH) Thank you,~~
~~hurricane -- was only a sigh of jealousy ... go,~~ ^{my little bird} light
 up a Lucky Strike and tarry till the final exam - right
 now -- shake down the classroom -- sand down the
 floor -- here comes the music and I hope you'll holler
 for more.

(7. BLUES MY NAUGHTY SWEETIE GAVE TO ME.....PRODUCTION)

(APPLAUSE)

-17-

KYSER: Listen closely, chillun, Gayne Whitman has some more market reports ... straight from Tobacco-land.

WHITMAN: Yes, folks, that auction we reenacted a few minutes ago is typical. At that Petersburg, Virginia, market, you remember, The American Tobacco Company this season paid 41 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products - yes, 41 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought will go to Luckies. Now here are other typical market reports that show we pay these higher prices at market after market all over Tobaccoland.

VOICE #1: Oxford, North Carolina. American on the same basis paid 30 percent more.

VOICE #2: Hahira, Georgia - similarly, at Hahira, American paid 38 percent more.

VOICE #3: Reidsville, North Carolina. American on the same basis paid 44 percent more.

WHITMAN: Yes at market after market ... Lucky Strike consistently pays higher prices and gets the finer, the lighter, the naturally milder tobaccos. No wonder that the independent experts who watch these sales prefer Luckies by an overwhelming majority. No wonder that with men who know tobacco best, it's Luckies 2 to 1. Have you tried a Lucky lately?

8. OH LOOK AT ME NOW.....BABBITT

9. HIGH ON A WINDY HILL.....DUET

out because of time

FANFARE

1

HIRSTAND: ~~Trale and Tralee Kids~~ ... Friday March twenty first is the
first day of Spring ...

AUDRY: Twa-la, twa-la, again tis Spring
And The Bird is On The Wing ...
Which to me seems quite absurd
I thought the wing was on the bird!

(LAUGH)

HIRSTAND: ~~Spring Beautiful Spring~~
~~Rain Cold Ice and Snow~~
~~But with it all we love you so ...~~
~~Because~~ Spring is the time when the sap comes out ...
I GIVE YOU KAY KYSER!

HEISTAND: Trala and Tralee kids. On Friday comes Spring and right now comes our final exam for top honors. Friday is the first day of Spring and right now I'm about to spring the tenderous sprout - the bloomiest blossom, the greenist of little green growing things - Kay First Robin of Spring Kyser.

KYSER: ~~Oh dear students,~~ In the Spring a young man's fancy lightly turns and right now the lamp of learning brightly burns. So let's start digging.

- - - - -

1. Spring is just around the corner, so I'll try to corner you with these questions about Spring. Here are two ditties that sound somewhat alike. One is the Rustle of Spring and the other is Morning from the Peer Gynt Suite. Paul Maher of Los Angeles wants you to listen and tell us which is which. (PLAY) (PLAY) ~~What are some signs of spring?~~
At a certain spring festival in the nation's capital they celebrate orange blossoms, cherry blossoms, apple blossoms. ~ Blossom Sealy

2. Miss Ethel Holloway of Louisville, Kentucky says here's one of the most familiar of all spring songs. (PLAY) Now that's either "Springtime in the Rockies", "Flowers that Bloom in the Spring", "*Spring is here*" or "*Off Spring*", "Spring Beautiful Spring", or "~~Spring - Water, Water Everywhere.~~"
 Now, distinguish between Warm Springs, Spring Byington and Simmons Springs.

(FINAL QUESTION ROUND - Page 2)

3. Hol Cooney of Missoula, Montana is sure you can name this well-known Spring song. (PLAY) (Mendelssohn's Spring Song). Who write that? Irving Aranson, Mendelssohn, or Sorrel and son? Did he also write a wedding march? Spring weddings are really fashion parades. Can you tell us who was the star of the picture, "Spring Parade"? ~~At a certain spring festival in the nation's capital do they celebrate Orange Blossoms, Cherry Blossoms, Apple Blossoms or Blossom Seeley?~~

Poem by Rae Williams

4. Here's one called "Welcome Sweet Springtime" but Ruth Cowan of Michigan City, Indiana says it's more commonly known as either Minuet in G, Melody in F, Concerto in C; or domestic trouble in A Flat? (PLAY) ~~Now what's this?~~ (SOUND) Now here's your final exam -- Give three definitions for the word Spring?

SOUND: CLASS BELL

Das all

-21-

(SCHOOL BELL)

HIESTAND: Exams are over .

(CHEERS)

KYSER: Hist -- not so fact, younkers -- while our faculty fumble in faculty Hall for the final report -- tarry with me and listen to the sage words of Dean Hiestand.

HIESTAND: Are you smoking more today? Then -- more than ever before -- you want a cigarette that's really mild -- with the natural mildness of finer, lighter tobaccos. So remember: Luckies pay higher prices to get the finer, the lighter, the naturally milder leaf. No wonder that with independent tobacco experts -- with men who know tobacco best, it's Luckies 2 to 1!

(FANFARE)

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GINNY: "OH KAY" ----- The Judges just dropped by and left you
this --

KYSER: Thank you Ginny. M'mm -- just like I thought -- the
big dollar and degree scholar is none other than

(APPLAUSE)

KYSER: Ah, dear _____ you blush like the rose and
well you should -- with your bare brains you subdued the
monster of quiz and led him away -- a slappy diz ... I
commend you ... I give you the old school grip ...
(SOUND) And I dust your palm with this fiduciary
financial token of 35 minted moolahs.

VOICE: ~~"Thank you Boss, thank you sub."~~

KYSER: To you dear second placer this second prize of \$20.00 and
an early call for breakfast. To the other four scholars
ten dollars each and to all six a carton of Luckies --
and then to each and every member of our student body
here tonight for those wiles and smiles -- a package of
better-than-ever LUCKY STRIKE CIGARETTES!

CHEERS

10. SO YOU'RE THE ONE - - - - - ORCHESTRA

KAY KYSER THEME

(In case number - There'll Be some changes made)

-23-

KYSER: Well, das all chillun, next week our classroom doors will swing open wide from the largest Military Reservation in the Northwest -- FORT LEWIS in the State of Washington where Uncle Sam's soldiers will advance -- give the countersign - and the right answers. So remember next week tune the boys in from FORT LEWIS. In the meantime, shine up your lamp of learning by listening to INFORMATION PLEASE on Friday and YOUR HIT PARADE on Saturday.

The Address for questions to the College is KAY KYSER -- BOX 909, Los Angeles, California ... and we're always glad to hear from our student body. And now until next Wednesday night, this is Kay Kyser, Thinking of You -- Thanks a lot for being with us -- and so long everybody.

LUCKY STRIKE TIME

HIESTAND: The famous tobacco auctioneer heard on tonight's program was Mr. F. E. Boone of Lexington, Kentucky ... Bud Hiestand speaking.

THIS IS THE NATIONAL BROADCASTING COMPANY

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As Broadcast

The American Tobacco Company
Kay Kyser's College of Musical Knowledge - No. 157
March 26, 1941

BOONE: (CHANT 3 SECONDS - THEN FADE)

VOICE #1: Live Oak, Florida

VOICE #2: 37 percent more

VOICE #1: Hazelhurst, Georgia

VOICE #3: 42 percent more

VOICE #1: Rocky Mount, North Carolina

VOICE #4: 49 percent more

BOONE: (CHANT UP 3 SECONDS, ENDING WITH "SOLD AMERICAN")

HIESTAND: Smokers, all through Tobaccoland at market after market,
at auction after auction -- The American Tobacco Company
consistently pays higher prices and gets the finer, the
lighter, the naturally milder tobaccos for Luckies.
That's why, with men who know tobacco best, it's Luckies
2 to 1.

(LUCKY STRIKE TIME.....)

~~(SOUND OF MEN MARCHING - BUGLE PLAYS "YOU'RE IN THE ARMY NOW" -~~

~~RADING FOR.....~~ *Yeah Army - A-R-M-Y A-R-M-Y*

HIESTAND: Lucky Strike presents Kay Kyser's College of Musical
Knowledge -- from the largest military reservation in the
Northwest --- Fort Lewis in the State of Washington.

(MEN) Hooray---- *(applause)*

(BLEND INTO KYSER THEME)

There's something about a soldier

KYSER: Evenin' folks -- how're ya all -- ~~Why bless my soul, Dean~~
~~Yes sub, there sure is and we have 40,000 of 'em here at~~
Hiestand -- ~~I feel like I'm in the Army now,~~

~~Fort Lewis, half way between Tacoma & Olympia~~
HIESTAND: "Look at your dogtags," James Kay -- ~~you ain't behind the~~
~~line no higher as a dollar and as hot as a \$2.50 pistol~~
~~plow.~~

KYSER: Enlighten me, Dean.

HIESTAND: ~~Well -- the old classroom is holdin' forth up in Fort~~
~~Lewis -- a good Garand shot from Tacoma, Washington.~~

KYSER: ~~Well -- break out the old school salute -- how ya' fellers.~~

MEN: Fine, Kay.

~~Hiestand: They sure are, Professor - so~~
KYSER: That's fine -- ~~then~~ shake hands with your six buddies up
chosen fair & square
here on the old lecture platform -- just bustin their
buttons to take exams for top degrees and \$95 in prizes
that's great but
... yes, sub -- ~~chosen fair and square -- but~~ before we
unlimber the old 75s, kids, we're goin' to have ourselves
no don't stall
a ball ~~and a brawl~~ -- so come on, you all -- yes dance!

(1. THERE'LL BE SOME CHANGES MADE".....ORCHESTRA)

(2. PERFIDIA..... SIMMS AND ORCHESTRA)

(APPLAUSE)

KYSER: And now, Gayne Whitman - tell us - who have perfect attendance records at the tobacco auctions?

WHITMAN: Well, Professor...the independent tobacco experts - auctioneers, buyers and warehousemen are on hand at every sale. They see who buys what tobacco - and the prices paid. And at auction after auction, they see Lucky Strike pay higher prices to get the finer, the lighter, the naturally milder tobaccos. And when it comes to selecting a cigarette for their own smoking enjoyment...they choose Luckies by an overwhelming majority. Yes - sworn records show that over twice as many independent tobacco experts smoke Luckies exclusively ... as smoke all other cigarettes combined. They see Luckies pay higher prices for finer, lighter, milder tobaccos. And so, with these independent experts - with men who know tobacco best, it's Luckies 2 to 1! Remember that fact next time you buy cigarettes. Ask for Lucky Strike!

ORCHESTRA PLAYOFF

GENERAL CROWD VOICES AND ARMY BUGLER DOES CALL TO ATTENTION

Red - Company attention! Count off!

*Boys - one - two - three - four
one - two - three - four*

Sah: five

HIESTAND: Forward, freshmen -- face the face that sawed a sergeant
in half .. the first exam is here -- you first three
musical rookies -- take your stance and go into your
dance.

(KYSER MARCH.....)

KYSER: Attention, contingent ... commence to cogitate --
step right up soldiers and see if you can win your stripes
in skull drill.

(ADD FIRST EXAM)

1. There sure is "Something About a Soldier" and tonight we're seeing plenty of 'em.....43,000 stationed here at Fort Lewis and they've been knocking on the old classroom door by the hundreds.....And now Private _____ is about to knock on wood, because here's his first question. Like yourself Private _____ this is our first visit to the Great Northwest and we love it. *and the folks here have been wonderful to us in Portland, Bellingham, Tacoma & we heard a lot about* ~~And we've been hearing a lot about~~ *Seattle* that "Practice Blackout" they had in Seattle. Yes sir, ~~everyone says~~ most of the town took it pretty calmly, but a few people got excited and went into a (PLAY) Thented *Harrison* of Seattle spoke up and said, "no doubt we did a few things wrong so before we do it again" (PLAY) *but* (It was a wonderful civic accomplishment and I think all ~~hands~~ *Seattle* deserves a lot of credit)

2. Private _____ you most likely have a lot of _____ inspection, if not inspection of dams, and here's a dam question. We all know the three little fishes went over the dam, but Marjorie Lane of Tacoma says if it happened up here in the Northwest it most likely would have been what dam? *And the three little fishes that went over the dam were most probably* ~~What's the most popular kind of fish up this way?~~ *what?*

3. Private _____ ~~as you well know~~ *the* sunrise and sunset here in the Great Northwest ~~is~~ *are* really something to write home about....so tell Mrs. Ruth Kirby of Lind, Washington ~~what this is~~ *what this brings to your mind* (PLAY) ~~Now don't let this~~ *Say Colonel -* fatigue you ~~but~~ what time do you get up in the morning? Leave a 'first call' for Private _____ at 5:⁴⁵~~30~~ A.M. *The bugler takes care of* ~~Now what time is "Taps" - "Are We Keeping You Up"~~ *waking you up but who wakes up the bugler?*

k

-6-

4. We're having a great time here at FORT LEWIS - everyone from General Joyce on down has been ^{great} wonderful to us, and speaking of Forts, in music does Forte ^{mean louder or soft.} or Pianissimo mean loud? And speaking of Lewis, tell the ^{Harvey Wells of Portland} boys of Company "I" 108 Infantry, Fort McClellan, Alabama three well-known personalities whose last names are LEWIS.

5. Right after class session tonight we're going to play a dance in Tacoma. If you boys ^{with Class A passes} ~~on leave~~ attend, you'll be at a Ballroom Dance. Now Julie Dickinson of Garden City, New York wants you to tell us what kind of dance you'd be at if you heard this kind of music (PLAY) Can you name a radio program with B D in its title? And speaking of dances, we're playing ^{a concert and dance} ~~one~~ in Vancouver tomorrow night and the ^{same} ~~Spring Prom~~ at the University of Oregon on Friday night.

6. Since we are in the heart of the Northwest --- the land of ^{Timber} ~~Lumber~~, Agriculture, ^{Fishing, flowers} ~~Shipping~~ and Glorious Scenery, John S. Dees of Hamilton Field, California thinks its appropriate for you to name two motion pictures with the word "Northwest" in their titles. Can you name one star of ^{either} ~~each~~ picture?

-6-

-7-

7. Private _____ take a pop shot at this pop tune. (SOUND: POP) Mimm a Springfield Boy. Now this pop tune is played in the style of a well-known Orchestra and Gladys McClosky of Philadelphia wants you to name both the song and the Orchestra. (PLAY) *Slow. how imagine you're step till coming* ~~Now, imagine you're~~ *on the air* playing first straw in the _____ Band, and you're ~~coming on the air.~~ (SOUND) Ah, that's fine Private _____ *Let's take a straw with* and I want you to keep that straw because here's a nice Ice Cream Soda to go with it.

8. Private _____ during your year of training here at Fort Lewis we hope getting up every morning at five thirty won't give you Silver Threads Among the Gold ... but here are the words and we want you to sing them for us, and just to make it more interesting here's a gold needle and some silver thread, and while you sing we want you to thread the needle. Get the point? If you don't we'll both be stuck. (PLAY) Now you can keep the gold thread to sew gold medals on your chest.

(or)

ALTERNATE 8. ~~Let's make out Private _____ that you had a date over at Hestess House, and to impress her you borrowed the Second Lieutenant's Uniform. On the way back you found that the gold bar insignia had~~ *gold* fallen off. Now we want you to thread this *gold* needle with silver thread and sew the gold bar back on ... and at the same time sing "Silver Threads Among The Gold." (PLAY) *Get the point*

9. Do you know what The LONE RANGER would sing if Silver didn't respond to his call? Well, *Jay Curtis of Bellingham* ~~Jack Donahue of Detroit~~ says if Silver didn't come when he called ... The Lone Ranger would sing (PLAY) *Hold fast - is filled with a horse?* Is Mare Nostrum the name of a horse?

HIESTAND: Pardon me, professor, there's an officer over here with an eagle on his shoulder.

KYSER: ~~Don't you bother me boy~~ -- that ain't nothin' -- there's a private over here with a chicken on his knee (PROP LAUGH) Anyway, Army, the first exam is over and ~~our resident~~ ^{the general's staff} faculty cite ^{as} the honor man of the first division ~~as none~~ other than _____.

(APPLAUSE)

KYSER: Dear Private _____ (Corporal, etc.) _____

~~Unloosen those leggins~~ cause your face is certainly red -- you have ^{covered} acquitted yourself with gallantry ~~and~~ brilliance. Go, light up a Lucky Strike and sew on your senior's ^{stripes} stripes until the final exam. Right now, recess -- chillun.

(CHEERS)

KYSER: Yes, suh -- regiment -- right face -- forward and ~~howl~~ ^{begin} ~~cause here comes Sully with "The Wise Old Owl."~~ ^{Sully & the kids are raising a Say when}

^{Say when} ("~~WISE OLD OWL~~".....MASON AND ORCHESTRA)

^{You walk by} ("~~TWO HEARTS THAT PASS IN THE NIGHT~~".....BABBITT AND ORCHESTRA)

(APPLAUSE)

KYSER: Now, chillun ... Gayne Whitman's gonna give us a bid by bid description of a real tobacco auction.

WHITMAN: Yes, Friends, tonight we're going to reenact for you a tobacco auction in (SNEAK IN CROWD NOISES AND CHANT) the important tobacco market of Springfield, Kentucky. And say ... if you like action and excitement ... you'll find plenty of it here in this big tobacco warehouse...
Bob
(CHANT UP AND DOWN) Hear that sing-song chant? Sounds weird...doesn't it? But it's perfectly clear to tobacco men that the auctioneer is giving them a running record of the bids as he sells some more of this beautiful burley tobacco. There are thousands of pounds of it here... piled high in baskets that cover the length and breadth of the warehouse floor. Each basket is being sold individually ... because the baskets differ widely in grade and quality. ("SOLD AMERICAN" AND OUT - CROWD NOISE CONTINUES) Hear that "Sold American?" It means still another basket has been sold to the Lucky Strike buyer. He's bidding in competition with a dozen or more buyers who represent various other cigarette companies ... and leaf companies too. Let's move in now and see how the bidding goes. The warehouseman is giving a basket of leaf a quick once-over ... he's estimated its value and ... listen:
WHSMAN: That tobacco's sound as a dollar men. Start 'er at 22.
(CHANT)

-10-

WHITMAN: 22 dollars a hundred pounds - that's the opening bid.
22 - 22 chants the auctioneer. But already a leaf
company buyer raises the bid a dollar. It's 23 now -
23. Hear it? Then a cigarette company buyer signals 24 ...
and immediately the Lucky Strike buyer says 25. Another
cigarette company says 26 - Lucky Strike 27 - and a leaf
company 28. 28 - 28 - are they all done? No ... no ...
the Lucky Strike buyer signals 29. Any more bids? No ...
at 29 dollars a hundred pounds this basket's going ...
going to Lucky Strike!

(CHANT - SOLD AMERICAN)

-11-

HIESTAND: There you see how tobacco is bought ... right out in the open market ... where everyone can see who buys what tobacco, and the price they pay. The American Tobacco Company consistently pays higher prices to get the finer, the lighter, the naturally milder tobaccos. For instance, during the past season, at tobacco auctions in Springfield, Kentucky, The American Tobacco Company paid 30 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 30 percent above the average market price paid for all the various types and grades of tobaccos sold there - and the best we bought will go to Luckies. No wonder so many independent tobacco experts agree that Luckies buy the finer tobaccos. No wonder that, with independent experts who watch these sales - with buyers, auctioneers and warehousemen, with men who know tobacco best, it's Luckies 2 to 1!

ORCHESTRA TAG

5. (CONGA CONGA.....ORCHESTRA)
 6. (GEORGIA ON MY MIND.....SIMMS AND ORCHESTRA)
 GLEE CLUB: "SCHOOL SONG"

-11-

(GLEE CLUB AND ORCHESTRA . . . FADE FOR KYSER)

KYSER: As the first semester of the old school draws to a close
 Or
 WHITMAN: and we pause to change classes, the thought comes to mind
 of many army, navy and marine encampments. And to them
 too - throughout the land - we send the same thanks and
 appreciation that we express here tonight to the boys at
 Fort Lewis -- thanks and appreciation for their spirit
 and their unselfish determination to carry on in the
 highest tradition of our country. Gentlemen -- the old
 college salutes you!

(BRING UP THEME . . .) *Fanfare*

HIESTAND: We pause for station identification.

...STATION BREAK...

MARCH YOU'RE IN THE ARMY NOW.....ORCHESTRA UP AND OUT

(KYSER MARCH . . .)

HIESTAND: The second semester comes to Kyser College with a bang!

AUDREY: (LIGHTLY) Bang.

VOICE: ~~All right -- you guys -- get up -- get out -- get goin'~~

(RUNNING FEET)

VOICE: ~~Fall in~~

*Kay - that's right, you're right and we're ready
for class - second three scholars, are
you attentive ?*

(BIG SPLASH)

VOICE: ~~Right dress~~

*Three - Go, teacher - we're attentive tonight
Attentive tonight*

(TEAR CLOTH)

VOICE: ~~Right face~~

(RATCHETS)

VOICE: ~~Right~~

(VOICES IN ROTATION)

~~Right -- right -- right -- (ETC)~~

(GONG)

Kay: is that right

KYSER: Hey -- what's going on round here

AUDREY: (HURT) I just said bang and everything started

KYSER: Well, stop sayin' right, chillun -- cause you ain't goin' to right -- you're gonna talk -- and the second three scholars are left -- come right up here, fellows and face the music.

(ADD SECOND EXAM)

SECOND ROUND

1. Military Life is noted for its precision and its courtesy and Bill Coffin of Montauk Point, Long Island, New York says that whenever a senior officer approaches you render the _____! That's right! And you'd better hold that _____ Private _____ because we're going to play (PLAY) Now that's either Hail Columbia, Hall To The Chief, To The Colors or The National Anthem? Private _____ I salute you!

2. Major Duruz says a lot of you men are always hopping over to Tacoma, Lakewood, and Olympia and when you have longer leave you manage to get over to Seattle, Spokane and Portland...so we'd like to see if we can stick you on some of these spiffy Seattle, Spokane, Portland people. First, a famous Spokane actress who's the Star of the Welch Grape Juice Program? Second, a Seattle Girl who is now famous as Mazie of the Movies? And Third, a Portland Girl who is famous as Lorelei on Big Town?

3. A Captain of a Company here at Fort Lewis was finding what a new bunch of Rookies knew of Army Rules and Regulations. The Captain said... "Let's imagine it's night and I'm a Sentry." You're coming back from a scouting expedition...I say "HALT AND GIVE THE PASS WORD!" "What do you do?" The Rookie replied (PLAY) The Captain continued, "If you have to go into town on military business and you're not on leave and you see a pretty girl, what do you do?" The Rookie replied (PLAY)

4. The distinguishing marks which signify the rank of Army Officers and non-coms has always been an interesting one and Sally Austin of Orlando, Florida wants you to identify the rank from the following. TWO SILVER STARS. TWO SILVER BARS. A SPREAD EAGLE. THREE CHEVRONS. ONE CHEVRON. A GOLD OAK LEAF. And what does MP mean? (And how)

5. Lieutenant Jacobs says that a Rookie in Company B rushed up to the desk at Hostess House and said "I'm expecting to meet my sweetheart here! "Her name's Annie" The clerk replied, "Who, Annie of Green Gables?" The Rookie replied..."NO, Annie Oakley!" To which the Hostess replied..."The Only Two Annies we have are" (PLAY)

6. It's tonight's right or wronger and Audrey Dinsdale of New York wants you to say right or wrong to the following statements.

1. Doctor Dafoe is in the Infantry.
2. G. I. stands for General Information.
3. AWOL spells trouble.
4. First Call is at Nine O'clock.
5. Chu Chin Chow is Chinese Food.
6. An Army travels on its stomach.
7. Fred Astaire is a Top Kick.
8. Movie Star James Stewart is In The Army Now.
9. You Can Take Your Girl Riding In The Cavalry.

(MORE)

-15-A-

10. Port Holds are used for Port Arms.
11. Trail Arms are used in Trailers.
12. Half Step is a new dance step.
13. Orchestra Leader Vic Meyers is Lt. Governor of Washington.
14. Portland Cement is made in Portland, Oregon.
15. Fort Lewis is named after Captain Meriwether Lewis of Lewis & Clark Expedition.
16. Get Along Little Doggie is the theme song of the Infantry.
17. The Army Game is when West Point plays Notre Dame.

15-A

7. Here's a well known ditty and incidentally it's the theme of Billy McDonald and his Scotch Highlanders. Let's name it for Ed Tindall and the boys at Fort Bliss, Texas. (PLAY) Is _____ a lake or a river. What's the largest river in the Northwest. What's the largest mountain in the Northwest? What's the largest Sound in the Northwest?

8. Speaking of Sounds, the boys are about to imitate a few well known sounds and Moses Cook, CRM, Naval Training Station, Norfolk, Virginia wants you to tell us what each one represents. (PLAY:-AH) That we'll say identifies the motorized Division of the Army and this reminds you of what Army branch. (SOUND-HH) And what is this (SOUND-DB) And this one (PLAY) (SOUND:MG) Boy you're really going Big Guns.

9. And now we're about to play three stirring songs and John S. Dees of Hamilton Field California wants you to tell us what they bring to mind. (PLAY) And we're thinking too of Uncle Sam's Coast Guard and the boys in training up in New London, Connecticut.

ALTERNATE: 9.

The Army has always been famous for its long marches, and since this is the Month of March John S. Dees of Hamilton Field, California thinks we should steal a March on Arthur Pryor and for old time sake play his (PLAY) Now that's...The American Legion, The Foreign Legion or Twenty Thousand Legions Under the Sea. Is there a Soldiers Field? Is there a Soldiers Chorus? Let's hear it then.

MEN: HOORAY

SOUND: CLASS BELL

3. Lieutenant Jacobs, he says that a Rookie in Company B went up to the desk at the Winthrop Hotel in Tacoma and said—"I'd like to See Annie" The Clerk replied, "Who Annie of Green Gables?" The Rookie said "NO Annie Oakley!" The clerk said "Annie doesn't live here anymore" The Only Two Annies we have are (PLAY)

2. Major Duriz asks did Charlie Chaplin make a picture called "SHOULDER ARMS"? Abbott & Costello just made a picture called "BUCK PRIVATES"? Now what's the difference between BUCK PRIVATE, SAW BUCK, BUCK BENNY and BOCK BEER. (READ POEM It's on your music stand) What's the difference between Buck Private and A Colonel?

1. Let's Camp on your doorstep with this one about the army. Jack Sommerville of Hollywood wants you to name this song and tell us which great American Army popularized it. (PLAY) Now what's the Old Army Game?

-15-

4. Every good soldier should know the marks which distinguish the Army Officers and non-coms ... So Sally Austin of Orlando, Florida wants you to identify the rank from the following ... TWO CHEVRONS...TWO SILVER BARS...A SPREAD EAGLE...THREE STARS?
5. Here's one Colonel Loaf sings to all the Rockies their first day at the Fort. (PLAY (6/8). Now we're going to repeat that song but leave out some notes and every time we leave out one you say Beep...(OK now Let's go)
6. It's tonight's right or wronger and Lloyd Vogel of Spokane wants you to say right or wrong to the following statements.
 1. DOCTOR DAFOE HAS CHARGE OF THE INFANTRY.
 2. MOVIE STAR JAMES STEWART IS IN THE ARMY NOW.
 3. FORT LEWIS is named after Captain Meriwether Lewis of the Lewis & Clark Expedition.
 4. Get along Little Doggie is the theme song of the Infantry.

-16-

7. Here's a well known ditty and incidentally it's the theme of Billy McDonald and his Royal Highlanders. Let's name it for Ed Tindall and the boys at Fort Bliss, Texas. (PLAY)
Loch Lomond is a lake. What's the largest river in Northwest, U.S. What's the highest mountain in the Northwest? What's the largest Sound in the Northwest?
8. Speaking of Sounds, the boys are about to imitate a few well known sounds and Moses Cook, CFM, Naval Training Station, Norfolk, Virginia wants you to tell us what each one represents. For Instance (PLAY) That we'll say identifies the motorized Division of the Army and this reminds you of what Army branch (SOUND-) And what is this (SOUND) And this one (PLAY) (SOUND) Boy You're really going Big Guns.
9. Even in Opera you soldiers are well represented so we're going to play an operatic selection that concerns you (PLAY) That's the Soldiers Chorus and John S. Dees of Hamilton Field, California asks is it from Faust, Chocolate Soldier, Faust, Samson & Delilah, or Faust. Does an Army travel on its stomach. And speaking of Soldiers Chorus, let's hear it

SOLDIERS SING: HAIL HAIL THE GANG'S ALL HERE

WHAT THE HECK DO WE CARE WHAT THE HECK

DO WE CARE (FADE OUT)

CLASS BELL

HIESTAND: Class is finished -- the exam is over.

KYSER: Class at ease while our faculty comes through with a fast decision.

(POWER DIVE, SQUEALING BRAKES -- OR MOUTH SIREN FAST)

Thank you Mercury
~~Yes - sub~~ -- and it ^{says} ~~is~~ that the honor man of the second exam is _____.

(APPLAUSE)

KYSER: Dear _____ (Private, Corporal) _____ You are a credit to your company -- ^{a card registers} ~~an honor~~ to your regiment -- a blessing to your battalion -- go, light up a Lucky Strike and pick daisies until you are called for the Big Push in the final exam -- right now -- we're on leave and recess is here, ^{Turn on the juke, run like the Deuce} and -- ~~it's like gettin' out of the fryin' pan into the fire --~~ ^{We're on the loose with Alexander the Swoose} ~~out of the Noose and into the Swoose --~~ yes, chillun -- Alexander The Swoose.

("ALEXANDER THE SWOOSE" PRODUCTION)

(APPLAUSE)

KYSER: Attention, Chillun! Gayne Whitman's gonna show us how history repeats itself.....in Tobacco-land.

WHITMAN: Yes, smokers, what happened at the Springfield, Kentucky tobacco auction we reenacted a few minutes ago...has been repeated again and again all over tobacco-land. At that market, you remember, The American Tobacco Company this season paid 30 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products - yes, 30 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought will go to Luckies. Now here are more reports....showing we pay these higher prices at auction after auction.

VOICE #1: Mt. Sterling, Kentucky. American on the same basis paid 25 percent more.

VOICE #2: Franklin, Tennessee - Similarly at Franklin, American paid 27 percent more.

VOICE #3: Asheville, North Carolina - American on the same basis paid 34 percent more.

WHITMAN: And so it goes at market after market....all over tobacco-land. Lucky Strike consistently pays higher prices and gets the finer, the lighter, the naturally milder tobaccos. No wonder that the independent experts who watch these sales prefer Luckies by an overwhelming majority. No wonder that with men who know tobacco best it's Luckies 2 to 1....Have you tried a Lucky lately?

(8) ~~SAY WHEN~~ *Music ends and* MASON & TRIO

(9) ~~YOU WALK BY~~ *2 Hearts* OUT

FANFARE

HIESTAND: The Final Exam -- the General grinds his teeth -- the Major Moans -- the Captain Cringes -- the Lieutenant laments -- the Top Kick cries -- the Corporal Collapses and the squad swoons ., it is terrible -- it is awful and our two champion scholars -- face the dollars and break right down and say

AUDREY: Shoot the questions to me, pappy boy.

OK - our scholar is ready - or is he?

KYSER: ~~Yes, sub, kids -- step right up and get your come uppance and your de dowance.~~

(ADD FINAL EXAM)

FINAL ROUND

1. ~~Tonight we dedicate our final round to the Army and since camp life is your forte, I'm sure that like Lewis you too will come through as champions.~~ / Just for fun

let's assume that your bugle calls are played for you not by a bugle, but by a dance orchestra. ^{By Patrick of Vancouver, BC} Tell ~~X SP X~~ which one this is and what you do when you hear it. ^{Foot} (PLAY)

If you had to put the Army mascot to bed, what kind of a blanket would you use? ~~Can you name a great organization that has the word "Army" in its title?~~

2. Let's see how quickly you recognize this syncopated bugle call. ^{Farig} (PLAY) What would you do if you heard that?

Foot Ford says Here are a few well-known personalities who have military appellations before their names. There's a Major who says "All right, all right, all right." And Colonel _____, and, of Showboat fame there's Captain _____. My name is General Nuisance -- glad to know you.

FINAL ROUND - Page 2

The Royal Roarin of Portland are also you'd prefer

3. ~~Once more the dance band gets busy with the bugle~~
~~calls. (PLAY). That one means Johnny get~~
fearing this call played this way
~~have a great organization that is not connected with soldiers~~
~~In the picture "What Price Glory" were Edmund Lowe and~~
~~Victor McLaglen, Sergeant Play and Sergeant Quirk?~~
had the word "Army" in its name.

One of Glen Gray's featured singers is named Kenny what?

Is there a "Sergeant Mange Cure?" *Yes, and Dog Food too.*

4. What's this streamlined bugle call? *Feed* (PLAY). *Buck Buckland*

of Lewis. of Oregon
~~of X asks in the army what is the Presidential Salute -~~

Does AWOL
~~21 guns or 48 guns, or sons of guns? What's a pop gun?~~

Sped laurels
~~What's a flit gun? Was Florence Nightingale a singer?~~

SOUND - CLASS BELL

HIESTAND: Call it a day -- drill is over.

(CHEERS)

Hold the fort! Hold the fort.

KYSER: Stop! -- who makes a move for you soft bed ==

~~dies like a dog -- hold on he said --~~

~~yes sub /~~ before your faculty return with the final report -- stand with me in brief attention while we hear Dean Hiestand deliver the order of the day.

HIESTAND: Are you smoking more today? Then -- more than ever before -- you want a cigarette that's really mild -- with the natural mildness of finer, lighter tobaccos. So remember: Luckies pay higher prices to get the finer, the lighter, the naturally milder leaf. No wonder that with independent tobacco experts -- with men who know tobacco best, it's Luckies 2 to 1!

(FANFARE . . .)

GINNYE (CALLING) "Oh Professor" The faculty would have words with you ---

(BUZZING OF VOICES) (*And Hiestand com*)

KYSER: ^{*They say*} ~~Oh yes~~ -- the name of the rookie most likely to succeed -- the big stripe and success man is none other than _____

(APPLAUSE)

KYSER: Dear *you're a credit to the Northwest* your answers were well ^{*facome*} ~~take~~ -
Spokane -- You weren't Se-addled at all, so you ~~take~~ -
homa - a First Prize of \$35 dollars which is your
Northwest Passage into the outer world. To you, dear
second placer -- this second prize of \$20 (You are now
a doughboy) -- to the other four scholars ten dollars each
and to all six -- a carton of Luckies -- Then to each and
every member of our student body here tonight for that
Portland Pep and Vancouver Vlm and Fort Lewis fight --
a package of better-than-ever Lucky Strike Cigarettes.

("FRENESI". ORCHESTRA)

(KYSER THEME . . .)

Looks like

KYSER: ~~Well~~, das all chillun -----

AUDIENCE: ~~Yeah, Kyser~~

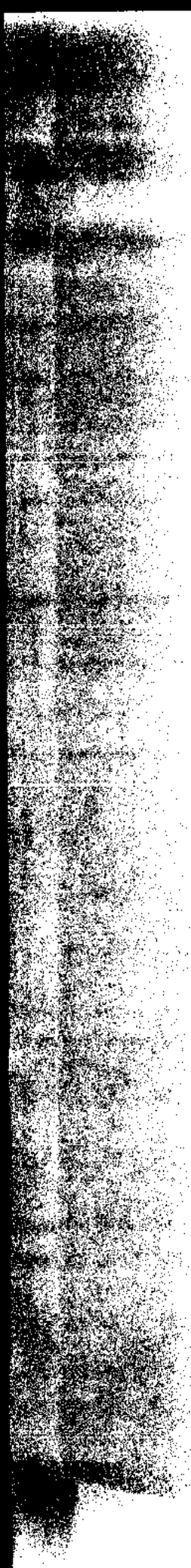
KYSER: Well, thanks, ~~Army~~ ^{well,} -- fellows of Fort Lewis --- it was swell
 bein' with you -- ~~and when we hold class down Hollywood way~~ ^{we'll long remember our visit here - your power}
~~next Wednesday -- keep your ears tuned to the same station,~~ ^{to you in the great work you're doing}
~~but check your newspaper for new dial settings.~~ ^{we'll be back with you next Wednesday from Hollywood} In the
 meantime -- catch up on your musical learning by attending
 sessions of Information Please and Your Hit Parade on
 Friday and Saturday nights. And the address for questions
 to the College is Kay Kyser -- Box 909, Los Angeles,
 California. Until next Wednesday night, we'll be thinking
 of you. This is Kay Kyser saying thanks a lot for being
 with us, auld lang syne and so long everybody. *(Yeah Kyser)*

(LUCKY STRIKE TIME . . .)

HIESTAND: The famous tobacco auctioneer heard on tonight's program
 was Mr. F. E. Boone of Lexington, Kentucky. The War
 Department authorization of this broadcast from Fort Lewis,
 Washington, does not constitute the United States Army
 endorsement of our product.

~~(SONG CREDITS, IF ANY)~~ *A.R.M.Y - A.R.M.Y*

THIS IS THE NATIONAL BROADCASTING COMPANY



APRIL

1954

As Broadcast

THE AMERICAN TOBACCO COMPANY
Kay Kyser's College of Musical Knowledge - #158
April 2, 1941

BOONE: (CHANTS 3 SECONDS....THEN FADE)

VOICE #1: Bowling Green, Kentucky

VOICE #2: 27 Percent more

VOICE #1: Knoxville, Tennessee

VOICE #3: 35 percent more

VOICE #1: Weston, Missouri

VOICE #4: 41 percent more
(*chat up and out*)

HIESTAND: Smokers, all through Tobaccoland at market after market,
at auction after auction -- The American Tobacco Company
consistently pays higher prices and gets the finer, the
lighter, the naturally milder tobaccos for Luckies. That's
why, with men who know tobacco best, it's Luckies 2 to 1.

(LUCKY STRIKE TIME.....)

HIESTAND: Lucky Strike presents -- Kay Kyser's College of Musical
Knowledge....and here comes your quizzical ~~indefatigable~~
enquirer, Kay Kyser.

NEW KAY KYSER THEME.....ORCHESTRA

(AUDIENCE APPLAUSE)

KYSER: Evenin' folks-HowY'all? Ah, spring is here-Love
in bloom- Birds chirping in the old classroom...

Hiestand: Yes Key-these six humming birds flitting before you are
ready to sing out thr right answers to the tune of \$95
in prizes.

KYSER: Well then, tickle the end of my nose, Dean. Put
salt on my tail. Lettuce sparrow round the floor and then
head for that kale. Come on chillun-yets dance.....

(1. MAMA INEZ..ORCHESTRA)

(2. WALKING BY THE RIVER.....GINNY)

-3-

KYSER: Chillun....Gayne Whitman says there aren't any secrets at tobacco auctions.

WHITMAN: That's right, friends. Tobacco is sold in the open market - in open competition. Everyone can see who buys what tobacco - and the prices paid. So the fact that Lucky Strike pays higher prices to get the finer, the lighter, the naturally milder leaf, is common knowledge among the independent tobacco experts who attend these sales. At auction after auction....they see Luckies pay higher prices to get the finer, lighter, milder tobaccos. They see - and they smoke Luckies by an overwhelming majority. Yes - sworn records show that over twice as many independent tobacco experts smoke Luckies exclusively as smoke all other cigarettes combined.

So next time you buy cigarettes, remember....with independent experts - auctioneers, buyers and warehousemen - with men who know tobacco best - it's Luckies 2 to 1! Next time ask for Lucky Strike!

ORCHESTRA PLAY OFF

NO CLASS BELL

-3-

SOUND: COLLEGE CHIMES- BOYS AD LIB BIRD SOUNDS ETC.

FRESHMEN: Spring is nice-its got flowers
Aprils good- it's got showers
This is the time to make a pass
But,us guys got to go to class

AUDRY: Fhew.....That's awful.

KYSER: Now,now Audry--No time for poesy
Everything is rosy-so pardon me if I get rosy

1. Here are two rhymes about echos that are sockos. They each end with a song and Hubert Hill of Detroit wants you to name them.

We know a fellow named Bill
An echo gives him a thrill
Each week-end he's scoutin'
For canyons - or shoutin' -
(PLAY)

He bellows and bleats like a cow;
For each echo - he takes a big bow
His face lights with glee
As he says "You see -"
(PLAY)

2. Let's delve into the animal kingdom and tell Miss Gladys Smith of Bronx, N.Y. the animal you associate with the Republican Party. MGM? Sinclair Oil? Greyhound Bus?

3. Tish, tish! B. P. Byrne of San Antonio wants me to take you to task and ask you to name this nursery rhyme (PLAY). Is Ella Fitzgerald associated with ^{*The popular version of this nursery rhyme*} ~~this song?~~ Does she now lead her own orchestra?

4. It's tonight's right or wronger and I ain't foolin'. The statements are either right or wrong and Miss Mattie Morgan of Louisville, Kentucky wants you to tell us which they are:

1. Robert Taylor is Deems Taylor's pappy.
2. Paul Whiteman is called the Dean of modern music.
3. John Conti is the singing M.C. on the Maxwell House Program.
4. Footnotes are played on a shoe horn.

5. Here's a pop song what E. Burke of Oshkosh, Wisc. wants you to name. (PLAY)

Now will you distinguish between (_____), Pola Bear, Pola Negri, and Polo poney.

6. KYSER: Dear Miss-----, we're going to blindfold you and we want you to tell us very briefly what famous movie and radio personality we're impersonating.

VOICE: Now listen to me, Lorelei. We've got the biggest circulation - our advertising has been growing steadily. I'm not doing this for Steve Wilson, the Managing Editor I'm doing this for the Illustrated Press and what it represents, "Big Town", and the people in it.

KYSER: Now who do you think this is?

VOICE: Hello, is that you boss? This is me. I'm at the corner of Hollywood and Vine. Where'd you tell me to meet yuh? Oh - Vine and Hollywood. I'll be right over. (PLUG)

(PLUG) And speaking of character roles, Ginny Simms and your Old Professor are going to try their hand at characterizations this Sunday on Silver Theater. It's a story called "Niagara to Reno" we hope you'll like it and we'll try not to disappoint you -

(QUESTION ROUND ONE - PAGE 3)

7. Here's a good old song that's the theme of the daytime serial "Just Plain Bill" and James Cunningham of Wilmington, Del. wants you to name it. (PLAY). Who is Polly Moran? Who was Pollyanna. Who is Polly wants cracker.

8. Here are the words to Polly Wolly Doodle all the Day and Alfreda Kappas of Chicago wants you to sing them once over, lightly. (PLAY) That was too easy, so to make the thing a little more difficult we want you to sing it over again and as you sing "Polly Wolly Doodle All The Day" the boys are going to play "Tisket-Tasket." Now concentrate or they'll throw you off. (PLAY)

9. Here's one of Schuberts well known compositions. Gerry Dewitt of Cleveland wants you to tell us whether it's his ~~Unfinished Symphony~~, ^{The El King} March Militaire, his ~~Serenade~~ ^{Orchestral Symphony} or Shoot the Schubert to Ms. Herbert? (PLAY) Now ~~is~~ ^{from} that's Schubert - ~~what's sherbet?~~ ^{is he related to the famous theatrical family of Schubert?}

SOUND: CLASS BELL

HIESTAND: Ah, professor -- with a simple twist ---do desist
--- you scholars no longer do resist.

(Sings) Pardon me, goldblum.

KYSER: Well hand me a julep while I smell a tulip, Dean
---I ~~wish you these freshmen~~ ---go and graze in
green pastures, freshmen for our faculty do report
and they name the honor man of the first exam to
be _____.

(APPLAUSE)

KYSER: (SIGHS) Ah, dear Mr. _____, you are a beautiful
garden vegetable ---you are a fresh, green growing thing
... you are Spring --- toddle off, light up a Lucky
Strike and tinker with your lawn mower until you are
called for the final exam. Let us have recess, chillun.

(CHEERS)

KYSER: Ah, yes ----and what do we all want to do with our recess?

AUDIENCE: Yet's dance!

KYSER: Well, then come on, Chillun - grab a mouse and rock
the house.

(3. WHY CRY BABY.....MASON)

(4. IT ALL COMES BACK TO ME NOW....BABBITT)

(APPLAUSE)

Commercial #2

(MUSICAL INTRO, THEN FADE IN CHANT & CROWD NOISE)

MANNING: Good evening, ladies and gentlemen. This is your news reporter, Knox Manning. I'm here to re-enact for you a real tobacco auction in Martinsville, Virginia. And believe me....what's going on in this big tobacco warehouse is just as exciting as a news flash! A dozen or more buyers from the various cigarette, leaf and export companies are bidding fast and furiously for the baskets of fragrant tobacco leaf....and sales are being made at the average rate of one every ten seconds. The baskets are arranged in long rows covering the entire warehouse floor.... and each basket is sold individually....because the baskets differ widely in grade and quality. (SOLD AMERICAN)

(NO MORE CHANT) Oh-oh....the auctioneer has just sold the last basket in a row. But instantly the buyers step over to the next row....the auctioneer takes his place beside the first basket....and another sale is about to begin. Let's watch this one....The warehouseman is giving the leaf a quick once-over....he's ready to call out the opening bid. Listen:

WHSMAN: Mighty fine tobacco, men....start 'er at 25.

~~FORBES!~~
KNOX

25 - 25 dollars a hundred pounds....that's the opening bid for this basket. Hear the auctioneer chant it out? But already a leaf company buyer raises it a dollar. The bid's 26 now....26. But wait....the auctioneer just caught a signal from the Lucky Strike buyer and the bid changes again. It's 27 now - 27. Quick as a flash another cigarette company buyer bids 28....and now an export buyer says 29. Yes sir!....the buyers really want this basket! Another signal from a leaf company and the bid's 30 - 30. Will someone say 31? Yes....a cigarette company buyer says 31 - and a split second later Lucky Strike bids 32. 32 - 32 chants the auctioneer. Is somebody going to top that bid? No....no....this basket's going....going to Lucky Strike at 32!

(CHANT - SOLD AMERICAN)

WHITMAN: There you see how tobacco is bought...right out in the open market...where everyone can see who buys what tobacco, and the price they pay. The American Tobacco Company consistently pays higher prices to get the finer, the lighter, the naturally milder tobaccos. For instance, during the past seasons, at tobacco auctions in Martinsville, Virginia, The American Tobacco Company paid 56 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products.

Yes, 56 percent above the average market price paid for all the various types and grades of tobaccos sold there - and the best we bought will go to Luckies. No wonder so many independent tobacco experts agree that Luckies buy the finer tobaccos. No wonder that, with independent experts who watch these sales - with buyers, auctioneers and warehousemen, with men who know tobacco best, it's Luckies 2 to 1!

ORCHESTRA TAG

- 5. AMAPOLO.....ORCHESTRA
- 6. NUMBER TEN LULLABY LANE.....SIMMS
- ORCHESTRA "MENDELSSOHN'S SPRING SONG"..... FADE

HIESTAND: Soft is the night on college hill ... and lone in the tower a senior sighs --- a sophomore lays seige to a sorority house and a freshman snores and cries in his sleep --- Yes, little Bo Peep has lost her sheep and if they come by your house; please let us know for we trip lightly now across the nation to go Baasaaaaaaaaa to every station!

...STATION BREAK...

(TAR HEELS ON HAND.....ORCHESTRA)

~~(BIRD WHISTLES, ETC.....BOYS IN BAND)~~

HIESTAND: "The Second Semester Comes to Kyser College like Birds
on the Wing."

SOUND: AIRPLANE EFFECT

ISH: There they go! Off The Beam Again!

KYSER: And Beaming at me with a gleam in her eye is that little
dream --

(QUESTION ROUND TWO - Page 1)

1. There's a very catchy song being heard quite a bit right now and Bess McComb of Wichita, Kansas thinks it would be wise to ask you to name it. (PLAY) Does an (_____) see better day or night? Would you give us your vocal impression of an owl, please?

2. Let's you and me put on the dog for a moment and assume that we have lots of servants around the house. I'll name some of them and John Morris of Gulfport, Miss. wants you to tell us three well-known personalities who have the same last name as the servants -- Butler, Valet, Nurse, Cook, Gardner, Chauffeur, and Footman.

~~2. (ALTERNATE) Let's you and me put on the dog for a moment and assume that we have lots of servants around the house. From the names I call out, John Morris of Gulfport, Miss wants you to name three well-known personalities who have the same last names as the servants.~~

~~"Oh Butler...Get me Two Tickets to Gene With The Wind!"~~

~~"Oh Valet...tell Rudy to get me some Ice Cream!"~~

~~"Oh Nurse...have you see Edith Caval?"~~

~~"Will you ask the cook to call Joe and get the names of those three Hawaiians?"~~

~~"Oh Gardner will you teach Reggie to keep off the Lawn!"~~

3. Here's an orchestra theme song and Elizabeth Kerr of Highland Park, Mich. wants you to name the song and tell us what orchestra leader uses it for his theme. (PLAY) He's a trumpet player formerly featured with Benny Goodman and he's either Red Nichols, Ziggy Ellman, Bunny Berrigar Harry James, or Clyde McCoy.

(QUESTION ROUND TWO - Page 2)

4. Tell Martin Perry of Woonsocket, R.I. what musical exercise Lyman Gandee is playing. (PLAY) Now can you name two other kinds of (_____)? ~~What is meant by the expression, "He Tips the Scales"?~~ What's Union Scale?

5. Here's an odd instrument that's not usually heard in the college of musical knowledge. We'll blindfold you for a moment and Clare Lynn of Birmingham, Ala. wants you to listen and name the instrument and the song being played. (PLAY) What is an accordion pleated skirt? What is accordion to Hoyle?

6. There are quite a few well-known singing groups featured on radio at the present time and Charles Chapman of Sioux City, Iowa would like you to name three. For instance one girl and six fellows sing for Bob Hope; one girl and three fellows used to sing for Fred Allen; one girl and two fellows sing for Burns & Allen. *5 girls sing with Bing Crosby* A chorus of twelve sing for Barry Wood on "Your Hit Parade".....

(QUESTION ROUND TWO - Page 3)

7. Listen to the following song and tell Pauline Selders of Oklahoma City whether the couple are in a canoe, up in an airplane, on a bicycle, or hitch-hiking. (PLAY) In this song tell us where the fellow dreamed he was living. In a cottage small by a water fall, in a marble hall by a palace tall, in a toy shop by a beautiful doll, or on the beach by a parasol? (PLAY)

*8. Hortense Kirkland of St. Louis Mo. wants you to pick out 3 personalities in the following statements - Ned is Spading again - its okay - dolly with Jack - Andrew thinks its divine - Robert hopes its permanent - but Peggy fears high blood pressure.

~~8. You're about to hear the voices of three well-known personalities and Edward Fields of Baltimore, Md. wants you to tell us who each of them is. And speaking of dramatic roles, Ginny Simms and your Old Professor are going to try their hand at it this Sunday on Silver Theater. It's a story called "Niagara to Reno" and we hope you'll like it.~~

9. Listen now and Marjorie Powers of Minneapolis wants you to tell us what well-known Sunday night program is coming on the air. (PLAY) What's meant by the expression "He's on a Merry-Go-Round?" Describe a "Merry-Go-Round". Was there a play called -- Manhatt ---n---Mary go round together?

(SOUND: CLASS BELL)

HIESTAND: Hey, professor - nerve ends are red and faces
are blue --- these dames are shattered and so

are you
well ding-dong my
KYSER: Why --- annoy me with a daffodil, Dean --- unhand
the maidens --- our faculty puts down the hoe and
rake and takes up a report card and it names the
winning scholar of this second exam to be _____.

(APPLAUSE)

KYSER: Ah, dear Miss _____, you are a rare orchid ----
a hot house honey and you're halfway in the money---go,
light up a Lucky Strike and trip the light fantastic
down flirtation walk until you are called for the final
horror. Recess is now in full bloom, so pick some laurel
---- pick some hardy --- gather round the maypole and
don't be tardy.

7(DARK EYES -----PRODUCTION)

(APPLAUSE)

KYSER: Chillun....Dean Bud Hiestand says he can prove one fact one hundred and nineteen different ways.

HIESTAND: Yes, smokers, the fact that Lucky Strike consistently pays higher prices and gets the finer, the lighter, the naturally milder tobaccos can be proved a hundred and nineteen different ways. How? Well, I have here reports from one hundred and nineteen different tobacco markets that handle 96 percent of all the cigarette tobaccos sold at auction in this country. And they show that what happened at the tobacco auction we re-enacted a few minutes ago happens at every one of these markets! At that Martinsville, Virginia market, you remember, The American Tobacco Company this season paid 56 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products - yes 56 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought will go to Luckies. And now let's see what happened at other markets.

VOICE #1: Nashville, Georgia. American on the same basis paid 48 percent more.

VOICE #2: Conway, South Carolina - Similarly at Conway, American paid 52 percent more.

VOICE #3: Kinston, North Carolina....American on the same basis paid 59 percent more.

WHITMAN: And so it goes at market after market. The American Tobacco Company pays higher prices and gets the finer, the lighter, the naturally milder tobaccos for Luckies. No wonder that the independent experts who watch these sales prefer Luckies by an overwhelming majority. No wonder that with men who know tobacco best, it's Luckies 2 to 1. Have you tried a Lucky lately?

8. OH, LOOK AT ME NOW.....BABBITT

9. HIGH ON A WINDY HILL.....DUET

FANFARE

HIESTAND: The final exam! .. Tots are tucked under the bed --- our
two titanic scholars toddle for the podium ---- the student
body quivers --- for here comes the founder to field a
grounder --- the Tinkers, Evers and Chance of Yet's dance
--- dilly, nilly - in his opulent dicer -- your old
professor -- Kay Kyser.

(APPLAUSE)

KYSER: ~~Why --- scratch my back, Chillun --- step right up and
rattle coins with me in front of the Dooal Beem~~

(ADD FINAL EXAM)

-20-

1. For our Final Round we have written a one act play called "Lad Meets Lassie" or "Ain't Love Grand". The setting is a woodland green and the time is (PLAY) As to the plot, ---Oh yes---the plot says any way you slice it its (PLAY)

2. Into our woodland green comes "fair lady" Just by coincidence into the forest comes handsome man and they meet. (PLAY) In that song does the word _____ refer to a field of grain, a river or a town in New York State?

-21-

3. It was love at first sight. In fact, our hero emphatically said "I know it's love and if it isn't (PLAY). And the heroine coyly replied "I got that old feeling to (PLAY)

4. Spring slipped away and summer was fast fading and finally our hero got up enough courage to propose. She accepted -- as if she hadn't intended to all the time. Our hero looked around for a flower to give her. There was only one. It was (PLAY). They decided to be married right away and they were both so happy because they knew soon they would hear (PLAY). (KAY INTERRUPTS AND SAYS) Oh, Pardon me, I mean that soon they would hear (PLAY). (KAY INTERRUPTS AND SAYS) Oh, Pardon me, I mean that soon they would hear (PLAY). Was that the one that takes you in or takes you out.

SOUND: CLASS BELL

- 21 -

(SCHOOL BELL . . .)

HIESTAND: Exams are over.

(CHEERS)

KYSER: Hold on, chillun ---- while our faculty go into executive session --- sit with me in brief convocation while we hear Dean Hiestand deliver the tobaccolaureate address.

HIESTAND: Are you smoking more today? Then -- more than ever before -- you want a cigarette that's really mild -- with the natural mildness of finer, lighter tobaccos, So remember: Luckies pay higher prices to get the finer, the lighter, the naturally milder leaf. No wonder that with independent tobacco experts -- with men who know tobacco best, it's Luckies 2 to 1!

(FANFARE . . .)

(SECOND FANFARE)

KYSER: The faculty report is here --- yes --- by acclamation,
by proclamation - The Honor Scholar is
~~the top honors and degrees for the week go to _____.~~

(APPLAUSE)

KYSER: Ah, dear, dear _____, you are the pride of
Spring -- the glory of the old classroom --- you are top a
Lily
~~head on the totem pole --- accept this gratuity of~~
~~50.00~~
~~\$35.00~~ first prize and *flower pot planted with*
may it grow into a century plant
~~go forth into the world and~~
~~complain about your Spring fever. To you dear second~~
~~classer this award of \$20.00~~ *quite a package of seeds from your Congressman*
~~to the other four~~
scholars ten dollars each and to all six a carton of
Luckies. Then to each and every member of our student
body here tonight for that swell spade work in the
cabbage patch --- a package of better-than-ever- Lucky
Strike Cigarettes.

(APPLAUSE)

(
(

(KYSER THEME . . .)

KYSER: Well, das all, chillun --- the old classroom is draped with cobwebs until we meet in the interest of phrenology next Wednesday night at the same time. In the meantime --- remember Information Please and Your Hit Parade on Friday and Saturday nights. And the address for questions to the College is Kay Kysor --- Box 909, Los Angeles, California. Until next Wednesday night, this is Kay Kysor "thinking of you" - thanks a lot for being with us an so long everybody.

("LUCKY STRIKE TIME" . . .)

HIESTAND: The famous tobacco auctioneer heard on tonight's program was Mr. F. E. Boone of Lexington, Kentucky.

(SONG CREDITS, IF ANY)

THIS IS THE NATIONAL BROADCASTING COMPANY.

As Broadcast

(2ND REVISION)

The American Tobacco Company
Kay Kyser's College of Musical Knowledge - 159
April 9, 1941

HIESTAND: "Have you tried a Lucky lately?"

CHANT-UP "SOUL AMERICAN"

HIESTAND: Let that chant remind you that Luckies are a cigarette of finer, lighter, naturally milder tobaccos. With independent tobacco experts - buyers, auctioneers, warehousemen - with men who know tobacco best - It's LUCKIES TWO TO ONE!

HIESTAND: Lucky Strike presents Kay Kyser's College of Musical Knowledge - with ninety-five dollars in prizes -- makes-you-want-to-dance music galore, and Kay Kyser - who could ask for anything more!

(NEW KAY KYSER RADIO THEME)

-2-

KYSER: Evenin' folks -- how y'all? The silvery moon is glowing,
the balmy breezes are blowing, on the lake the college
crews are rowing - in the fields the cows are lowing --

HIESTAND: At the North Pole, it's still snowing --

KYSER: Say, Dean Hiestand, why remind us of winter - Spring
is here!

HIESTAND: But that sulphur and molasses you prescribed for our
students hasn't helped their Spring Fever a bit.

KYSER: Did they try taking a bubble bath in the morning?

HIESTAND: No good -- *Didn't help*

KYSER: How about running around the track before breakfast?

HIESTAND: *Didn't help. No good*

KYSER: Then there's only one thing for them to do, Dean Hiestand.

HIESTAND: What's that, Kay?

KYSER: Spring Fever victims -- come on here, let's dance.

1. "THERE'LL BE SOME CHANGES MADE".....(ORCHESTRA)

2. "I HEAR A RHAPSODY".....(SIMMS AND ORCHESTRA)

-2-

KYSER: Now Gayne Whitman points out that there's plenty of suspense at tobacco auctions.

WHITMAN: That's right, Professor. There's always lively competition as to who'll buy what tobacco....and for how much. That's because tobacco is sold basket by basket - sold to whoever bids the highest price. And the independent tobacco experts - auctioneers, buyers and warehousemen - who attend these sales regularly....see one thing happen time and again. They see Lucky Strike pay higher prices to get the finer, the lighter, the naturally milder tobaccos. They see.... and they choose Luckies for their own smoking enjoyment by an overwhelming majority. Yes - sworn records show that over twice as many of these independent experts smoke Luckies exclusively....as smoke all other cigarettes combined. At auction after auction, they see Lucky Strike pay higher prices to get the finer, the lighter, the naturally milder leaf. That's why - with men who know tobacco best - it's Luckies 2 to 1!

Remember that fact the next time you buy cigarettes. Ask for Lucky Strike.

(ORCHESTRA PLAY-OFF)

(NO CLASS BELL)

-4-

Now all you garden lovers

HIESTAND: First we break the ground...

(GLASS CRASH) (*Peach Basket*)

JACK: ~~Then we loosen up the rich brown earth...~~

(~~RATTLE PEBBLES IN TIN CAN~~)

~~JACK:~~

~~HARRY:~~

Now we plant the seed deep in the loam...

(SLIDE WHISTLE DOWN)

ISH: We sprinkle on a little water...

(NIAGARA FALLS)

MAX: And the seed sprouts its tiny head up above the ground...

→

³⁻ⁱⁿ
(SLIDE WHISTLE UP AND POP)

HIESTAND: Now, Audrey -- smell this lovely little rose...

Phew!

AUDREY: That's no Rose -- that's Kay Kyser.

audience: ---

applause

KYSER:

Just for that Audrey, I'll be a thorn in ^{*everybody's*} your side.

and try to stick you with these cactus questions

~~Our scholars bloom forth and take their examinations.~~

(ADD FIRST ROUND)

-4-

(QUESTION ROUND ONE - Page 1)

1. Miss Margaret Koenig of Chicago wants us to tell you about a young lover who had a change of heart and finally got up enough courage to tell his gal. He said, "Honey, no doubt you've noticed that I don't even look up when (PLAY). It's because my mind is preoccupied and I'm concentrating on a new gal. - I've got (PLAY)

2. I'm about to recite a verse which makes absolutely no sense at all, but includes the names of several orchestra leaders. John Bussing of Hollywood wants you to name three of them:

There was a young king of esteem
His hair had turned grey *who had a terrible dream*
The sun lost its ray --
And the river in the valley was all cream.

3. A certain comedian signs off the air with the following song and Viola Green of Haines, Ore. wants you to listen and tell us who he is. (PLAY.) For which studio does he make pictures?

(QUESTION ROUND ONE - Page 2)

4. If Alexander the Swoose is half swan and half goose, what are the following fowl? White leghorn, Plymouth Rock, Rhode Island Red, and Southern Fried? Name a song with that word in its title. Now tell James Burns of Auburn, R.I. what kind of fruit the following suggests: *Jonathan* Baldwin, MacIntosh, Hood River, Delicious Shepherd Sweeting. Now can you name a song with () in its title? And the following suggest what animal? Guernsey, Holstein, Jersey, Herford? Can you name a song with that word in its title?

5. The title of this number is either "Time On My Hands," "The Dance of the Hours," "Grandfather's Clock," or "Begin the Big Ben." (PLAY) Now tell Mary Gordon of Milwaukee what three kinds of clocks these are. (SOUND) (SOUND) (SOUND) Which way does a clock on your sox point?

6. Jimmy Hines of Cleveland points out that many well-known personalities bear the same names as some of our most common building materials. From the following list he wants you to pick three whose last names are the same as - Marble, Stone, Steel, Clay, Wood or Tin.

(QUESTION ROUND ONE - Page 3)

7. Here's a pop song played in the style of a very popular orchestra, which, tomorrow celebrates its 10th Birthday. Madeline Morris of Columbia, S. Car. wants you to listen and name both the song and the orchestra we are imitating. *it was their arrangement of it that made it famous* (PLAY)

8. In this one, you don't look, you just listen. You are about to hear *an impersonation of a very famous movie actress* ~~two very familiar voices,~~ and Minard Pearson of Monroe, Washington, *actress is* ~~wants you to tell us who the people are they represent.~~

9. Listen to this Stephen Foster Melody and tell Mary Snyder of Wayne, Michigan where we are. Are we at Hialeah, Del Mar, Saratoga, *Compton* Tropical or where? (PLAY) What's the most famous American horse race of the year?

SOUND: CLASS BELL

HIESTAND: Wait, Professor -- hold that phone ... you've got to carry on alone.

KYSER: And if these tired old eyes don't deceive me, a little Faculty birdie is here to whisper the name of the winner in my ear.

SOUND: *woodpecker!* (BIRDS -- GENUS-RAZZBERRIES, SPECIES-BRONX, HABITAT-

EBBETS FIELD)

KYSER:

I said my lot, not my head, you woodpecker
Thank you -- and the winner of the first exam is

_____!

(APPLAUSE)

KYSER:

Congratulations, my dear _____ you are a bird of a fine feather - *Here a little down on your bill* Go light up a lucky Strike and feather your nest on Nellie's hat till you are called for the Easter Parade. Now all you students, it's time to howl, time to make with the cheek and jowl, don't throw in the towel - get in there and dance says the Wise Old Owl.

- 3. ("THE WISE OLD OWL!".....MASON AND ORCHESTRA)
- 4. ("EVERYTHING HAPPENS TO ME!".....BABBITT AND ORCHESTRA)

COMMERCIAL MUSIC UP AND FADE

(CROWD NOISE UPCHANT STARTS & QUICK SALE ENDING SOLD AMERICAN)

WHSMAN:at 20.

(CHANT - 20 & FADE TO B.G.)

BISHOP: Hello everyone - this is Pat Bishop, reenacting a tobacco auction at Lebanon, Kentucky. We are in a big Lebanon warehouse and the tobacco is laid out in long rows of baskets, each basket to be sold individually at auction. You can hear the chant of the auctioneer in the background as over a dozen buyers compete for the golden leaf.

(CHANT.....SOLD AMERICAN....FAST)

WHSMAN: . 22

(CHANT STARTS & FADES FAST TO B.G. UPON CUE)

BISHOP: That last basket was "Sold American," and already they are in the thick of bidding for the next basket. Let's step in and see what's going on. The bid is up to 24 now - 24 dollars a hundred pounds bid by an export company - and now Lucky Strike makes it 25 dollars - 25 - 25. A leaf company tops that with a bid of 26 - another cigarette company makes it 27 and Lucky Strike 28 - that export company 29 - but Lucky Strike right away raises it to 30. And I think - yes - it's going to Luckies at 30 dollars. Listen....

(CHANT UP - SOLD AMERICAN)

WHITMAN:

There you see how tobacco is bought....right out in the open market....where everyone can see who buys what tobacco, and the price they pay. The American Tobacco Company consistently pays higher prices to get the finer, the lighter, the naturally milder tobaccos. For instance, during the past season, at tobacco auctions in Lebanon, Kentucky, The American Tobacco Company paid 34 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 34 percent above the average market price paid for all the various types and grades of tobaccos sold there - and the best we bought will go to Luckies.

No wonder so many independent tobacco experts agree that Luckies buy the finer tobaccos. No wonder, with independent experts who watch these sales....with buyers, auctioneers and warehousemen with men who know tobacco best, it's Luckies 2 to 1!

(COMMERCIAL NUMBER TWO TAG)

5. IDA.....ORCHESTRA

6. GEORGIA ON MY MIND.....SIMMS & ORCHESTRA

GLEE CLUB: INTERMEZZO

HIE STAND: Soft with yellow light the old school stands on her hill
against the blue of night ... for through the scented
night of spring with Easter rejoicing -- with Easter
gladness and soft Easter bells tolling many a rabbit
points its ears and many an egg begins to roll as rolling,
too, we put on your bonnet with the yellow ribbons on it
and take our eggs across the nation to visit every station.

STATION BREAK

(KYSER MARCH)

-12-

HIESTAND: Hollywood -- the capital of make believe!

GINNY: Hollywood -- the city of a thousand wonders!

WHITMAN: Here in this fair city, three young girls were nurtured,
taught the right and the wrong, worked, slaved for a
chance to make good.

HIESTAND: And then one day, the big chance came. Opportunity
knocked

SOUND: (KNOCKING)

HIESTAND: And a gruff voice said

VOICE: ~~Come in!~~

SOUND: ~~(DOOR OPEN)~~ "Evenin' Folks"

HIESTAND: ~~So they entered -- stood at last within the inner-~~
~~sanctum, before the great presence himself. What would~~
~~be their fate ... what would he say to them? What?~~

KYSER: Evenin' girls -- how y'all? Just step up here
Miss _____, and we'll get on with the
first question.

(ADD SECOND ROUND)

-12-

(QUESTION ROUND TWO - Page 1)

1. At the request of Ellen Duthie of Lewiston, Idaho, we have taken a survey of all "idea" men to determine where they get their best inspiration. We find that some are inspired by solitare -- others while shaving, and one idea man says he does his best creating while (PLAY). And another says he got the best idea of his whole life (PLAY).

2. Paul Grawe of Covington, Ky. points out that there are many famous Mac's in radio and wants you to identify at least three of the well-known "Mac's," that is first or last names that include Mc or Mac.

3. Here's a theme song that identifies a well-known program and also a very famous orchestra. Gloria Love of Brooklyn, N. Y. wants you to listen and name the song, the program and the orchestra. (PLAY)

(QUESTION ROUND TWO - Page 2)

4. Just to make Orien Vance of Phoenix, Ariz. happy, let's distinguish between Sabu, Taboo, Malibou, Peek-a-Boo, and Boo, Boo, Boo, Boo, Boo.

5. We are going to blindfold you for a moment because we have an odd instrument not usually heard here in the College of Musical Knowledge and we don't want you to see it. Gladys Sickle of Morristown, N.J. wants you to just listen and tell us what instrument it is and the name of the song being played. (PLAY)

6. It's tonight's right or wronger and we are not going to blindfold you. Franklin Johnson of Washington, D.C. wants you to see, hear, taste, smell, or touch, if it will help you say right or wrong to the following statements:

1. Aurora Borealis is a Metropolitan Star.
2. Orson Welles was writer, director, producer, and actor in the picture "Citizen Kane".
3. Kellogg's Cornflakes is a daytime cereal.
4. The Fox in 20th Century Fox is I. J. Fox.

(QUESTION ROUND TWO - Page 3)

7. Here is one of the oldest and most famous of all Radio Fanfares. Katharine Grimm of Winona, Minn. says you'll be a champion scholar if you can tell us the program it identifies. (PLAY) Does it feature Richard Himber?

~~7. (ALTERNATE) Mary Mixupp of Stirrup, Nevada, wants you to pick out the personality in the following sentence: "Sally ran across the campus with her bubble behind her". What is bubble gum? What is bubble water?~~

8. We are about to sound you out on some sound effects. Look straight ahead and from what you hear tell Ruby Bell of Dublin, Georgia where we are. (SOUND FG) Now tell us where you are. (SOUND T.S.) This is spring, so we think it will be interesting to have you tell us where we are now. (SOUND C)

9. Dale Fletcher of Wichita, Kansas wants you to listen to the following selection and tell us whether or not it's Overture from William Tell, March Militaire, Light Cavalry Overture, or the Saddle Song from the Four Horsemen of the Apocalypse. (PLAY) What President is associated with the Rough Riders?

SOUND: CLASS BELL

-16-

HIESTAND: The second exam draws to a halt, Professor --
unloose the ladies.

(GINNY AND GIRLS GIGGLE) *good laugh*

KYSER: No sooner said than done, Dean Hiestand -- and if you'll
Not fast
~~please~~ the faculty, we ought to have a winner. Thank
you -- and the high score of the second exam appears under
the name of _____.

(APPLAUSE)

KYSER: Congratulations, my dear _____. For the
honor of the old school and the golden rule you've made
a fool out of this old ghoul. Go. light up a Lucky
Strike and relax, for the Finals are not so far away.
Meantime, there's a sad bit of a tale to tell -- bout
the swan who loved ^{not} wisely and ^{but} ~~not~~ too well -- I could
explain further but what's the use - You know who I'm
talking about - Alexander the Swoose.

7. ("ALEXANDER THE SWOOSE".....PRODUCTION)

-16-

k

COMMERCIAL #3

- KYSER: Now here's Gayne Whitman with some more reports from TOBACCOLAND.
- WHITMAN: Yes, smoker . At the tobacco auction we reenacted a few minutes ago you heard us pay higher prices to get the finer, the lighter, the naturally milder tobaccos. At that Lebanon, Kentucky market, you'll recall The American Tobacco Company last season paid thirty four percent more per pound for the tobacco it bought for its cigarettes and other tobacco products - yes, thirty four percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought will go to Luckies. And Lebanon, Kentucky is no isolated cast - listen to these reports!
- VOICE 1: Richmond, Kentucky. American on the same basis paid twenty-seven percent more.
- VOICE 2: Huntington, West Virginia. Similarly at Huntington, American paid thirty percent more.
- VOICE 3: Abingdon, Virginia. American on the same basis paid thirty-six percent more.
- HLESTAND: And so it goes all over TOBACCOLAND at one hundred and nineteen tobacco markets, handling 96 percent of all the cigarette tobacco sold at auctions in this country, American paid higher prices to get the finer, the lighter, the naturally milder tobaccos - and the best we bought will go to Lucky Strike. No wonder the independent experts who watch these sales prefer Luckies by an overwhelming majority. Remember, with men who know tobacco best - It's Luckies 2 to 1. Have you tried a Lucky lately?

- 8. WITH A TWIST OF THE WRIST (2.35) (2.05 with cut)...BABBITT
- 9. TWO HEARTS THAT PASS IN THE NIGHT (2.20).....DUET
FANFARE

-18-

HIESTAND: The Final Exam! Faint heart and fair face falter
before fame and fortune. A feast of fantasy is their
fate, as that phantom of the fatuous ferrule, that
forlorn fuddy-duddy flails them to a frenzied financial
finish. No more freshman flapdoodle, 'cause here's the
fancy fanatic with bats in his attic -- Kay Kyser!

KYSER: You fly in the face of fact; Dean Hiestand -- this final
exam is as easy as buying a brand new hat for the Easter
Parade.

(ADD FINAL ROUND)

-18-

(FINAL QUESTION ROUND - Page 1)

1. Next Sunday is Easter, so tonight we'd like to dedicate our final round to this joyous holiday season of the year. In addition to its sacred significance, Helen Shrerer of Indianapolis says Easter is the time for new spring clothes, flowers, of all kinds and between now and then flower venders ^{all along the street} will be singing (PLAY) That's right! Now what's the traditional flower of Easter? Can you name a famous person whose first or last name is _____?

2. Easter is mighty famous for its Easter Parade and Duke Costella of ^{of} Denver, Colo. says you ladies go in for a lot of good natured kidding ^{about this Easter Parade} ~~about~~ (PLAY) What do they mean when they say "He's Talking Through His Hat?" What's the difference between Peter Rabbit, Welsh Rabbitt and Harry Babbitt?

Poem-

(FINAL QUESTION ROUND - Page 2)

3. Ruth Harting of St. Louis says what's the difference between an Easter Egg, China Egg, Deviled Egg and Yegg. (If you don't get this the yoke's on me) ~~What's meant by the expression "He's a Good Egg"?~~
 Is there an Egg Plant? ~~"What is an Egg Beater"?~~

4. The Monday following Easter is the traditional day for the Easter Egg Rolling Contest held on the lawn of the White House in Washington.

~~Mrs. Roosevelt will give the signal to start and hundreds of kiddies~~ *as all the kiddies approach*
the White House say all will sing (PLAY) What will they be hunting for? Lance Wheelright of Ogden, Utah wants to know what's meant by the expression "Don't Put All Your Eggs In One Basket?" And now for your final question, Miss _____, just between you and me, "What Does A New Easter Outfit Consist of?"

Sound-Lots of cash registers

SOUND: CLASS BELL

HIESTAND: Once and for all, Professor -- will you lay off?

KYSER: Deed I will, Dean Hiestand -- and it's your turn
to lay on while the Faculty confers ^{lay on} -- with a brief
dissertation on the virtues of the golden leaf.

HIESTAND: Are you smoking more today? Then -- more than ever
before -- you want a cigarette that's really mild --
with the natural mildness of finer, lighter tobaccos.
So remember: Luckies pay higher prices to get the
finer, the lighter, the naturally milder leaf. No
wonder that with independent tobacco experts --
with men who know tobacco best, it's Luckies 2 to 1!

(FANFARE.....)

-22-

KYSER: The big winner of the evening -- the Captain of the College--
the high-falluting fancy-pants of tonight's class session
is none other than _____ ;

(APPLAUSE)

KYSER: Congratulations, and Spring blossoms are heaped upon
your head, my dear _____. You have
found your true calling in life -- ~~you have become a~~
~~career student -- and placed yourself well on the way to~~
~~financial success.~~ Take this thirty-five dollars first
prize, and with it an Easter Lily with two buds on it.
To our second placer goes twenty dollars - and a bunny hug
-- and each of the other four contestants get ten dollars.
All six receive a carton of Luckies, and finally, to every
member of the student body here in the classroom tonight
-- for those Hollywood howls -- a package of better-than-
ever Lucky Strike Cigarettes.

10. ("ACCIDENTALLY ON PURPOSE!.....ORCHESTRA)

(KYSER RADIO THEME)

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-23-

KYSER: Well das all, chillun -- the old classroom is firmly locked, and the blackboards will be washed by next Wednesday night. In the meantime, great knowledge rides the airplanes when Mr. Lucky Strike presents Information Please on Friday -- and musical erudition is yours by ~~listening to~~ Your Hit Parade on Saturday. The address for questions to the College of Musical Knowledge is Kay Kyser -- Box 909, Los Angeles, California. Until next Wednesday night, This is Kay Kyser, "thinkin' of you". Thanks a lot for being with us, "A Happy Easter" and so long everybody.

(LUCKY STRIKE TIME.....)

HIESTAND: The famous tobacco auctioneer heard on tonight's program was Mr. F. E. Boone of Lexington, Kentucky.

(SONG CREDITS, IF ANY)

THIS IS THE NATIONAL BROADCASTING COMPANY.

-23-

B Broadcast

The American Tobacco Company
Kay Kyser's College of Musical Knowledge - No. 160
April 16, 1941

HIESTAND: Have you tried a Lucky lately?

BOONE: (CHANT SEVEN SECONDS...ENDING "SOLD AMERICAN")

HIESTAND: Let that chant remind you that Luckies are ^athe cigarette
of finer, lighter, naturally milder tobaccos. With
independent tobacco experts -- buyers, auctioneers,
warehousemen -- with men who know tobacco best -- it's
Luckies two to one!

(LUCKY STRIKE TIME.....)

HIESTAND: Lucky Strike presents Kay Kyser's College of Musical
Knowledge ... plus scholars -- plus ninety-five dollars
in prizes -- plus "makes-you-want-to-dance" music and
plus the non-plus Professor in his plus fours --
"Haw Haw" Kay Kyser!

(KYSER THEME.....)

(AUDIENCE APPLAUSE)

KYSER: Evenin' folks -- how y'all? This week the cry across the country is "batter up" and the cracker barrel and hot stove league is taking a back seat to the real McCoy. Yes sir baseball weather is here. So let's start the season with a celebration -- a drag around the diamond -- an informal in the infield -- a hop at home plate -- what I mean chillun is -- come on let's dance.

1. ("PARA VIGO ME VOY".....ORCHESTRA)
2. ("WALKING BY THE RIVER".....SIMMS)

KYSER: Chillun...here's Dean Hiestand with some first-hand information.

HIESTAND: And smokers it's important information for you, because it comes from a man who has been a tobacco auctioneer for 31 years. He's Mr. R. L. Daniel of Durham, North Carolina. He said recently:

MAN: As an auctioneer, I see the bids and know the prices paid for tobacco. And year in, year out, I've noticed that Luckies go after the lighter, milder leaf....and pay the price to get it. That's why I've smoked Luckies for 14 years.

WHITMAN: Smokers, Mr. Daniel is typical of the overwhelming majority of independent tobacco experts....men not connected with any cigarette company....who choose Luckies for their own smoking enjoyment. At market after market, these independent experts....auctioneers, buyers and warehousemen....see Luckies pay ^{The price} higher prices to get the finer, the lighter, the naturally milder tobaccos. That's why....with these experts....with men who know tobacco best....it's Luckies 2 to 1. Have you tried a Lucky lately?

PLAY OFF

SOUND: (BASEBALL BATS HITTING BALL....PLAYING CATCH, etc.)

AUDREY: *Hello feller, can I play - - - -*

JACK: Go way little girl -- you can't play baseball!

AUDREY: I can, too!

MAX: Aw -- baseball is a man's game -- ~~girls is no good!~~

AUDREY: (CRIES LIKE ANYTHING)

JACK: Aw - all right, fellers, let's give Audrey a lick
at bat.

AUDREY: Goodie goodie.

HIESTAND: Pitch one up, Ish -

ISH: (OFF) Here it comes.

SOUND: (CRACK OF BAT - CROWD: - "HOORAY" - THEN LONG SLIDE WHISTLE
DOWN AS BUD SAYS)

HIESTAND: -- It's a long fly way out to left field -- it's coming
^{LOOKOUT, LOOKOUT PROFESSOR}
down -- ~~coming down~~ - and - ow ow ~~it looks like it's going~~
~~to hit the Professor!~~

SOUND: (TREMENDOUS GLASS CRASH)

AUDREY: Oh boy - broke his glasses.

KYSER: But I can see far enough to recognize the beaming face
of _____ who's ready for the first question,
(ADD FIRST ROUND)

(QUESTION ROUND ONE - Page 1)

1. Major League baseball got under way Monday and Tuesday but the Great American pasttime has been in full swing here on the West Coast since April 5th. In fact, Carl Penrod of Arlington, Calif. wants us to tell you about yesterday's game between the Silver Screen Softies and the Radio Row Roughies. Everything was great until the second inning, then the first ball hit went through the short-stop's legs; the center fielder dropped a fly; then the pitcher thought the catcher was fielding a bunt and vice versa, and by this time the manager of the home team was in a (PLAY). When the next two batters-up got a hit, the manager rushed on the field and said to the pitcher, "That's all brother" - "Hold everything" (PLAY)...

2. Helen Davis of Yuma, Arizona wants you to listen and name 3 cities identified with the baseball teams in the following story -- "A Yankee Senator and a Giant Indian went to Pirate a Red Cardinal's nest but it was another kind of nest and not being good Dodgers they got stung by the Bees. They weren't very athletic so they got bit by the Tigers and gnawed by the Brown Cubs."

3. Step out of the dugout Mr. _____ and listen to this song which identifies the radio program, "We the Abbotts." Donald Miller of Stevens Point, Wisc. wants you to tell us whether it's Largo from the New World Symphony, Margo from the Old World Symphony, or Cargo from the Wide World Shipping Symphony. (PLAY) Is Comedian Lou Abbott on "We The Abbotts"?

(QUESTION ROUND ONE - Page 2)

4. Joseph F. Kloss of Kenosha, Wisconsin says you can make an easy put-out if you know what baseball players are called by the following nicknames: "DIZZY" - DAFKY, ^{Ducky} DAZZY, GABBY and GOOFY?"

5. After the ball game, Bernie Smith of Los Angeles stopped off at a drive-in for something to eat. He says you can tell us what he had by listening to this tune (PLAY). And from this next song you can tell us what he drank with his _____ . (PLAY)

6. It's tonight's right or wronger, and Bertha Curtis of Auburn, Nebr. wants you to say right or wrong to the following statements:
^{Kiss} ~~I'm~~ the umpire and I'll bawl you out if you don't ^{call 'em} ~~strike~~ them right.

1. Is the Big Bambino Baby Ruth's father?
2. Flash Gordon plays for the New York Yankees.
3. The Cincinnati Reds won the 1940 World Series.
4. Carole Landis is Judge Kenesaw Mountain Landis' daughter?

(QUESTION ROUND ONE - Page 3)

7. You should be able to get a homer on this one Mr. _____.
It's one of the most familiar of Rachmaninoff's compositions, and
Ray Stanton of Detroit wants you to tell us which of his Preludes it is.
(PLAY). Is that his Prelude in C Sharp Minor, in A Minor, or C
Minor. Can you spell _____?

8. We are going to pull your cap over your eyes for a moment and let
you swing blindly at a couple of impersonations. Pauline McCoy of
Washington, Ind. wants you to listen and tell us what radio personality
you think is being impersonated. (PLAY). (PLAY).

9. Here's a wide curve from the arm of E. Perkins of Canton, Illinois...
and I'll put you on the right track right off the bat. A certain
foreman called a certain worker and told him to report for work
immediately but the worker complained and said (PLAY). The foreman
said - "Yes, I know, but there's been a slight washout in the road bed,
so everybody has to pitch in because Old 97 is due soon and (PLAY)

SOUND: CLASS BELL

HIESTAND: Y'r out, the umpire shouted as he got the hiccoughs!

KYSER: I discontinue under protest, Dean Hiestand -- let's
have a ruling from our ^{Kenaw Mountain} ~~highly~~ commissioned faculty.

EDDIE SHEA: (RUNNING GAG - SAME AS LAST WEEK)

KYSER: Thank you -- and safe at first base we find the winner
of the first exam _____!

(APPLAUSE)

KYSER: Ah, congratulations, my dear _____... this
is surely (INSERT LAST NAME) _____

Appreciation Day at Kyser College. But light up a Lucky
Strike, stay on deck and keep swinging those bats cause
you'll be up again in the Finals. Right now comes time
for the old seventh inning stretch, hot dogs, peanuts,
popcorn, soda, chawclate bars, novelties, nuts and
dancing ditties. So come on chillun, let's dance.

3. ("THE GIRL I LEFT BEHIND".....MASON)

4. ("IT ALL COMES BACK TO ME NOW".....BABBITT)

(CROWD NOISE UP)

WHSMAN: Start 'er at 23.

(CHANT QUICK SALE...AMERICAN...NOT TOO DISTINCTLY....

CHANT CONTINUES)

HANLON: Hello, everyone. This is Tom Hanlon, re-enacting a tobacco auction at South Hill, Virginia. We're in one of the big tobacco warehouses here, filled with rows and rows of baskets of the fragrant leaf. Each basket is being sold individually to the highest bidder among a dozen or more buyers. And the competition's lively....

(AMERICAN)...Here's another sale....

WHSMAN: At 26!

(CHANT)

HANLON: 26 is the opening bid on this basket....26 dollars a hundred pounds. And right away an export company ups it to 27. Lucky Strike makes it 28....another cigarette company 29. A leaf company tops that with 30....now Lucky Strike 31 - 31 - 31. Anybody going to top that? Yes that leaf company makes it 32....But quick as a flash Lucky Strike bids 33. And I think - yes, this fine mild leaf is going to Luckies at 33 dollars.

(CHANT UP....SOLD AMERICAN)

WHITMAN: There you see how tobacco is bought....right out in the open market....where everyone can see who buys what tobacco, and the price they pay. The American Tobacco Company consistently pays higher prices to get the finer, the lighter, the naturally milder tobaccos. For instance, during the past season, at tobacco auctions in South Hill, Virginia, The American Tobacco Company paid 45 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 45 percent above the average market price paid for all the various types and grades of tobaccos sold there....and the best we bought will go to Luckies. No wonder that, with independent experts who watch these sales....with buyers, auctioneers and warehousemen, with men who know tobacco best, it's Luckies 2 to 1!

ORCHESTRA PLAY-OFF

5. VIENE LA CONGA.....ORCHESTRA

6. HIGH ON A WINDY HILL.....DUET

(BASEBALL MUSIC....ORIGINAL)

HIESTAND: (CON SCHMALZ) In the big league ball parks -- on the corner sand lots, baseball is the nation's game. The clear skies of April ring to the merry shouts of laughing boys at play -- the plop of a perfect strike in the catcher's mitt is music to a million ears. The old school nine of Kyser College is out in force, too-- and so we curve a fast one across the nation -- and gently, wistfully say ...

BOBBY: (BROOKLYN FAN) Hit it, ya bum!....

HIESTAND: To every station.....

STATION BREAK

(MARCH..."TAR HEELS ON HAND"

HIESTAND: The second exam comes to Kyser College like a double header on the fourth of July.

SOUND: (THUNDER STORM)

ISH: Aw shucks - it's raining!

GOONS: (GOON LAUGHS)

KYSER: But rain or shine ^{we} ~~the~~ game must go on because these three lovelies are fair game in any man's league. So step up to the plate gals and swat a few flies out in the garden.

(QUESTION ROUND TWO - Page 1)

Let's imagine

1! Here's one from Beatrice Woodard of Houston, Texas. We find Dizzy Dean at the place where you get three balls for a dime, and if you hit the bull's eye, a spring is released tipping a beautiful girl into a tank of water. Dizzy's first pitch missed, and the girl yelled "You missed me, but keep on pitching, Dizzy, because (PLAY). Dizzy resented that and said "I was just being polite - I missed you (PLAY). The girl said "Tell that to the Marines"! Dizzy said "Oh yeah, in a minute you'll be all wet," so he wound up and pitched (SOUND - GONG) And on the way to the water, the girl sang (PLAY).

2. Kenton Coom of Eugene, Oregon asks which of these is Manager of the New York Yankees -- Clem, Joe, or Charlie McCarthy. Was the "Casey at the Bat" Casey Jones? If a chicken and a rooster went to a dance, would that be a Fowl Ball?

3. Tell Dolores Walker of Toledo, Ohio what monthly movie entertainment this theme identifies (PLAY). And what item of the movie menu does this remind you of? (SOUND) ~~Is the Junior League made up of Girls Soft-ball teams?~~

(QUESTION ROUND TWO - Page 2)

Sends this brain sprayer...

4. Paul Rassen of Lavina, Montana says he'll give you a base on balls if you tell us - *Of Red Rolfe plays third base and Frank McCormick plays first base* ~~What's meant by Ladies Day at a Ball Park?~~ ~~How Many Outs In An Inning?~~ *What does Gene Krupa play?*

Is it customary for the home town fans to stand or sit in the seventh inning? *How many outs in an inning*

5. Here's a song called "Let's Dance" and it's associated with a famous clarinet playing orchestra leader. Listen and tell Joe Novotney of Daytona Beach, Florida who you think it is (PLAY) ~~Does an umpire call strikes?~~ ~~Did Casey Jones write Casey At The Bat?~~ *As the Junior League*

made up of girls softball teams?

6. George Hennessy of British Columbia wants to know the difference between a double play, a double cross, and a double-wedding? Is there a radio program, "Double or Nothing"? What's a double ~~malted?~~ *mint*

7. Now here's a chance for you to break a record Miss _____ and tell us the name of this song which was recorded very successfully by Wayne King (PLAY) Pauline Green of Hollywood wants to know if there was a picture called _____? Is there a shortstop between second and third?

8. Here's a barber shop quartet ditty that's a hum-dinger and Lawrence Burk of Des Moines, Iowa says he'll call you out at home if you can't name it (SING) Now can you name another song that starts out _____? By the way tomorrow night this time we'll be way down yonder in El Paso, Texas where we are playing for a dance. Friday a concert and dance in Amarillo, Saturday in Fort Worth, Sunday a concert and dance in Dallas, the same in Houston on Monday. Two concerts Tuesday night in San Antonio; and next Wednesday class session will come from the West Point of the Air - Randolph Field in Texas. (New Orleans; Austin, Tulsa, Wichita, on Thursday, Friday, Saturday, and Sunday week.)

9. Good night nurse! It's nursery rhyme time in the College and Mrs. Mildred Mercer of New Orleans wants you to name this. (PLAY) Now what do we get from _____. (Bobby) No, No, - I mean to wear. Can you name a song with _____ in its title?

SOUND: CLASS BELL

HIESTAND: The gals have had their Inning, Professor!

KYSER: So they have, Dean Hiestand, and the Box Score shows the winner is _____.

(APPLAUSE)

KYSER: Congratulations, my dear _____. You are well on your way to a pennant, and further honors in the Finals.

HIESTAND: Pardon me, Professor, but speaking of further honors, there's a gentleman here to honor you, Mr. Carl Schroeder, Supervising Editor of Movie Radio Guide Magazine.

Professor Kyser, Mr Schroeder.

KYSER: Welcome to the old school, Mr. Schroeder.

SCHROEDER: Thank you, Professor, I have the honor of presenting you with this trophy ^{You ARE} as the winners of movie Radio Guide's Star of Stars Poll for 1940, for having the best audience participation program on the air.

(APPLAUSE)

KYSER: Thank you, Mr. Schroeder, and thanks to Movie Radio Guide. I want to tell all you listeners how much I appreciate your support throughout the past year. We'll do our best to keep up the standards of the old College of Musical Knowledge and promise to work hard to further your musical education. In honor of this occasion, Chillun, your flustered old Professor declares special recess. So what would you like to do?

STUDENTS: Yets dance, Professor, yets dance.

Key : a.k. Yets Dance

7. (AMAPOLA.....PRODUCTION - GINNY)

KYSER: Now here's Gayne Whitman....

WHITMAN: Smokers, I have here some more reports from Tobaccoland. They're proof that at market after market we consistently pay higher prices to get the finer, the lighter, the naturally milder tobaccos. Now at auctions in South Hill, Virginia - such as the one you heard re-enacted a few minutes ago - The American Tobacco Company last season paid 45 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products....yes, 45 percent above the average market price paid for all the various types and grades of tobacco sold there....and the best we bought will go to Luckies. Now listen to reports from other typical tobacco markets....

VOICE #1: Pelham, Georgia, American on the same basis paid 38 percent more.

VOICE #2: Fair Bluff, North Carolina....Similarly at Fair Bluff, American paid 43 percent more.

VOICE #3: Farmville, North Carolina....American on the same basis paid 49 percent more.

HIESTAND: And so it goes all over Tobaccoland. At one hundred and nineteen tobacco markets, handling 96 percent of all the cigarette tobacco sold at auction in this country, American last season paid higher prices to get the finer, the lighter, the naturally milder tobaccos, and the best we bought will go to Lucky Strike. No wonder the independent experts who watch these sales prefer Luckies by an overwhelming majority. Remember, with men who know tobacco best, it's Luckies 2 to 1. Have you tried a Lucky lately?

8. OH LOOK AT ME NOW.....BABBITT

9. I DO, DO YOU.....DUET

FANFARE

HIESTAND: THE FINAL EXAM! Such brains -- such beauty -- such brawn --
such and such ----- AH, here comes the windup (SOUND RACKET)
the pitch (SLIDE WHISTLE) and the Final Exam!

KYSER: Deed it is --- and I'm gonna exam and exam all over the
dam.

(FINAL QUESTION ROUND - Page 1)

1. Our final round tonight is called "Six Lessons from Madame LaZonga." and is devoted to a dance beginner named Joe Jive and the dances he learned to do. From the following rhythm, S. H. Brown of Greenville, S. Carolina believes you can easily tell us what Joe learned to do first (PLAY) Now if you heard the following song, would you do the Polka, the Minuet, or the Virginia Reel? (PLAY)

2. His Rhumba lessons made Joe Jive a little sore, so LaZonga suggested they switch to the (PLAY) Now if you heard the following type of music, Mildred Hall of Colorado Springs, ~~Colo.~~ asks whether you would do the square dance, the Polka, the Fire dance, or the Turkey Trot (PLAY)

(FINAL QUESTION ROUND - Page 2)

3. Joe said he was going on a vacation to South America, so Madame LaZonga said if you visit Argentina, you must be able to dance the (PLAY) LaZonga reminded Joe Jive that the South Americans might ask him to show them some steps that have been recent American dance crazes, so Bob Rice of Bennington, Vt. wants you to name three that he might be asked to do.

4. Speaking of South America, LaZonga says you wouldn't be in the swim at all down there unless you could do (PLAY) Now just for fun, Virginia Jones of Washington, D.C. wants you to pick three dances from the following list: Schottish, Harmonica, Paker, Mazurka, Maxixe, Trousseau, Quadrille, Jig, Shoeplattler, Kapok and Hopak.

▲ SOUND: CLASS BELL

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HIESTAND: "Hold It Professor - Game Called on Account of Darkness".

KYSER: Then get a black ball for a night game! Dust my muffin and send me puffin! Tell the faculty to get me the score on todays game - meanwhile it's up to you Dean Hiestand, to give us a word about the golden leaf.

HIESTAND: Are you smoking more today? Then -- more than ever before -- you want a cigarette that's really mild -- with the natural mildness of finer, lighter tobaccos. So remember; Luckies pay the price to get the finer, the lighter, the naturally milder leaf. No wonder that with independent tobacco experts -- with men who know tobacco best, it's Luckies 2 to 1!

(FANFARE. . .)

-21-

-22-

KYSER: Ah - the runs, the hits, and the errors! The final score of todays game shows that the winner is

_____!

(APPLAUSE)

KYSER: What a boxscore, my dear _____....your batting average has put you in green pastures. You are now a most valuable player - take this thirty-five dollars first prize and slide home. To our second placer goes a fielders glove - here ^{Squeeze} ~~feel~~ these twenty dollars.

(VOICE: - HMMM - NOT SO TIGHT) the other four contestants get ten dollars each -- and all six receive a carton of Luckies. And finally to every member of the student body here tonight -- for those grand stands and catching those horse flies -- a package of better-than-ever Lucky Strike Cigarettes!

10. ("SO YOU'RE THE ONE".....ORCHESTRA)

NEW KYSER RADIO THEME

-22-

KYSER: Well, das all chillun - school is out. Meanwhile remember Information Please on Friday and Your Hit Parade on Saturday will round out your home assignments. (FADE IN AIRPLANE)
In a few hours we'll be taking off for the Great Southwest - we're looking to seeing a lot of our friends. Next week class session will come to you from The West Point Of The Air - Randolph Field, Texas, and those Flying Cadets really ^{SPIN} ~~know the answers~~. So until next Wednesday night - This is Kay Kyser - thinking of you - Thanks a lot for being with us - and so long everybody.

(LUCKY STRIKE TIME . . .)

HIESTAND: The famous tobacco auctioneer heard on tonight's program was Mr. F. E. Boone of Lexington, Kentucky.

(SONG CREDITS, IF ANY)

THIS IS THE NATIONAL BROADCASTING COMPANY

As Broadcast

The American Tobacco Company
KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - No. 161
April 23, 1941

HIESTAND: Have you tried a Lucky lately?

BOONE: (CHANT LONG SALE ... ENDING "SOLD AMERICAN")

HIESTAND: Let that chant remind you that Luckies are a cigarette of finer, lighter, naturally milder tobaccos. With independent tobacco experts -- buyers, auctioneers, warehousemen -- with men who know tobacco best - it's Luckies two to one!

(LUCKY STRIKE TIME.....)

Lucky Strike Lucky Strike
~~SOUND: AIRPLANE DIVES ETC~~

HIESTAND: Lucky Strike presents Kay Kyser's College of Musical Knowledge from "The West Point of the Air" Randolph Field, Texas.

(AUDIENCE: HOORAY)

ME
~~ORCHESTRA INTRODUCTION & GLEE CLUB: "SPIRIT OF THE AIR CORPS."~~

KYSER: Evenin' folks and flyers - how y'all?

CADETS: ~~Oh Kay - Kay.~~

KYSER: ~~OK, hey?....well K.K. is OK and rarin' to go too - so~~
well see my motor and prop
~~tighten my halo and button back my wings cause we're~~
 sure in fast company tonight. ~~Our position is Randolph~~
were at
 Field, Texas...the largest Army Flying School in the
Randolph field
 world, located seventeen miles northeast of San Antonio.
 So strap the scholars in their seats, *and warm up the Squadron* Dean Hiestand,
~~'cause things are about to start humming. There's a~~

Cause here high flying sextet of cadets about to take off in
 search of the right answers - but first as a cloud
 hopper **To** a cloud kicker - what is it you like to do
 best next to flying?

CADETS: ~~EAT.~~ **Dance**

KYSER: ~~Then you'll have to wait, 'cause before we can say~~
 let's eat - it's time to say let's dance - So come
 on chillun - Yet's Dance!

1. ("THERE'LL BE SOME CHANGES MADE".....ORCHESTRA)
2. ("DO I WORRY".....GINNY)

KYSER: Now, chillun, here's word from a man who's a real
competitor of Lucky Strike.

HIESTAND: That's right, folks. His name is Andrew G. Wright. His
address: Kernersville, North Carolina. And as an
independent tobacco buyer, for a good many years he's
competed at the auctions with Lucky Strike. Recently he
said:

MAN: I've been outbid so many times by Lucky Strike when the
lighter, milder tobaccos come up for sale, that I know
doggone well Luckies go after that finer leaf - yes, and
pay the price to get it: That's why I've smoked Luckies
for 13 years.

WHITMAN: Smokers, Mr. Wright is typical. The overwhelming majority
of other independent tobacco experts - buyers, auctioneers,
and warehousemen - also choose Luckies for their own
smoking enjoyment. Why? Well - at market after market,
they see Luckies pay the price to get the finer, the
lighter, the naturally milder tobaccos. That's why - with
these experts - with men who know tobacco best - it's
Luckies 2 to 1. Have you tried a Lucky lately?

(ORCHESTRA PLAY OFF)

HIESTAND: Army men at work!

LLOYD: Squads right! Hup!

SOUND: MEN MARCH OFF QUICKLY

HIESTAND: Army men earn their money!

JACK: (WITH RATTLING) Come on - les see that old
seven - hah!

HIESTAND: Army men practice signal work.

ISH: (WHISTLE) - Hiyah babe!

HIESTAND: ~~Yes, Army men know all the answers - but tonight they've~~
~~get to prove it, cause here comes the non-Army man who knows~~
~~all the questions - that Shrimp from a blimp - that pest~~
~~from the west with medals on his chest - James Kay-det~~
Kyser!

KYSER MARCH: AUDIENCE APPLAUSE AND FADE

KYSER: Let's cut out the whoopin' - I know you're spoofin' --

(QUESTION ROUND ONE - Page 1)

1. Here's a silly willy from ^{King Antonio the 23rd} ~~Captain Nuckols~~ ^{about} which concerns two of Randolph Field's roving casanovas who by chance met two charming San Antonio cuties. Before leaving the Don Juans asked the gals for their 'phone numbers -- both ladies said ^{No Soap} ~~they had no 'phones~~, so the boys asked where they lived. The cuties graciously wrote their addresses on slips of paper and then departed. When the first Sheik read his slip, the address given was (PLAY). On the other slip the young lady had written "Come to see me deary, I live (PLAY).

2. Those gals really gave those Air Corps Casanovas the air, and speaking of the air, Don Sebley of St. Norbert College, Wisconsin believes you should know who made the first air ^{plane} flight and where. ~~Is there a Captain Frank _____?~~ ^{Were they from Dayton, Ohio}

3. That first plane had funny looking wings which brings us around to this spiritual which concerns wings. Anne Taylor of Cape Cod, Mass. wants you to name it. (PLAY). From the following list, pick 3 of God's Chillun who flew ~~their airplane wings~~ across the Atlantic: ^{Admiral Byrd}
 Amelia Earhart, Ruth Elders, Charles Lindberg, Wiley Post, Robert Taylor, Clarence Chamberlin, Dick Merrill and Casey Jones. ^{and Payne}

(QUESTION ROUND ONE - Page 2)

4. Jane Clifton of Manhattan says who holds the United States Speed Record in the air? Is it Roger Williams, Roger Babson, Roscoe Ates, Roscoe Turner, or Lana Turner? In International Code one of these letters on the wing of a plane means USA. Is it M-N-O-P-Q-R-S-T-U-V-W-X-Y or Z? ~~What does the letter G stand for? What's an air mail letter?~~

5. ~~Since you are a Flying Cadet you should have no trouble at all in telling James Peppe of Columbus, Ohio what orchestra this theme identifies (PLAY) They keep "Flowers in Hot Houses" - "Boats in Boat Houses" - "Trains in Round Houses" - where do they keep Airplanes? What's a hanger on? Do you hang your uniform on an airplane hanger?~~

Tell Mary Maury Warlock

6. Dick Ellis of Fort Lewis, Washington would like you to distinguish between Test Pilot, Co-Pilot, Stunt Pilot, and Gas Pilot. What's a hot papa? *Does the Air Corps Use Air Refills?*

(QUESTION ROUND ONE - Page 3)

7. While we are riding in the air, let's get on the beam with this ^{SONA - on *look at me now*} program theme which rides the air waves every week. It identifies "Campana First Nighter" and Paula Dammer of Albuquerque, New Mexico wants you to name it. (PLAY). By the way what does "on the beam" mean? When a plane takes off, if the radio engineer waves a snappy goodbye, is that called "a short wave?"

8. No doubt you are acquainted with the familiar sounds that an airplane makes, but just to be sure, Russell Holt of Jefferson City, Mo. wants us to sound you out with the following sound effects. Listen and tell us whether this plane is ^{taking off} ~~going up~~ or ^{landing} ~~coming down~~. (PLAY). ~~What's happening now?~~ (PLAY). What's the motor doing now? (PLAY). What's the ^{PLANE} ~~pilot~~ doing now? (PLAY.) ~~Who said "Don't Give Up The Ship"?~~

Major Chick of ~~Frankfort~~ ^{Field} has written a new song that is featured
 9. ~~We've heard that the U.S. Air Force has a very snappy song, written in the picture "I Wanted Wings" which incidentally was filmed here at ~~Randall~~ ^{Field} and Capt. ~~Nichols~~ ^{Nichols} Haven of ~~Frankfort~~, Ky. wants you to listen to the following two numbers and see if you can tell us which it is. (PLAY). (PLAY). Is the "Pursuit of Happiness" a new type of airplane?~~

Cross Bell

~~TRUMPET SOUNDS QUICK RETREAT~~

HIESTAND: The beat of the feet means take a back seat - that's retreat, Professor.

KYSER: Thank you - and if our own benzine board will get on the ball, we'll have a report in a jiffy. (~~SOUND: EXPLOSION~~)
Lighting matches again! The scholar who gets promoted to the close formations of the Finals is none other than

_____.
(APPLAUSE)

KYSER: A kiss on each wing, my dear _____.
You belong in the upper zone. From a ceiling zero you have gone right through the fog - ~~up in the clouds facing an artificial horizon of graduation.~~ Go light up a Lucky Strike - spin your wheels on the hangar roof and relax until the Finals. Comes time for furlough --

CADETS: CHEERS

KYSER: Come one come all - step into the hall - the short and the tall - don't ever stall - use plenty of gall - over the wall - and get set for the ball!

3. ("THE WISE OLD OWL".....MASON)

4. ("THE THINGS I LOVE.....BABBITT)

~~(COMMERCIAL MUSIC).....ORCHESTRA~~

(FADE IN CROWD NOISE)

WHSMAN: (UP) Stand back, give the buyers room ... At 20 dollars!

(CHANT STARTS & FADES UNDER)

WHITMAN: Hello, everyone. This is Gayne Whitman. We just heard the warehouseman open the sales in this tobacco auction we're reenacting, in Greeneville, Tennessee. There are probably 2,000 baskets of tobacco in this big warehouse - each basket to be sold individually. Oh - oh - another basket's going - ~~going~~ --

(CHANT UP - SOLD AMERICAN)

WHSMAN: 21.

WHITMAN: 21 dollars a hundred pounds. That's the opening bid. Right away a leaf company ups it to 22 dollars - Lucky Strike makes it 23 - another cigarette company 24. There are over a dozen buyers here ... looks like they all want this fine mild leaf. It's at 26 already - 26 dollars bid by Lucky Strike - and now that leaf company makes it 27 - another cigarette company 28 - Lucky Strike tops 'em all with 29. The auctioneer chants 29 - 29 - but no more bids....And Lucky Strike gets it. Listen

(CHANT UP - SOLD AMERICAN)

HIESTAND: There you see how tobacco is bought ... right out in the open market ... where everyone can see who buys what tobacco, and the price they pay. The American Tobacco Company consistently pays higher prices to get the finer, the lighter, the naturally milder tobaccos. For instance, during the past season, at tobacco auctions in Greeneville, Tennessee, The American Tobacco Company paid 40 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 40 percent above the average market price paid for all the various types and grades of tobaccos sold there - and the best we bought will go to Luckies. No wonder that, with independent experts who watch these sales - with buyers, auctioneers and warehousemen, with men who know tobacco best, it's Luckies 2 to 1!

(COMMERCIAL TAG)

5. ("CONGA".....ORCHESTRA)

6. (^{Georgia}~~"TAPS WILL REVEILLE.....QUARTET"~~)

(REPRISE SPIRIT OF THE AIR CORPS - GLEE CLUB)

-11-

(GLEE CLUB: "THE SPIRIT OF THE AIR CORPS)- by Major William J. Clinch

WHITMAN: Today throughout the country, as we prepare for National Defense, our eyes turn often to the Army Air Corps. We are privileged to be tonight at Randolph Field where all the young men are in training for the Air Corps - in training to defend our country. We pay tribute to you men and what you stand for - we admire your skill, courage and unfailing loyalty to the corps and the high ideals of the United States Army. Across the nation in forty-eight states, America stands and salutes you.

(MUSIC UP TO FINISH) (WHERE UPON DEAD AIR & STATIONS GIVE THEIR CALL LETTERS AND SALUTE RANDOLPH FIELD)

*** STATION BREAK ***

(KYSER MARCH.....)

-11-

HIESTAND: The second semester comes to Kyser College like Sergeant Sunshine making his first parachute jump.

(SLIDE WHISTLE GOING DOWN - QUICK UP AGAIN)

ISH: Fooled yuh - changed my mind.

HIESTAND: Yes, into our lives come three more Flying Cadets to take a trip into the stratosphere for top degrees and \$95 in prizes. There's a kalsomine ceiling -- a low-pressure area moving East - the outlook is bleak and if you think that's bad take a gander at old Joe Pander - the first man to fly a cellar door - comin' in on the beam with a full head of steam.

(BOYS DO STEAM)(THEN GOON LAUGH)

KYSER: Well - wind me up and set me down easy - step right up, chillun, and see if you can take off with a new set of queries.

ADD SECOND EXAM

(QUESTION ROUND TWO - Page 1)

Review

1. Let's make believe there's to be a special ~~dress parade~~ tomorrow and I'm to be the inspecting officer -- and I want you to tell me what to do. I know that you'll stand at attention by your plane, etc., but what do I do? This song might be your answer. (PLAY). By the way, W. F. Oxford, Jr. of College Station wants to know what your pet name is for your Commanding Officer -- I mean a pet name you can say in public. He no doubt is a very sagacious soldier so you might call him (PLAY).

2. Agnes Simonson of Reno, Nevada wonders if you can name three well-known makes of airplanes. Can you name three well-known commercial air lines? ~~What's the duties of an airline stewardess? (Stewardess says "Oh Professor")~~

3. Joseph Coval of Minneapolis says this one concerns a flyer whose destination was where folks were wearing bathing suits and on their skins they were "wearing of the brown." But he landed where folks were (PLAY). What's his name? He was flying a land plane but he landed in Ireland because he couldn't see plain. ~~Does to pancake mean to cook flapjacks? What's a three-point landing? Where did the Pilgrims land?~~

(QUESTION ROUND TWO - Page 2)

4. Hortense Fuller of Wilmington, Delaware would like you to define any three of the following Motion Picture titles: Ceiling Zero, China Clipper, Power Dive, Flight Command, The Dawn Patrol, and I Wanted Wings. ~~When does a flyer get his wings?~~ Are airplane propellers known as "Gay Young Blades?"

5. Here's a popular song played in the style of an orchestra leader who calls his music skyline rhythms and John Hanley of Providence, R.I. wants you to name the song and the orchestra leader. (PLAY) ~~Is the Dixie Clipper from Dixie?~~

6. It's tonight's right or wronger. When you are in the air you have to know "right" from "wrong" in a flash, and it's almost that bad right now. So quickly say "right" or "wrong" to the following statements for Mayjean McCabe of Oklahoma City, Okla.

~~1. A Zombe is a new type of bombing plane.~~

2. Vernon Castle was an officer in the Canadian Air Corps.

3. Howard Hughes, in a twin-engined Lockheed, flew around the world in 3 days, nineteen hours, eight minutes and ten seconds.

4. A barber in Boston is called a Yankee Clipper.

~~5. Airplane luggage has to be airtight.~~

~~6. When you go blind flying you get air tight.~~

4) *member of the New Republic wanted to join the Air Corps*

(QUESTION ROUND TWO - Page 3)

7. Let's get flighty on this little flip from dispatcher Samuel Dent, of Detroit, Mich. He wants to know who's flying in this song. (PLAY). Who's flying in this one? (PLAY). Is the cockpit a place where roosters fight?

8. It's Spring and you're flying over a farming region where the farmers are tilling the fields. Florence Jameson of Montgomery, Ala. wants me to give you the stick and wants you to take off on these words to "The Farmer in the Dell". (PLAY) ~~That would be sky-singing,~~ ~~but now we want you to do a little sky writing.~~ ~~Since~~ lots of sky-writing is done backwards, we want you to ^{do some sky singing} ~~sing the song~~ backwards -- not the melody, just the words.

9. Harry Tyrell of Beaumont, Texas says just imagine you've been ordered to fly to a certain destination on a secret mission. You hop in your plane, take off, tune in on the radio beam, and this tune should tell you where to go (PLAY). Now since you've got your bearings, what's the difference between altitude, latitude and pulchritude?

SOUND: CLASS BELL

HIESTAND: The exam is over - ground the contestants, professor.

KYSER: Yes, suh - and if our faculty will come out of their
wind tunnel, I'll read their official report. (SOUND:
~~STEAM SHIP WHISTLE~~) Say - what kind of a ship they got in
there? Ah - here it ^{is} comes on water wings - the winner of
the second flight is Flight Commander _____
(APPLAUSE)

KYSER: Ah dear Mr _____ your answers had zip and zang,
your hep is hefty and your savvy is profound -- go light
up a Lucky Strike and grab yourself a furlough until you
are routed out for the final exam. Right now recess is
officially here.
(CHEERS)

KYSER: Yes, suh, chillun -- bend those joints and toss a toe
bend them ears and come on let's go.

7) ALEXANDER THE SWOOSE - ~~OR FRIENDLY TAVERN POLKA~~ PRODUCTION

(APPLAUSE)

LUCKY STRIKE "KAY KYSER"
Commercial #3

KYSER: Now here's Gayne Whitman with news from one hundred and nineteen different tobacco markets.

WHITMAN: Yes, folks, I want to prove to you that at any one of one hundred and nineteen different tobacco markets - markets that handle 96 percent of all the cigarette tobaccos sold at auction in this country - The American Tobacco Company last season paid the price to get the finer, the lighter, the naturally milder tobaccos. Now we've already told you that at auctions in Greeneville, Tennessee - such as the one you heard reenacted a few minutes ago - American last season paid 40 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products - yes, 40 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought will go to Luckies. Now I can select any of those one hundred and nineteen markets and you'll find that there too, American paid more than the average market price. For example, Bowling Green, Kentucky...

VOICE: American on the same basis paid 27 percent more.

WHITMAN: Morristown, Tennessee ...

VOICE: Similarly at Morristown, American paid 33 percent more.

WHITMAN: Weston, Missouri ...

VOICE: American on the same basis paid 41 percent more.

(COMMERCIAL CONTINUED)

Commercial #3 - (Cont'd)

HIESTAND: And so it goes all over Tobaccoland. At market after market the independent tobacco experts see us pay the price to get the finer, the lighter, the naturally milder tobaccos. They see - and they smoke Luckies by an overwhelming majority. Remember, with men who know tobacco best, it's Luckies 2 to 1. Have you tried a Lucky lately?

- 8) ~~TWIST OF THE WRIST~~ *Two Hearts That Boss in the Night* ^{BABBITT}
- 9) ~~GEORGIA ON MY MIND~~ *Two Hearts That Boss in the Night* . DUET

PANFARE

HIESTAND: The final exam - Langley field laments - Kelly cries
 like a baby and Mitchell rares back and ~~collapses~~ *more cones up like a scamp* -
 our two champion scholars get ready to take it on
 the chin - for here with a sneer with his horns pulled
 in - comes the fright of the flight -- that bark
 without a bite - that's right - you're right
 Kay Kyser!

(AUDIENCE: HOORAY)

KYSER: Well, muss my hair - chillun - just tool up here and
 give out with the answers and all will be well.

ADD FINAL EXAM

WINNERS

1. Since we are in the midst of our first tour of the great Southwest, we think it's appropriate to dedicate our final round tonight to the Lone Star State where folks are at (PLAY). They have certainly made us feel right at home and we do appreciate it. Speaking of the range, Tom Durham of State College, Wash. asks ~~was Fred McMurray the Texas Ranger in the picture of the same name?~~ Was Gary Cooper a Texas Ranger in the picture "Northwest Mounted Police"?

2. Here's a San Antonio rose. *plays well known*
~~Song and~~ *wants you to tell us the name of it*
~~well-known type of band and Katherine Hoeff of San Antonio wants you~~
~~to listen~~ and tell us what great Texas statesman it brings to your mind.
(PLAY) Many well-known personalities have the same last name as well-known Texas cities, For instance "Henry went to Tyler" would be Henry Tyler. Now let's see what you can do. Stella went to Dallas. Grantland went to Rice. Gene went to Austin. And Sam went to Houston.

(FINAL QUESTION ROUND - Page 2)

3. Let's get along little doggie with this question from Joe Crash of Canton, Ohio. He says that Texas is pretty any time of the year, but it's most exciting when it's (PLAY) ~~I don't want to stampede you, but I'll try to rope you with this - Can you distinguish between long horn, fog horn, leghorn and French horn.~~

And from the following hints we want you to tell us who they are:
3 Famous Texas Girls

- 1) KITTY FOYLE
- 2) MY HEART BELONGS TO DADDY
- 3) THE OOMPH GIRL

4. Saddle your blues to a wild mustang and speaking of mustang, Dorothy Self of Muncie, Ind. wants you to tell us what school song this is. (PLAY) Is the Alamo a fort, a river, a monastery or a picture? ~~show? Now what's a rodeo?~~

SOUND: CLASS BELL

HIESTAND: The exams are over.

(AUDIENCE: HOORAY)

KYSER: Hold on, Skysleepers - the faculty has to have a chance to make out its flight report - so in the interim sit with me in brief convocation while Dean Hiestand reads an important bulletin.

HIESTAND: Are you smoking more today? Then - more than ever before - you want a cigarette that's really mild - with the natural mildness of finer, lighter tobaccos. So remember: Luckies pay the price to get the finer, the lighter, the naturally milder leaf. No wonder that with independent tobacco experts - with men who know tobacco best, it's Luckies 2 to 1!

(FANFARE.....)

KYSER: Here they come - the Faculty On Parade!

SOUND: PLANE PASSING ALA POWER DIVE

KYSER: B-T-9's

SOUND: PLANE PASSING ALA POWER DIVE

KYSER: B-T-14's

SOUND: PLANE PASSING ALA POWER DIVE

KYSER: And the one who B-T all the rest - that Flexible Flyer
from Randolph Field

SOUND: PLANE MAKES LOUD LANDING - BIG
AUDIENCE APPLAUSE

KYSER: Ah, dear _____ . You have autogyroed
your way into the inner circle of Kyser College. You win
your golden slippers and golden wings. I am happy to award
you first prize - this long green \$35 - go forth into the
skies and find a high ceiling to match your high intellect.
To you, dear second placer - this second prize of \$20 -
go hide it in an air pocket - and to the other four
gentlemen - ten dollars each -- and to all six a carton
of Luckies. Then to each and every member of our "Flying
Cadets" here tonight - for that swell Army Air Corps
spirit - a package of better than ever Lucky Strike
Cigarettes!

10. ~~("ACCIDENTALLY-ON-PURPOSE.....BAND")~~

(NEW KYSER RADIO THEME)

-24-

KYSER: Well, das all chillun | - ~~I see Father Time circling up high in a new Pursuit Ship. That's his way of telling us that class is over for tonight and that Daylight Saving Time will be observed in the college next week. So remember, be on time for class next Wednesday and in the meantime tune in Information Please on Friday and Your Hit Parade on Saturday. And now the ground crew is wheeling out our own Flagship to take us on our way. It was grand being here at the West Point of the Air - more power to you and good luck as future pilots of Uncle Sam's.~~
 This is KAY KYSER, saying Thanks a Lot For Being With Us -
 HAPPY LANDINGS, and So Long Everybody.

(LUCKY STRIKE TIME.....ORCHESTRA)

~~CADETS & AUDIENCE "YEAH KYSER"~~

~~HLESTAND: The famous tobacco auctioneer heard on tonight's program was Mr. F. E. Boone of Lexington, Kentucky.~~

~~CADETS & AUDIENCE "YEAH ARMY" "FLYING CADETS" REPEAT ETC ---~~

ANNOUNCER: The War Department Authorization of this broadcast from Randolph Field, Texas, does not constitute the United States Army endorsement of our product.

THIS IS THE NATIONAL BROADCASTING COMPANY.

(CHIMES)

-24-

Broadcast

(STUDIO AUDIENCE ONLY)

The American Tobacco Company
KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - No. 162
April 30, 1941

HIESTAND: Have you tried a Lucky lately?

BOONE: (CHANT LONG SALE ... ENDING "SOLD AMERICAN")

HIESTAND: Let that chant remind you that Luckies are a cigarette of finer, lighter, naturally milder tobaccos. With independent tobacco experts -- buyers, auctioneers, warehousemen -- with men who know tobacco best -- it's Luckies two to one!

(LUCKY STRIKE TIME)

HIESTAND: Lucky Strike presents Kay Kyser's College of Musical Knowledge -- class night tonight and here comes your Professor - Kay Kyser.

(APPLAUSE)

(KYSER THEME.....)

KYSER: Evenin' folks -- how ya all ---?

AUDIENCE: (MOANS)

KYSER: Well, trod on my lip, Dean Hiestand --- what's the meaning of this mutiny?

HIESTAND: Don't fret, Professor -- tain't mutiny -- it's just that by order of the board of trustees our school session is dedicated to Grump night ...

KYSER: (GRUMPY) Grump night?

HIESTAND: Yes -- we got every other kind of night -- so we're dedicating tonight to all the folks who are in a bad humor.

~~KYSER: Well, why didn't you say so, -- who are these pesky people up here?~~

~~HIESTAND: Don't yell -- these are our six fair and square selected candidates for degrees and \$95.00 in prizes.~~

~~KYSER: Well -- get em seated -- what do all you folks want to do?~~

~~AUDIENCE: Nothin'!~~

KYSER: Well, then -- don't yell -- stop sittin' on your hands and do your grumpin' in dance time -- crab and grouse and hoof down the house!

1. (QUIEREME MUCHO.ORCHESTRA)

2. (WALKING BY THE RIVER.GINNY)

(APPLAUSE)

LUCKY STRIKE "KAY KYSER"
Commercial #1 - April 30, 1941

KYSER: Sit up and pay attention, chillun - here's an invitation that includes you!

HIESTAND: It's from Mr. G. E. Smith, operator of a tobacco warehouse in Reidsville, North Carolina. Recently he said:

MAN: Folks ought to come down to the auctions and see for themselves who buys what tobacco. They'd find out that Luckies go after the finer, milder leaf - and pay the price to get it. I've seen it happen a thousand times... that's why I've smoked Luckies for 13 years.

WHITMAN: Yes, smokers, a visit to the tobacco auctions would show you why so many independent tobacco experts like Mr. Smith choose Luckies for their own smoking enjoyment. At market after market they see Luckies pay the price to get the finer, the lighter, the naturally milder tobaccos. They see ... and they smoke Luckies by an overwhelming majority! Yes - with independent tobacco experts ... warehousemen, buyers and auctioneers, with men who know tobacco best....it's Luckies 2 to 1. Have you tried a Lucky lately?

ORCHESTRA PLAYOFF

SOUND: CLASS BELL

HIESTAND: Our first three grumps move their stumps and amble up to get their lumps ----- greetings, grumps ----- you're down in the dumps...

VOICE: (LOW AND HEAVY) Yeah -- and we like it down here!

KYSER: Now, now -- now ---- we can't have everybody in a bad humor --- you, freshmen -- you have kind faces -- I'm goin' to conduct a test and see if you qualify --- Three little giggles came to class tonight and three little giggles stayed home.

AUDREY: (GIGGLES) That's me -- always staying home.

KYSER: And one little giggle went (SOCK J BELL)

BOBBY: (LOON LAUGH)

KYSER: (~~SOCK AND FALL AND BELL RINGS~~) And that one gets hit on the dome ---- it's better to stay in a bad humor, chillun --- so step right up my frowning freshmen --- and face unpleasant facts.

(ADD FIRST EXAM)

(QUESTION ROUND ONE - Page 1)

1. Well, it's often the little things in life that make people grumpy. For instance, J. A. Wayne of Clinton, Iowa writes us about a friend of his who came down to breakfast one morning ~~and as he was minding his own business, reading the morning paper,~~ little Junior started slinging his oatmeal around. A big gob of it landed on daddy's vest. So daddy jumped up and shouted (PLAY) - But that was only the beginning. He missed his train, his secretary was sick, ^{late} he bit his tongue at lunch, and finally, he lost a million dollar order. ^{what a day, so} ~~That was too much, and~~ he ran out of his office, yelling (PLAY).

2. Things look mighty black in this one. Alice Schuster of Hazel Park, Michigan, wants you to distinguish between Bootblack, Frank Black, ^{BLACKOUT} ~~Pitch Black,~~ Blackjack, and Black Bottom, ^{and Black Eye}

3. Here's a well-known orchestra theme song and Carl Currier of Fort ^{tell us the} Ethan Allen, Vermont, wants you to listen and see if you can ~~identify~~ it. (PLAY). Now the orchestra leader's name is either, Bob Burns, Bobby Burns, Robert Burns or Fat Burns. ^{Do you fat Burns}

4. Miss Pauline Howell of Waynesville, North Carolina says let's not have any dead air now, so hurry and tell us the names of three famous dead-pans? ^{in the movies or on the radio, any where} What's a dead end street? Is that where the Dead-end Kids play?

5. Here's a good old-fashioned ditty that Santo Buda of Omaha, Nebraska, believes you'll be able to name for us. (PLAY). That was the theme of the picture "Strawberry Blond." Can you name one star that was in that picture? *Do you know a blonde*

6. I don't think you can be right -- you'll most likely be wrong when you answer tonight's right or wrongers, but anyway, don't be long.

- 1) Irene Castle created a dance called "The Castle Roll."
- 2) The melody to America is also the National Anthem of England.
- 3) P. T. Barnum is alleged to have said "There's a sucker born every minute."
- 4) Dick Jergens's mother manufactures Jergens Lotion.

7. Here's a number called "Intermezzo" and Jack Frier of St. Louis, wants you to listen and tell us whether you think it identifies the Aldrich Family, Major Bowes Capitol Family, One Man's Family, the Jones Family, or My Family Eats Me out of house and home. (PLAY)
Complete this -- _____ says "Round and Round she goes _____
_____, _____."

8. Tomorrow is the 1st of May and during ^{the} ~~that~~ ^{of May} month, some of America's greatest racing events will be held. Miss Susan Henry of Aberdeen, Mississippi, wants you to listen to the following sound effects and tell us which race we are attending and where it is. (SOUND) (SOUND)
Who won the race between the turtle and the hare?

9. Since tomorrow is the first, that means bills are due, and Murray Stuart of Vancouver, B. C., says that when hubby sees all these bills for shoes, dresses, beauty parlor, etc., he always sings (PLAY). Can you name two pictures with "penny" or "pennies" in their titles.

(SOUND: CLASS BELL)

Listen
 HIESTAND: ~~Hisstm~~ professor --- put on your griz and stop the
 quiz --- ~~the scholars have been had and the~~
~~undergrads are still mad.~~

KYSER: Well, all right then --- gimmie some rope, ~~dope~~,
 and don't say nope --- yes here it is --- the
 official ruling of the faculty --- top honors of
 the first exam go to _____.

AUDIENCE: (BOOOOOOO'S)

KYSER: Yes -- ~~my dear sour puss -- you could have done~~
~~a lot better -- but~~ you got by and now ~~against~~
~~my better judgment~~ I'll have to let you rest until
 the final exam. Go light up a Lucky Strike and
 let your frown hang down. Right now recess is here.

AUDIENCE: (BOOOOO'S)

KYSER: Yes, suh --- choke down your cheers and give out
 with the leers --- get your mad on chillun -- grouse
 and grumble -- here's the old school rumble --
 stumble and stamp.

3. (SHORTNIN' BREAD. *(cut)* MASON)

4. (IT ALL COMES BACK TO ME NOW. BABBITT)

Grand Voice

(CROWD NOISE AND CHANT START: - ONE SALE ENDING "AMERICAN")

WHSMAN: More mild center-cutters. At 22.

(CHANT STARTS AND FADES UNDER)

FORBES: This is Don Forbes, ladies and gentlemen, reenacting a tobacco auction at Adel, Georgia. A dozen or more buyers are bidding hot and heavy for the fine crop of tobacco that's being sold basket by basket here in this big tobacco warehouse. (AMERICAN) Still another sale! Now the warehouseman is ready to call out the opening bid on this next basket.

WHSMAN: 24!

FORBES: 24 dollars a hundred pounds. Quick as a flash an export company bids 25...a leaf company 26...and Lucky Strike raises it to 27. Will anybody top that? Yes...another cigarette company signals 28...a leaf company 29...and still another cigarette company bids 30. I think this basket's going...going to - but wait!...Luckies really want this fine, mild leaf...so the Lucky Strike buyer raises the bid again! It's 31 now - 31! And...yes, it's going to Lucky Strike at 31. Listen:
(CHANT UP - SOLD AMERICAN)

WHITMAN: There you see how tobacco is bought.....right out in the open market...where everyone can see who buys what tobacco, and the price they pay. The American Tobacco Company consistently pays higher prices to get the finer, the lighter, the naturally milder tobaccos. For instance, during the past season, at tobacco auctions in Adel, Georgia, The American Tobacco Company paid 37 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 37 percent above the average market price paid for all the various types and grades of tobaccos sold there - and the best we bought will go to Luckies. No wonder that, with independent experts who watch these sales - with buyers, auctioneers and warehousemen, with men who know tobacco best, it's Luckies 2 to 1!

(PLAYOFF)

- 5. ~~AMAPOLA~~^{Conga}.....ORCHESTRA
- 6. NUMBER TEN LULLABY LANE.....SIMMS

(~~COLLEGE SONG~~)

Rockin' Chair

-11-

~~(SCHOOL SONG... GLEE CLUB)~~

HIESTAND: Oh, stop that noise --- the old school is sore as a pup --
sophmores snarl ... seniors curl their lip -- freshmen
frown in cap and gown -- bad humor is everywhere --- and
while the song of several happy goons who have been locked
in the tower makes you think we're glad about anything --
we're not, and now across the nation you can go soak your
ears at every station -- phooey

...STATION BREAK...

KYSER MARCH

-11-

HIESTAND: The second semester comes to Kyser College like a lover's quarrel (LARGE AND EXTENSIVE IRON, GLASS AND CROCKERY CRASH)

WOMAN: (HARSH AND SHRILL) -----and furthermore, you bum --- you can stay home and cook your own supper --- I'm goin' to class (DOOR SLAMS)

HIESTAND: Yes --- and so three beautiful and evil-tempered dolls are here in the old classroom ready to take their examinations from the phiz of grizz --- ~~they're so grumpy their pet peaves follow them around like mean-looking dogs~~ --- it's a great turn out for grump night and now into the light comes that lump of a grump -- ~~that saard of award~~ -- that pickle-puss enticer -- James Kay Kyser.

AUDIENCE: (BOOO'S)

KYSER: Well, step up --- step up --- ~~don't just stand there.~~
(ADD SECOND EXAM)

1. Here's a silly willy from Miss Jean Kirkwood of Hartford, Conn.

Where at
Let's imagine it's a swimming party at a swanky movie star's pool.

~~Big Boy Williams and others are in the pool.~~ Enter the Mexican spitfire Lupe Velez dressed in a beautiful outfit with ~~hat and accessories to match.~~ As she walks along the pool she gets splashed -- but good.

The Big Boy started to repeat the splashing, but Lupe caught him just as he splashed. With hands on hips she said "Oh (PLAY.)" And just two minutes ago I was saying to myself (PLAY). *the fellow who splashed her* Big Boy came out of the pool *was* to apologize but ~~the more she thought about it, the madder Lupe got and in two minutes the big boy had (PLAY).~~

Angry mad and gave him

2. Thomas Laughlin of Ludlow, Kentucky says if you're a Walt Disney fan you should have no trouble at all in naming two of his characters who are very lovable grouches? What character in Dickens' Christmas Carol was a grouch? ~~What famous comedian is named Groucho?~~ Is there a radio program known as the Grouch Club?

3. Here's the theme of the daytime serial Valiant Lady. Sally Terry of Hawaii wants you to name it. (PLAY). Does that mean "little star" or "little swallow?" *Little Star* Now if that's a little star, what is this? (PLAY).

(QUESTION ROUND TWO - Page 2)

4. Frank Donato of New York City wants you to listen to this little gadget and tell us whether you think it's a pitch-pipe ^{→ bag-pipe} or a horn pipe.

(PLAY) Now if that's a _____ is a _____ a type of instrument, a type of dance, or type of plumbing fixture.

5. Here's a pop song played in the style of a famous orchestra and Miss Dorothy Thompson of Oakland, California, wants you to tell us the name of the song and the orchestra we are impersonating. (PLAY).

Is Fifi — His Sister

6. Many of our important cities were named for some of our outstanding Presidents. Let's assume that each President visited the city of his last name -- Eddie Coleman of Columbia, S. C., wants you to tell us where they went. Abraham went to _____. George went to _____. Grover went to _____. Thomas went to _____.

(QUESTION ROUND TWO - Page 3)

7. Here's a song that Frank Crummit made very popular and Miss Myrtle Cooper of San Simon, Arizona, wants you to name it. (PLAY). Is that Ferdinand the Bull, Abdul-a-Bull-Bull-Ameer, Bulla Bulla, or Time by Bulova? Is Julia Sanderson Frank Crummit's wife? What program are they featured on?

8. Clarence Busch of Sioux Falls, South Dakota, wants you to name two songs with "lazy" in their titles. Now just for fun, let's hear you sing these words to Lazy Mary Won't You Get Up.

9. Listen to the following overture and tell Miss Vera Mae Pertree of Dawson, Alabama, what this is from and what thrilling radio character it ushers on to the air. (PLAY).

SOUND: CLASS BELL

~~(SCHOOL BELL)~~

HIESTAND: Oh, stop asking foolish questions -- will you? The exam is over -- let these sad Samanthias sneer into their beer.

KYSER: Okay --- ~~shut your faces~~ --- you're through with your paces --- shoot the report card to me, faculty.

(GUN SHOT)

VOICE: Whoops -- we missed --

KYSER: Better luck next time --- the faculty reluctantly report that the honor girl of the second exam is _____.

AUDIENCE: (BOOOOO'S)

KYSER: Well -- you just got by --- ~~I don't know what's happening to young people --- you get dummer all the time --- well,~~ light up a Lucky Strike --- kiss your relatives goodbye and get ready for the final exam --- ~~you'll get by~~ ~~somehow~~. Recess is here again and if anybody cheers -- I'll tan their tanners.

AUDIENCE: (BOOO'S)

KYSER: Well --- don't sit there like bumps on a log --- get up and dance --- wiggle a muscle and have a tussel.

7. (BLUES MY NAUGHTY SWEETIE TAUGHT ME -----PRODUCTION)

KYSER: Chillun...when the same thing happens at one hundred and nineteen different places...that's news!

WHITMAN: Yes, folks, and it's good news for Lucky Strike smokers. Because at one hundred and nineteen different tobacco markets - markets that handle 96 percent of all the cigarette tobaccos sold at auction in this country - The American Tobacco Company last season paid higher prices to get the finer, the lighter, the naturally milder tobaccos. For example, at auctions in Adel, Georgia, - such as the one you heard reenacted a few minutes ago - American paid 37 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products - yes, 37 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought will go to Luckies. Now here are reports from some of the other one hundred and nineteen markets. Henderson, North Carolina.

VOICE #1: American paid 22 percent more than the market average.

WHITMAN: Oxford, North Carolina

VOICE #2: At Oxford, American paid 30 percent more.

WHITMAN: Hahira, Georgia

VOICE #3: American paid 38 percent more at Hahira.

HIESTAND: And so it goes at market after market. We pay the price to get the finer, the lighter, the naturally milder tobaccos, for Luckies. No wonder the independent tobacco experts who watch these sales prefer Luckies by an overwhelming majority. Yes...with men who know tobacco best...it's Luckies 2 to 1. Next time you buy cigarettes ask for Lucky Strike.

8 OH LOOK AT ME NOW.....BABBITT

9 I DO DO YOU.....DUET

FANFARE

-19-

HIESTAND: Ah -- the final exam ... our two champion grumps
come snarling out to pull each other's hair ...
relatives don't care -- Hollywood huffs and puffs ...
the population is peevish -- everybody's got a grizz
on and we got a quizz on -- got to work, Kyser, and
stop muggin'.

KYSER: All right -- all right -- don't shilly shally,
scholars -- come on an get busy -- is this a school
or is this a school ...

AUDIENCE: Noooooooooooo.

KYSER: Quiet -- commence

(ADD FINAL EXAM)

-19-

FINAL ROUND - KAY KYSER - April 30th:

1. A common cause for grumpiness is the Blues, so let's devote our final round to the Mood Indigo. Frank Wilson of New York says this is a common form of blues (PLAY) ^{or you are blurry on} ~~What's meant by a Blue Monday?~~ What's meant by ^{a Blue Fair Point!} ~~Blue Laws?~~ Distinguish between Blue Barron, Ben Blue, and Black & Blue?

2. I've Got a Right To Sing The Blues says Estelle Anderson of Hollywood so see if you can tell her the names of two famous blues singers. What's blue jeans? And speaking of the Blues, here's a number Lee Wiley recorded successfully --- See if you can name it for us (PLAY).

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FINAL ROUND - KAY KYSER - April 30: Page 2.

3. Let's go riding on a Blue Note with Christine Rae of Dallas, Texas and tell us what mood this brings to mind (PLAY) Is there a proverb about putting oil on troubled waters? And now we don't want to give you any trouble Mr _____, but will you give us two of ~~gripes that annoy the hell out of you?~~ *four own personal beefs?*

4. It sure is easy to let yourself down when you get the blues but Ted Howe of ^{Redondo} ~~Burbank~~, California says the right kind can cheer you up like the (PLAY). What's a Blue Jay? (BOBBY) Where is the Blue Grass region? And now Miss _____ what's sauce for the goose is sauce for the gander, ^{Steak So} tell us ~~what are two of your favorite gripes?~~

Things that get your goat?

CLASS BELL:

Epferson

-21-

-22-

(EXPLOSION LARGE AND FILLED WITH AFTER EFFECTS SUCH AS FALLING MASONRY, ETC.)

KYSER: What was that?

HIESTAND: ~~Oh, shut up -- will you --~~ I got tired of ringing the bell so I blew up the classroom -- I guess I'm just grumpy.

KYSER: Well, I guess class is over -- but hold on, chillun) -- ~~just a moment -- sit with me in brief convocation while our faculty make up their report and hear Dean Hiestand deliver the tobaccolaureate address.~~

HIESTAND: Are you smoking more today? Then -- more than ever before -- you want a cigarette that's really mild - with the natural mildness of finer, lighter tobaccos. So remember: Luckies pay higher prices and get the finer, the lighter, the naturally milder leaf. No wonder that with independent tobacco experts -- with men who know tobacco best, it's Luckies 2, to 1!

(FANFARE)

-22-

KYSER: Well -- it's about time, faculty --- our honor scholar of the week proves to be none other than _____

AUDIENCE: (BOOOOOOOO'S) *ah*

KYSER: ~~Well, come on, my champion grump -- you win the Sad Sam award of the week --- your picture will be turned to the wall of fame and nobody will ever pay any attention to you again ... for being somewhat brighter than the rest of the grumps tonight I take no pleasure whatever in giving you this first prize of \$35.00 --- put it in your grouch bag, ^{Take} go forth into the world and ruin your health. To you second grump -- this second prize of \$20.00 --- you're mighty lucky. To the other four grumps ten dollars each and to all six a carton of Luckies. Well, now that that's over, I feel a lot better (GIGGLE) in fact I feel happy again, so to each and every member of our student body here tonight for your wonderful cooperation -- coos and chuckles -- a package of better-than-ever Lucky Strike Cigarettes.~~

AUDIENCE: (CHEERS)

10. (ACCIDENTALLY ON PURPOSE ----- ORCHESTRA)

NEW KYSER RADIO THEME

-24-

KYSER: Well, das all, chillun --- Grump night has come and gone and next week the old classroom will be happiness and laughter right from the letter "A." Until then brush up on your musical larnin' by attending Your Hit Parade on Saturday. And chillun beginning next Tuesday, Information Please will come to you on Tuesdays at 7:30 over KECA and the NBC Pacific Coast Blue Network and we sure hope you'll be listening at the new time. ~~And don't forget, the address for questions to the College is Post Office Box 909, Los Angeles, California.~~ This is Kay Kyser *thinking of you* ^{7 Monks} ~~you~~ a lot for being with us -- and so long everybody.

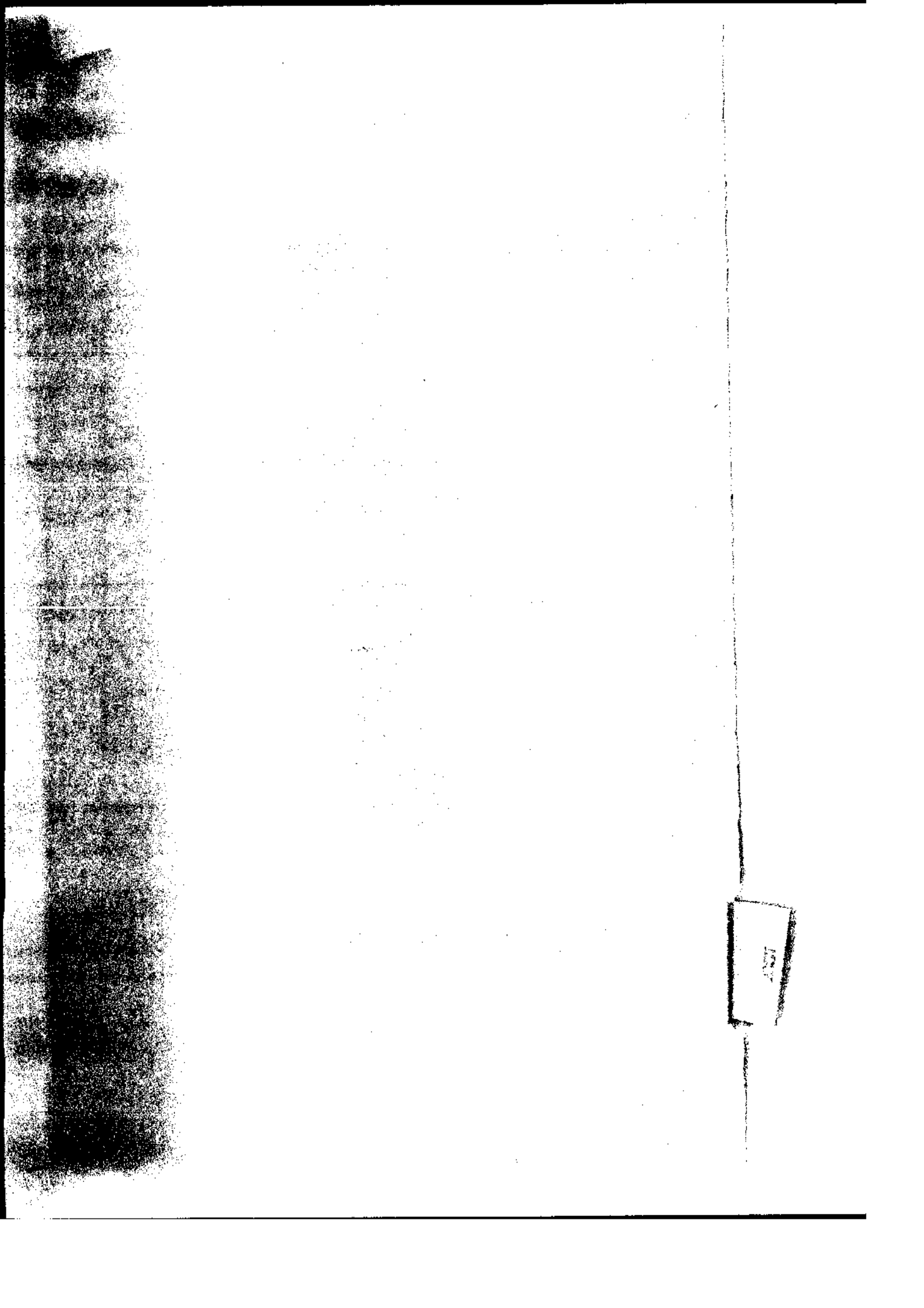
(LUCKY STRIKE TIME . . .)

HIESTAND: The famous tobacco auctioneer heard on tonight's program was Mr. F.E. Boone of Lexington, Kentucky.

(SONG CREDITS, IF ANY)

THIS IS THE NATIONAL BROADCASTING COMPANY

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1234

The American Tobacco Company
KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - NO. 16³
May 7, 1941
6:00 to 7:00 Pacific Time

HIESTAND: Have you tried a Lucky lately?

BOONE: (CHANT LONG SALE ... ENDING "SOLD AMERICAN")

HIESTAND: Let that chant remind you that Luckies are a cigarette of finer, lighter, naturally milder tobaccos. With independent tobacco experts -- buyers, auctioneers, warehousemen -- with men who know tobacco best -- it's Luckies two to one!

(LUCKY STRIKE TIME....)

HIESTAND: Lucky Strike presents Kay Kyser's College of Musical Knowledge -- it's class night tonight and here comes your classy quizzer -- Kay Kyser!

(APPLAUSE)

(KYSER THEME.....)

KYSER: Evenin' folks -- how ya all...

AUDIENCE: Swell, Kay

KYSER: Well -- that's fine - fine - mighty fine -- but just stick out your tongues and let me make sure -- that's it -- now say ahhhh...

AUDIENCE: Ahhhhhh

KYSER: Fine - fine -- now tell me - who are these handsome folks, ^{Dean Hiestand}
~~Dean Hiestand?~~

HIESTAND: (WITH HIS TONGUE OUT TOO) Ahhhhh

KYSER: Never mind -- talk, Dean.

HIESTAND: Why -- these are our six scholars -- chosen fair and square and ready to take examinations for fun, degrees and \$95.00 in prizes.

KYSER: Fine - fine and dandy - just take your places, scholars, ^(SCAMPER)

(SCHOLARS TAKE THEIR PLACES ETC.) 'cause before we open the books and shake the jooks we're going to dangle a toe and put on a show -- parents, teachers take your places -- co-eds commence to fix your faces -- and come on chillun yet's kick the traces.

1. ("THERE'LL BE SOME CHANGES",.....ORCHESTRA)
2. ("WALKING BY THE RIVER".....SIMMS)

LUCKY STRIKE "KAY KYSER"
Commercial #1 - May 7, , 1941

KYSER: Sit up and pay attention, chillun - ~~Gayno Whitman's~~
here's ~~with~~ an invitation that includes you!

HIESTAND: It's from Mr. G. E. Smith, operator of a tobacco warehouse
in Reidsville, North Carolina. Recently he said:

MAN: Folks ought to come down to the auctions and see for
themselves who buys what tobacco. They'd find out that
Luckies go after the finer, milder leaf - and pay the
price to get it. I've seen it happen a thousand times...
that's why I've smoked Luckies for 13 years.

WHITMAN: Yes, smokers, a visit to the tobacco auctions would show
you why so many independent tobacco experts like Mr. Smith
choose Luckies for their own smoking enjoyment. At market
after market they see Luckies pay the price to get the finer,
the lighter, the naturally milder tobaccos. They see ...
and they smoke Luckies by an overwhelming majority! Yes -
with independent tobacco experts ... warehousemen, buyers
and auctioneers, with men who know tobacco best....it's
Luckies 2 to 1. Have you tried a Lucky lately?

ORCHESTRA PLAYOFF

SOUND: CLASS BELL

-4-

HIESTAND: All right, freshmen, take your places -- line right up and get set to be examined in the mysteries of metronome and mumbo jumbo -- are you ready?

BOYS IN
THE BAND: Yes, yes, yes, yes, etc.

HIESTAND: Well, then face front and prepare to bunt for here comes the hound of the mound -- the old side slicer -- ~~Professor himself~~ -- Fireball Kyser.

~~(KYSER MARCH & AUDIENCE APPLAUSE)~~

KYSER: Yes, suh -- batting order. ~~Here's the wind up and here's the pitch.~~

SOUND: (PITCH PIPE)

(ADD FIRST EXAM)



Sorry not to be with you last week even though it was a pleasure to stand by for our President. Let's take up where we left off two weeks ago at Randolph Field

(ADD FIRST EXAM)

-4-

(QUESTION ROUND ONE - Page 1)

1. J. A. Wayne of Clinton, Iowa writes us about a friend of his who got off on the wrong foot the other day. He came down to breakfast, started reading the morning paper and just then little Junior slung a big gob of his oatmeal on daddy's vest. His daddy jumped up and shouted ^{JUMP} (PLAY). But that was only the beginning. He missed his train, his secretary was late, and finally, he lost a million dollar order. That was too much for one day, so he ^{POD} ran out of his office, yelling (PLAY).

2. Things look mighty black in this one. Alice Schuster of Hazel Park, Michigan, wants you to distinguish between Frank Black, Bootblack, Blackjack, Black Bottom, ~~Black Eye and Black and Blue?~~

3. Here's a well-known orchestra theme song and Carl Currier of Fort Ethan Allen, Vermont, wants you to listen and see if you can tell us the name of the song (PLAY). Now the orchestra leader's name is either Bob Burns, George Burns, Bobby Burns, Robert Burns or Fat Burns. Do you know Fat Burns?

(QUESTION ROUND ONE - Page 2)

4. Here's a little poem that contains the names of many orchestra leaders. Miss Pauline Howell of Waynesville, N.C., wants you to listen and then pick out the names of three of them:

A bride, who at cooking was green
For the king of the house baked a bean
It came out ~~hard~~ and black
So he gave her a smack
And said, "Burney, burney, my
Darling young queen".

5. Here's a good old-fashioned ditty that Santo Buda of Omaha, Nebraska, believes you'll be able to name for us. (PLAY). That was the theme of the picture "Strawberry Blonde." Can you name one star that was in that picture?

WOAI

6. It's tonight's right or wronger and Monte Kleban, of Station WOAI, San Antonio wants you to say right or wrong to the following statements:

- 1) Irene Castle created a dance called "The Castle Roll."
- 2) The melody to "America" is also the National Anthem of England.
- 3) P. T. Barnum is alleged to have said "There's a sucker born every minute."
- 4) Dick Jergens' mother manufactures Jergens Lotion.

(QUESTION ROUND ONE - Page 3)

7. Jack Frier of St. Louis, wants you to listen and tell us whether you think this theme identifies the Aldrich Family, One Man's Family, Major Bowes Capitol Family, the Jones Family, or The Hardy Family?

(PLAY) Complete this -- _____ says "Round and Round she goes _____, _____."

8. Last week one of America's greatest racing events was held. Miss Susan Henry of Aberdeen, Mississippi, wants you to listen to the following sound effects and tell us what the race was and where it was held. (SOUND) Who won? And now where are we (SOUND)

~~9. Since this is the first week of the month, it means bills are due, and Murray Stuart of Vancouver, B. C., says that when hubby sees all these bills for shoes, dresses, beauty parlor, etc., he always sings (PLAY). Can you name two pictures with "penny" or "pennies" in their titles.~~

Lieut. Comm. Perry Wood says let's see if you can identify this well known song of the sea (PLAY) What is it? Name of the ocean? What months are oysters in season?

(SOUND: CLASS BELL) *(Morning Station Plus)*

to the Mayor of Boomtown

HIESTAND: The first exam is over Professor -- ~~the Empires are~~

*I request the judges to state his claims
talking and the freshmen are dallying --
well, Peter Clark, Mike Hestand - Faculty fall down & go boom*

KYSER: ~~Well, prithoo, kid dean -- how now -- unlatch the
villains and hand me the official faculty report.~~

(Benny - Men bushes)

SOUND: ~~(FIZZING THEN EXPLOSION) (LIKE A FIRE CRACKER OR A ROMAN
CANDLE GOING OFF)~~ *(oil bush's coming on)*

KYSER: ~~Well, Sucker, Clark Tracy, Hestand -- *too* Mis look's oil right
Germany -- whiskers -- the report is full of dynamite and
and
the faculty declares that the honor man of the first
exam is _____.~~

(APPLAUSE)

KYSER: Ah -- dear Mr. _____, you have a
fine fiduciary flair -- a fine head of hair and a fine

RIGHT NOW

~~head --~~ I pat your head (SOUND) -- shake your hand

(SOUND) and promote you to the senior class... go, light
up a Lucky Strike and squint over your stint until you
are called for the final ferment. Right now recess is
here.

AUDIENCE: (CHEERS)

KYSER: Oh, so that's the way you feel? Well, then munch your
candy and everything dandy -- grab a dame if she's handy --
one, two button your shoe and come on yet's Susi-que.

3. ("WHY CRY BABY".....MASON)

4. ("MY SISTER AND I".....BABBITT)

(CROWD NOISE AND CHANT START: - ONE SALE ENDING "AMERICAN")

WHSMAN: More mild center-cutters. At 22.

(CHANT STARTS AND FADES UNDER)

FORBES: This is Don Forbes, ladies and gentlemen, reenacting a tobacco auction at Adel, Georgia. A dozen or more buyers are bidding hot and heavy for the fine crop of tobacco that's being sold basket by basket here in this big tobacco warehouse. (AMERICAN) Still another sale! Now the warehouseman is ready to call out the opening bid on this next basket.

WHSMAN: 24!

FORBES: 24 dollars a hundred pounds. Quick as a flash an export company bids 25...a leaf company 26...and Lucky Strike raises it to 27. Will anybody top that? Yes...another cigarette company signals 28...a leaf company 29...and still another cigarette company bids 30. I think this basket's going...going to - but wait!...Luckies really want this fine, mild leaf...so the Lucky Strike buyer raises the bid again! It's 31 now - 31! And...yes, it's going to Lucky Strike at 31.

(CHANT UP - SOLD AMERICAN)

WHITMAN: There you see how tobacco is bought.....right out in the open market...where everyone can see who buys what tobacco, and the price they pay. The American Tobacco Company consistently pays higher prices to get the finer, the lighter, the naturally milder tobaccos. For instance, during the past season, at tobacco auctions in Adel, Georgia, The American Tobacco Company paid 37 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 37 percent above the average market price paid for all the various types and grades of tobaccos sold there - and the best we bought will go to Luckies. No wonder that, with independent experts who watch these sales - with buyers, auctioneers and warehousemen, with men who know tobacco best, it's Luckies 2 to 1!

(PLAYOFF)

5. VIENE LA CONGA.....ORCHESTRA

6. NUMBER TEN LULLABY LANE....SIMMS

GLEE CLUB: ROCKIN' CHAIR

-11-

GLEE CLUB - ROCKIN CHAIR - FADING:

HIESTAND: Oh, stop that noise -- the old school is tired as
a pup -- sophmores snarl ... seniors curl their lip --
freshmen frown in cap and gown -- and teacher's in a
temper -- and while the song of several happy goons
who have been locked in the tower makes you think
we're glad about anything -- we're not, and now
across the nation you can go soak your ears at every
station -- phooey.

...STATION BREAK...

(KYSER MARCH.....ORCHESTRA)

-11-

-12-

HIESTAND: The second semester comes to Kyser College like a lover's quarrel (LARGE AND EXTENSIVE IRON, GLASS AND CROCKERY CRASH)

WOMAN: (HARSH AND SHRILL) ----- and furthermore, you bum -- you can stay home and cook your own supper -- I'm goin' to class (DOOR SLAMS)

HIESTAND: Yes -- and so three beautiful and sweet-tempered dolls are here in the old classroom ready to take their examinations from the phiz of grizz -- that snard of award -- that pickle-puss enticer -- James Kay Kyser.

AUDIENCE: (CHEERS)

KYSER: Well, step up -- and talk up --

(ADD SECOND EXAM)

-12-

1. Here's a silly willy from Miss Jean Kirkwood of Hartford, Conn. Let's imagine it's a swimming party at a swanky movie star's pool. Enter the Mexican spitfire Lupe Velez dressed in a beautiful outfit! As she walked along the pool she got splashed -- but good. With hands on her hips she said "Oh (PLAY)". And just two minutes ago I was saying to myself (PLAY). The fellow came out of the pool to apologize but the more Lupe thought about it, the madder she got and in two minutes she gave ^{that fellow} ~~him two~~ (PLAY).

2. Extra, Extra, read all about it. Listen to these hum-bug headlines and tell Thomas Laughlin of Ludlow, Kentucky who the personalities are in each one.

DR KILDARE CUTS TARZAN'S HAIR!
MAISIE CAUSES CISCO KID AND RHETT BUTLER TO DUEL!
CITIZEN KANE SAYS IT'S A GREAT LIE.

Meet! Tin Doe

3. Here's the theme of the daytime serial Valiant Lady. Sally Terry of Hawaii wants you to name it. (PLAY). Does that mean "little star" or "little swallow?" Now if that's a little star, what is this? (PLAY). What's this (SOUND).

(QUESTION ROUND TWO - Page 2)

4. Frank Donato of New York City wants you to listen to this little gadget and tell us whether you think it's a pitch-pipe or a horn pipe.

(PLAY) Now if that's a _____ is a _____ a type of instrument, a type of dance, or type of plumbing fixture? Speaking of dances, we'll be playing one next Wednesday ^{WIGHT} at the Pacific Square Ballroom in San Diego ~~after our class session at the U. S. Naval Training Station.~~

5. Here's a pop song played in the style of a famous orchestra and Flying Cadet Dale M. Johnson of Randolph Field wants you to tell us the name of the song and the orchestra we are impersonating. (PLAY).

6. Many of our important cities ^{have been} ~~were~~ named for some of our outstanding Presidents. Let's assume that each President visited the city of his last name -- Eddie Coleman of Columbia, S. C., wants you to tell us where they went. Abraham went to _____. George went to _____. Grover went to _____. Thomas went to _____.

(QUESTION ROUND TWO - Page 3)

7. Here's a song that Frank Crummit made very popular and Miss Myrtle Cooper of San Simon, Arizona, wants you to name it. (PLAY). Is that Ferdinand the Bull, Abdul-a-Bul-Bul-Ameer, Bull of the Woods, Bulla Bulla, ~~or Time by Bulova?~~ ^{WIE} Is Julia Sanderson Frank Crummit's wife? What program are they featured on?

8. Clarence Busch of Sioux Falls, South Dakota, wants you to name two songs with "lazy" in their titles. Now just for fun, let's hear you sing these words to Lazy Mary Won't You Get Up. (PLAY)

9. Listen to the following overture and tell Miss Vera Mae Pertree of Dawson, Alabama, what this is from and what thrilling radio character it ushers on to the ~~air~~ ^{RADIO}. (PLAY).

SOUND: CLASS BELL

HIESTAND: Unhand the maidens, Simon Kay -- ain't you got no feelins?

KYSER: ^{Dear Hiestand} Curse you ~~Jack Dalton~~ -- I'll have my revenge -- but first the faculty ~~lands the marines.~~

(BUGLE CALL AND SHOOTING)

~~Yes, and they have the situation well in hand -- as a matter of fact they declare~~ the honor girl of the second exam is _____.

(APPLAUSE)

KYSER: Dear Miss _____, it is my painful duty to ignore your beauty and promote you to the finals -- if I had any sense I would flunk you and keep you in my astronomy course -- go, light up a Lucky Strike and make a date with a skate until you are called for the dead-end struggle. Recess is here again.

~~AUDIENCE:~~ (CHEERS)

KYSER: ~~well, okay~~ -- blow me down and go to town.

7. ("FRIENDLY TAVERN".....PRODUCTION)

(APPLAUSE)

J.W. says

KYSER: Chillun...when the same thing happens at one hundred and nineteen different places...that's news!

WHITMAN: Yes, folks, and it's good news for Lucky Strike smokers. Because at one hundred and nineteen different tobacco markets - markets that handle 96 percent of all the cigarette tobaccos sold at auction in this country - The American Tobacco Company last season paid higher prices to get the finer, the lighter, the naturally milder tobaccos. For example, at auctions in Adel, Georgia, - such as the one you heard reenacted a few minutes ago - American paid 37 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products - yes, 37 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought will go to Luckies. Now here are reports from some of the other one hundred and nineteen markets.
Henderson, North Carolina.

VOICE #1: American paid 22 percent more than the market average.

WHITMAN: Oxford, North Carolina

VOICE #2: At Oxford, American paid 30 percent more.

WHITMAN: Hahira, Georgia

VOICE #3: American paid 38 percent more at Hahira.

HIESTAND: And so it goes at market after market. We pay the price to get the finer, the lighter, the naturally milder tobaccos, for Luckies. No wonder the independent tobacco experts who watch these sales prefer Luckies by an overwhelming majority. Yes...with men who know tobacco best...it's Luckies 2 to 1. Next time you buy cigarettes ask for Lucky Strike.

8 OH LOOK AT ME NOW.....BABBITT

9 MARIA ELENA.....QUARTET

FANFARE

-19-

HIESTAND: The final exam ---

AUDIENCE: (CHEERS)

Stop -- is this a time for frivolous things? No --
this is a time for biting your nails -- for pulling
your handkerchief -- for sobbing into your soda --
This is where our two final scholars get the works --
this is where tragedy stalks -- this is where heads
will be crushed -- screams will be heard and parents
will hide. All this and gruesome, too -- here,
Gruesome -- here Gruesome....

KYSER: Yes, I'm gruesome and I'll mow down 'this twosome --

(ADD FINAL EXAM)

-19-

(FINAL QUESTION ROUND - Page 1)

1. Ah---this is the first week in May and therefore we'd like to dedicate our final round tonight to the month of May...and speaking of dedications, we have the honor of joining hands with the Navy next Wednesday when we'll be christening their new auditorium at the United States Naval Training Station at San Diego....Yes sir chillun, next Wednesday will be ~~class night~~^{GRAVY} for the Navy. But getting back to May, Stewardess Christine Rae of Dallas wants you to tell us what we are doing in this song (PLAY). When is May Day? When is Mother's Day? When is Memorial Day?

2. April showers bring May flowers so Captain Ted Howe of American Airlines says you should have no trouble at all in identifying this song (PLAY). Who says on the radio and in his column - "An Orchid To You"? What's the state flower of California? What's the Mayflower?

(FINAL QUESTION ROUND - Page 2)

3. This is the Andante Cantabile of Tschaikowski. Listen and tell Katherine Halff of San Antonio what popular piece was inspired by this beautiful classic. (PLAY). ^{by Liszt on the} Is there ^{IS} an Isle of Man? Was there an Isle of Capri? What's a Maypole dance?

4. We all know Sunday is Mother's Day but every day we should remember the right from the wrong, the manners, the lessons, and the many things she taught us....and ^{IN OFFICE!} Joel Brown of Hollywood ^{also} says we should remember ~~too~~ (PLAY) Name 3 things appropriate for Mother's day.

~~at the office~~
(AD LIB - Mother's Day)

(SOUND: BIG EXPLOSION)

-22-

(EXPLOSION LARGE AND FILLED WITH AFTER EFFECTS SUCH AS FALLING MASONRY, ETC.)

KYSER: What was that, Dean Hiestand?

HIESTAND: Oh, that -- I got tired of ringing the bell so I blew up the classroom -- LAUGH BY BAND

KYSER: Well, ~~then~~ - I guess class is over -- but hold on, chillun - just a moment while our faculty makes up its report and we hear Dean Hiestand deliver the tobaccolaureate address.

HIESTAND: Are you smoking more today? Then -- more than ever before -- you want a cigarette that's really mild -- with a natural mildness of finer, lighter tobaccos. So remember: Luckies pay the price to get the finer, the lighter, the naturally milder leaf. No wonder that with independent tobacco experts -- with men who know tobacco best, it's Luckies 2 to 1!

(FANFARE)

-22-

KYSER: Here it is -- the big boodle news of the evening --
by unanimous vote -- the honor scholar of the week is
declared to be none other than _____.

(APPLAUSE)

KYSER: Ah me oh my, dear _____ While the old
school artist paints your portrait for Doodle Hall --
I grasp your clasp -- I pin on your chest the Honor of
the Flying Eraser and I pat your palm with this heavy
sugar -- first prize \$35.00 -- go, take your way into
the world and live on the fat. To you, dear second
placer, this second prize of \$20.00, and to the other
four scholars ten dollars each and to all six a carton
of Luckies. Then to each and every member of our
student body here tonight for those huzzahs and healthy
hints -- a package of better-than-ever Lucky Strike
Cigarettes.

(APPLAUSE)

("SO YOU'RE THE ONE".....ORCHESTRA)

~~(NEW KYSER THEME)~~

Fade

-24-

KYSER: Well, das all chillun -- the old school ~~will weigh~~ ^(ships Bells)
~~anchor until next Wednesday~~ ^{UNTIL next Wednesday} night when it will be
 ship ahoy and all hands on deck - cause we'll be
 holding class with the NAVY at SAN DIEGO. In the
 meantime, remember to listen to Information Please and
 Your Hit Parade. And don't forget, the address for
 questions to the College is, Post Office Box 909,
 Los Angeles, California. This is Kay Kyser "thinking
 of you" - thanks a lot for being with us -- and so
 long everybody.

(LUCKY STRIKE TIME.....)

HIESTAND: The famous tobacco auctioneer heard on tonight's program
 was Mr. F. E. Boone of Lexington, Kentucky.

(SONG CREDITS, IF ANY)

THIS IS THE NATIONAL BROADCASTING COMPANY.

-24-

AS BROADCAST

The American Tobacco Company
Kay Kyser's College of Musical Knowledge - No. 164
May 14, 1941

HIESTAND: Have you tried a Lucky lately?

BOONE: (CHANT LONG SALE ... ENDING "SOLD AMERICAN")

HIESTAND: Let that chant remind you that Luckies are a cigarette of finer, lighter, naturally milder tobaccos. With independent tobacco experts -- buyers, auctioneers, warehousemen -- with men who know tobacco best -- it's Luckies two to one!

(LUCKY STRIKE TIME.....)

SOUND: HIGH FREQUENCY BUZZER - HIGH AT FIRST - THEN FADE

WHITMAN: To All Shore Stations - To All Ships Afloat - Lucky Strike presents KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE from the United States Naval Training Station at San Diego, California.

AUDIENCE: YEAH - NAVY! *whistle*

HIESTAND: *That big noise of the*
Yeah Navy is right - and now here comes the man and his ~~band~~ *the boys - THE champs of the camps* who gave America singing song titles and that famous makes you want to dance music -- KAY KYSER.

AUDIENCE: HOORAY!

(NEW KYSER RADIO THEME)

KYSER: Evenin' mates -- how're ya all?

AUDIENCE: Ship ahoy!

KYSER: ^{Up my Kappan} Well, ~~rest my main'sl mates~~ and blow me down if wa ain't
 holdin' class ^{at Longitude 117.12 West - Latitude 32-41 North} ~~no where else but Latitude 119 -- Longitude~~
⁴⁰⁰ ~~30 minutes~~ ^{in Bay} ~~-- 60 seconds~~ at the Navy encampment,
 on the ^{shores} of the Blue Pacific ~~in good old San Diego,~~
~~California~~ -- and up here on the quarter-deck we've piped
 six handsome recruits -- ready to take their examinations
 (JIE) ~~for fun,~~ ^{for fun} ~~scholarships~~ ^{scholarships} and \$95 in prizes. ^{put first lets} At ease, men --
~~while we open up the old classroom with a little jamboree~~
 and weigh anchor for a shakedown cruise of shake-up rhythm--
 yes, suh -- mates -- let's agitate -- take a rollin' stance
 and come on yet's dance.

1. ("QUIEREME MUCHO!".....ORCHESTRA)
2. ("DO I WORRY".....SIMMS & ORCHESTRA)

KYSER: Chillun, if you're like me, you'll take off your hat any time to a man who's a real old timer in his business. And Dean Hiestand's going to tell us now about a man who's been a tobacco auctioneer for 33 years.

HIESTAND: Yes, professor, and still going strong. He's Mr. James N. Edwards of Farmville, North Carolina. Well, you can bet your boots Mr. Edwards knows Tobacco and here's what he said recently about the sales at his auctions...."When the better leaf comes up for sale, Lucky Strike's buyers start bidding....and keep right on bidding till they get it. It's because I see them pay the price to get the lighter, milder leaf that I've smoked Luckies for 24 years now."

WHITMAN: Smokers, Mr. Edwards speaks for the overwhelming majority of independent tobacco experts, old and young. These experts who are not connected with any cigarette company - auctioneers, buyers, and warehousemen - choose Luckies for their own smoking enjoyment. At market after market they see us pay the price to get the finer, the lighter, the naturally milder tobaccos. And so with these experts.... with men who know tobacco best....it's Luckies 2 to 1. Have you tried a Lucky lately?

ORCHESTRA PLAY OFF

Ships

CLASS BELL

-4-

for the Sons of Uncle Sam

HIESTAND: All hands ~~reported~~, ^{ON DECK} ~~---~~ ^{it's} the first exam ~~is about to go into~~
~~session~~ -- the first three candidates for degrees of the
 high c's are at ^{their} battle stations and rarin' to go ^{and} ~~when~~ with
 a peep - comes that jeep from the deep -- that King Neptune
 of Dance Tune -- that forty fathom flounder -- that
 Carolina bounder -- ~~so make way for James Kay Kyser.~~
that's making up the bouncer -- Kay Kyser
^{with}

(KYSER MARCH & AUDIENCE APPLAUSE)

KYSER: Well, step up, Navy while I tuck a bib under my jib and
 get set to ad lib.

(FIRST QUESTION ROUND)

-4-

(QUESTION ROUND ONE - Page 1)

1. In this question from Joe McClain of Mayfield, Kentucky, an officer and his mess mate are happy because they've just been ordered to sea duty. The officer knew why he was happy but he wondered why his room-mate was so joyful-- room mate explained he wanted to put to sea because (PLAY) The officer said "That's my Bonnie" That's why I want to weigh anchor and remember. "It's not too late - we haven't sailed yet, and it's either hands off my Bonnie, or (PLAY).

(QUESTION ROUND ONE - Page 1)

1. In this question from Joe McGlain of Mayfield, Kentucky, an officer has just given out the news that it's "anchors away". The officer expected the new boys to be thrilled and excited over an ocean voyage but when he saw his roommate getting so happy about it he wondered why and asked him what's cooking? His room-mate replied (PLAY). The officer said "That's my Bonnie - remember the night you told me I was wanted immediately on ship so that you could be with her alone - remember?" The room-mate replied, "Oh, yes (PLAY)." The officer said, "It's not too late - we haven't sailed yet, and it's either hands off my Bonnie, or (PLAY).

2. Here's one from Mrs. C. A. Cady of Syracuse, New York. If a Gob is a sailor, what's a Goblet - a sailor's sweetheart? What's a gobblert? Is there a picture called "A girl, A Guy, A Gob?" *D. the boys on the Saratoga play poker with Socrates ship?*

3. Here's the "Sailor's Hornpipe" as played on the radio by Horace Heidt. Jack Ford of Tampa, Florida, wants you to listen and tell us whether it's the theme of "Treasure Chest" or "Pot O'Gold." (PLAY) Where would you put your Treasure Chest if I told you to put it in the bow of the boat? In the Stern? Now move it to portside and from there to the starboard.

(QUESTION ROUND ONE - Page 2)

4. Just to make Mary E. Campbell of Providence, Rhode Island happy let's distinguish between shore leave, shore dinner, Dina Shore, and All Ashore that's going Ashore.

5. Billy N. Bell of Kansas City says that after you learn all there is to know down here, you'll still have to go some to be as good a sailor as (PLAY). What sailor is positive proof of why you should eat spinach? What's his sweetheart's name? Who is Don Winslow of the Navy?

6. Moses Cook, CRM, Naval Operating Base, Norfolk, Virginia says don't get your signals crossed, but ^{How Do You Signal A SHIP} ~~what is semaphoring?~~ What's an ~~S.O.S.?~~ How do you send signals at night? How do you signal when you're on leave? (Lloyd-Ish)

(QUESTION ROUND ONE - Page 3)

7. The King of Jazz is an ex-bluejacket and Mrs. L. O. Jordan of Indianapolis, ~~Indiana~~ says when you hear him play you can truthfully say (PLAY). ~~Who is he? A few others who are well-known are~~ Uncle Nick, ~~radio editor of the New York Mirror, a radio comedian who~~ just celebrated his tenth anniversary, and ~~an orchestra leader who~~ plays music in the _____ manner. *what is the jacket was heavy weight champion of the world*

8. Joan Baker, Florence, South Carolina wants you to listen to some sounds we are sure are familiar to you boys here in the Navy, and see if you can tell us what the sounds represent. (PLAY). (PLAY). Do lighthouse keepers do light house keeping?

9. ~~We all feel our Navy is the Gem of the Ocean,~~ ^{where} so V. F. Clay, ^{says} ~~Huntington, West Virginia~~ ^{lets draw you wire in the land who's playing} wants you to listen as we play "Blow the Man Down", and from the way we play it tell us ^{land} what parts you think ^{who} the fleet is visiting (PLAY) (PLAY) Now what continent? (PLAY)

SOUND: CLASS BELL

HIESTAND: Cease firing, professor -- the Navy is wavy -- time to pass out the gravy.

KYSER: Well, sure enough, lads -- the Bureau of Navigation comes ~~says it's nautical but me~~ -- ~~and the boat with the loaded deck that made his~~ ~~thru with the hope and the dope~~ -- and they name the honor ~~man~~ ^{point us} of the basic course to be _____.

(APPLAUSE)

KYSER: Aha -- dear Mr. _____, I hand you these water colors. ~~You've got a salty savvy and a rep for hep --~~ ~~I slip you the old school kitten (Meow) -- a pat on the~~ ~~back (EFFECT) (COUGHS)~~ ^{So paint some foam on a wave} and promote you to the senior class -- ^{with your salty savvy you could torpedo a turnipish} go, light up a Lucky Strike and break out your shore clothes for a bender -- Right now recess is officially here.

(CHEERS)

KYSER: Yes, suh, chillun -- roll your charts and make your starts -- let's have some messin' round for we go aground -- come on, heave ho and off we go.

3. ("WISE OLD OWL".....MASON AND ORCHESTRA)

4. ("THINGS I LOVE".....BABBIT AND ORCHESTRA)

(APPLAUSE)

(CHANT QUICK SALE....AMERICAN)

WHSMAN: Start 'er at 18.

(CHANT CONTINUES)

CARPENTER: Hello everyone. This is Ken Carpenter, reenacting a tobacco auction in Mt. Sterling, Kentucky. There must be at least 2,000 baskets of fragrant tobacco leaf here in this big warehouse. The basket that's being sold right now has started a battle of bids with a dozen or more buyers in open competition. Hear the auctioneer chant out their bids? It's going....going to....

(CHANT UP....SOLD AMERICAN)

WHITMAN: At 20.
(CHANT)

CARPENTER: Right away the warehouseman called out the opening bid of 20 - 20 dollars a hundred pounds for this next basket. And already the bid's been raised twice.... yes, it's 22 now....22. Whew! - still another raise from the Lucky Strike buyer makes it 23. Now a leaf company says 24 - Lucky Strike, 25. And another cigarette company says 26. Will anybody top that? Yes....yes....Lucky Strike bids 27. 27 - 27 chants the auctioneer. Any more bids? No....No....Lucky Strike gets it. Listen:

(CHANT UP & FINISH)

WHITMAN: There you see how tobacco is bought....right out in the open market....where everyone can see who buys what tobacco, and the price they pay. The American Tobacco Company consistently pays higher prices to get the finer, the lighter, the naturally milder tobaccos. For instance, during the past season, at tobacco auctions in Mt. Sterling, Kentucky, the American Tobacco Company paid 25 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 25 percent above the average market price paid for all the various types and grades of tobaccos sold there....and the best we bought will go to Luckies. No wonder that, with independent experts who watch these sales....with buyers, ^{warehousemen} auctioneers ~~and warehousemen~~, with men who know tobacco best, it's Luckies 2 to 1!

TAG

- 5. IDA.....ORCHESTRA
- 6. INTERMEZZO.....DUET
- ORCHESTRA.....NAVY BLUE (ORIGINAL)

WHITMAN: As this song of Navy rolls along -- we salute the American first line of defense -- the United States Navy To the gallant men in blue and to the tradition which they have made great -- we send our respects from the men in training here at San Diego to all ships at sea and across the nation, as we identify every station.

(BAND....."NAVY BLUES")

WHITMAN: While this song of Navy rolls along -- we take brief
shore leave from the men in training here at San Diego
to pay our respects across the nation and identify every
station.

...STATION BREAK...

(STATION XXY SALUTES THE NAVY)

(KYSER MARCH: "TAR HEELS ON HAND")

Sailor Sweetheart

HIESTAND: The second exam comes to Kyser College like a blue-jacket
~~gettin' up to stand watch.~~
to the Way

SOUND: (~~SLIDE WHISTLE AND POP~~) *knocking, etc.*

VOICE:(ISH) ~~Jim up!~~ *Oh Boy*
with his hair wavy. The pride of the Carolina Navy

HIESTAND: ~~Well, stay up, Sailer for it's time to exam our second-~~
~~three scholars for top degrees and a chest of doubloons --~~
~~so take your places and get set for your paces for here's~~
~~Key the Kipperd Kabin Boy -- the Krafty little nipper --~~
~~your second examination skipper..~~

Key Kyser

(SHIP'S BELL)

KYSER: -- ~~Time to clamber up the riggin' and begin the biz of~~
~~this musical quiz.~~ *Let on the Sec Saw and don't see how*

(ADD SECOND EXAM)

(QUESTION ROUND TWO - Page 1)

Says
1. Commander Perry Wood explains that "calking off" means to take a nap ^{for} in your swinging hammock. No doubt hammocks are best for sleeping as you go (PLAY). You boys in the Battle Ships, Cruisers, Destroyers, etc., sleep as you go over the waves, but the boys on the submarines say they sleep best when they are (PLAY). By the way, how do you sleep?

2. George Moses of Myers, New York says he'll get you a date with an Admiral's daughter if you will distinguish between Bell Buoy, beachers buoy, Belle Baker, and bell-bottom breeches.

3. I hear by the grape vine, that on pay-day the old boys get the new boys in a pinochle game. One new recruit couldn't shuffle the deck so they arranged for him to scrub the deck. He said "I never scrubbed in my life." The officer said "Don't worry you'll learn because the motto in the Navy is (PLAY). Jean Hughes of Detroit, Michigan asks what's the popp-deck? ^{There was} ~~was there~~ a play called "Hit the Deck?" What's a double decker?

(QUESTION ROUND TWO - Page 2)

4. Our Navy is busy teaching thousands of new recruits right from wrong so Bruce Benedictson of Pullman, Washington wants to see how quickly you can tell us right from wrong in the following statements:

- 1. Navel oranges are grown by the Navy.
- 2. First flights over the North and South Poles were made by Admiral Byrd of the Navy.
- 3. ~~Draft numbers are placed on the bow and stern of a ship.~~
- 3 4. In the Navy, ~~U.S.~~ money is called "Union Jack".
- 5. ~~All sea songs are called Neptunes.~~
- 6. ~~Neptune was an ancient mariner.~~
- 7. Gene Tunney is now a Lieutenant Commander in the United States Naval *Reserve*

5. What type of ships are called the backbone of the fleet? If you were singing this song what type of boat would you be on? (PLAY)

Now if you were singing this song tell X of X what kind of boat you'd be in. (PLAY). *If there a Lewis Navy* ~~If you want to stay on the good side of your Captain don't ever call a ship a boat!~~

6. Everything will be ship-shape and you can pipe down if you tell Miss Dorothy Jarvis, Mt. Carmel, Ill. on what ship the Pilgrims made their crossing. Who was the Captain of the "Good Ship Lollypop?"
Captain Henry was the Captain of what boat on the radio for many years?

(QUESTION ROUND TWO - Page 3)

7. We have all heard "Join the Navy and see the World". With the use of a few songs we are going to take the fleet on a very quick trip to several ports. Listen and tell A. H. Russell of Hanoverton, Ohio what country you think we are steaming into. (PLAY). At what country are we dropping anchor now. (PLAY). Where's the "land of cotton"? And speaking of cotton, the great Cotton Carnival is in full swing right now down in Memphis, Tenn., and we all hope it's the biggest they ever had.

8. Perry O. Hannah, Fort Bliss, Texas, ~~says we've all heard the expression "Time and tide wait for no man", but what we want you to~~ ^{want you to} tell us is how you tell time at sea? ~~How many bells is this (SOUND)~~ ^{Let's assume you're the time orderly}
What time would it be? Is there a book "For Whom the Bell Tolls"?

9. Probably the most welcome news in any seaport is "The fleet's in" and Dorothy Coughlin of Boston says at that time all the boys on board after a long hard voyage are singing, (PLAY). Is Man of War a sea horse? What's "tug of war?" *Is Sea Biscuit Now Hand back*

SOUND: RECORDED CAMPUS CHIMES

Break it up - Break it up - to chief petty officer says break it up

HIESTAND:

~~Loudly the bell in the old tower rings Professor.~~

I don't know about Petty Officers - but the Petty Officer is in good shape

KYSER:

~~That's the sort of thing you have to expect when you're~~

~~in school, Dean Hiestand ... but the Faculty gives out.~~

~~a seb, so it looks like the knobby gob of the second exam is _____~~

(APPLAUSE)

KYSER:

Congratulations, my dear _____

See

~~You have determined your position by the sun and the stars.~~

the moon - You ARE The Big Cheese of the 2nd Exam

~~(SOUND: CUCK. CUCKOO) Now that you have seen the stars --~~

~~shove off - relax -- light up a Lucky Strike until you~~

~~are called for the Finals -- and as the Quartermaster would~~

~~say before inspection -- shine up your buttons, shine up~~

~~your shoes, shine up your brass work, shine up your tooties,~~

~~shine up your middy blouse, shine up your pants -- get out~~

~~and shine chillun -- come on, let's dance.~~

("ALEXANDER THE SWOOSE".....PRODUCTION)

KYSER: All right, chillun....Ready for our 'rithmetic class....
How much is one plus 118? Students! (AUDIENCE PRE-COACHED:
119)

WHITMAN: Correct! One hundred and nineteen....And, folks, that's
the number of tobacco markets that handle over 96 percent
of all the cigarette tobaccos sold at auction in this
country; And at each of these markets The American
Tobacco Company last season paid higher prices to get the
finer, the lighter, the naturally milder tobaccos.
Yes, this was true not only at Mount Sterling, Kentucky,
the auction we reenacted a few minutes ago, but at one
hundred and eighteen other tobacco markets. Let's give
you some examples.

HIESTAND: At Mount Sterling, you'll recall, American paid 25 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products....yes, 25 percent above the average market price paid for all the various types and grades of tobacco sold there....and the best we bought will go to Luckies.

WHITMAN: And at Mt. Pleasant, Tennessee.

HIESTAND: American paid 21 percent more than the market average.

WHITMAN: Huntington, West Virginia.

HIESTAND: At Huntington, American paid 30 percent more.

WHITMAN: Lebanon, Kentucky.

HIESTAND: American paid 34 percent more at Lebanon.

WHITMAN: And so it goes at one hundred and nineteen markets. We pay the price to get the finer, the lighter, the naturally milder tobaccos for Luckies. No wonder the independent tobacco experts who watch these sales prefer Luckies by an overwhelming majority. Yes....with men who know tobacco best....it's Luckies 2 to 1. Next time you buy cigarettes, ask for Lucky Strike.

~~8. G'BYE NOW.....BABBITT & ORCHESTRA~~

9. TWO HEARTS THAT PASS IN THE NIGHT.....QUARTET
FANFARE

HIESTAND: The Final Round! Bands will play -- Banners will fly --
for here comes the guy who always leaves 'em with a sigh --
Rep, High & Dry
~~Key Splicer Kyser.~~

KYSER: ~~Gangway -- or I'll rope you in on these pay grade questions.~~
Knock it off & wrap it up, if you answer right your pay goes up --

(ADD FINAL ROUND)

(FINAL ROUND - Page 1)

1. George Grant of Glencoe, Ill. points out that when the Commander in Chief of the Navy enters, the band always plays, (PLAY). That was _____ -- Now tell us who is The Commander in Chief of the United States Navy. Did John Paul Jones say "I haven't begun to fight." Did Thomas E. Dewey say "You may fire when ready Gridley?" How do you christen a ship?

Pauline M. Worth - 7/2/40
 2. ~~Louise Tupper~~, Wellesley Hills, Mass. has explained to us how the names for our warships are selected -- one type of ship is named for States, another for Cities, another for famous men, for fish, for birds, for stars, etc. For instance mine-sweepers are named for birds. Now see if you can identify the types of ships three of the following are -- The Texas, or North Carolina. The Chicago. The Sail Fish, The Farragut. What are mosquito boats?

(FINAL ROUND - Page 2)

3. In this one let's discuss the flags of the Navy. Eck Sheppard of Richmond, Virginia says Mr. Frank Knox will hate you if you don't know whose flag is a blue one with an anchor - and four white stars on it. Is there a flag especially for the President? What does a yellow flag signify. What Navy flag has a solid blue background and 48 white stars? ~~Who was Captain Flagg?~~

4. Jack Keeshan of Southport, Connecticut says if you've ever sailed a ship you'll know what a thrill it is to enjoy (PLAY) Now that's either "I'm Waiting For Ships That Never Come In" "Life On An Ocean Wave" "Red Sails In The Sunset" or "Spring Sales at Macys". In addition to the Navy what other branches of the Sea Service turn out some of the finest seamen in the world?

SOUND: CLASS BELL

(BELL RINGING)

HIESTAND: Beat a retreat, jeep -- there's the bell.

KYSER: The Faculty is dining at the Captain's table, Dean Hiestand -- so while they ponder over which course to take will you read us the order of the day?

HIESTAND: Are you smoking more today? Then -- more than ever before -- you want a cigarette that's really mild -- with the natural mildness of finer, lighter tobaccos. So remember: Luckies pay the price to get the finer, the lighter, the naturally milder leaf. No wonder that with independent tobacco experts -- with men who know tobacco best, it's Luckies 2 to 1!

(FANFARE.....ORCHESTRA)

Student

KYSER: The Faculty has decided in triplicate -- that the ~~one~~ ^{Now eligible to} who answered most articulate - is ~~that sailor man~~ ^{that fellow for a Navy Str and a killer at the computer} what ~~an~~ ^{man}.

(APPLAUSE)

KYSER: Ah, my dear _____, hoist the flag -- your hearing line has given you the right to wear rubber boots to stomp the deck. Take this \$35 first prize and as a ~~surprise~~ ^{gift} a new mascot for your shipmates - a real live ~~honest to goodness, Navy Goat.~~ ^{all} ~~honest to goodness, Navy Goat.~~ ^{50 pounds on the hoof of Navy Goat} *a bag of Navy Beans*

AUDIENCE: APPLAUSE

KYSER: To our valiant second placer goes twenty-dollars. Each of our other four contestants gets ten dollars -- and all six receive a carton of Luckies. And finally - to each and every ~~jack~~ ^{Sailor Man} ~~far~~ here in the student body tonight - for those jeers, cheers and tears -- a package of better-than-ever Lucky Strike Cigarettes!

10. ("AMAPOLA".....ORCHESTRA)

(NEW KYSER RADIO THEME)

KYSER: Well, das all, chillun - A fond farewell and many thanks for all the fun we've had here at the Naval ^{TRAINING} Station ^{at} in San Diego. Next Wednesday night we'll be holding class ^{back again} ~~as usual from~~ Los Angeles. Meantime remember Your Hit Parade and Information Please make up your homework for the week. The address for questions to the College is, Post Office Box 909, Los Angeles. This is Kay Kyser "Thinking of you" -- thanks a lot for being with us - Lights out -- Good luck -- and so long everybody.

(LUCKY STRIKE TIME.....)

AUDIENCE: YEAH NAVY -- HOORAY!

HIESTAND: The famous tobacco auctioneer heard on tonight's program was Mr. F. E. Boone of Lexington, Kentucky. The Navy Department authorization of this broadcast from San Diego, California does not constitute the Navy endorsement of our product.

THIS IS THE NATIONAL BROADCASTING COMPANY.

As Broadcast

The American Tobacco Company,
Kay Kyser's College of Musical Knowledge - No. 165
May 21, 1941.

BOONE: (CHANT 7 SECONDS ... "SOLD AMERICAN")

HIESTAND: With independent tobacco experts -- buyers, auctioneers,
warehousemen -- with men who know tobacco best, it's
Luckies two to one!

(LUCKY STRIKE TIME...)

HIESTAND: Lucky Strike presents Kay Kyser's College of Musical
Knowledge - *with that man and his hand who hand to office*
~~with birds in the hand - tunes on the bush~~
~~• *Hand's all over the land*~~
~~and bats in the belfry - Kay Kyser.~~

(KYSER THEME.....)

KYSER: Evenin' folks - how're y'all? Tonight with birds in the hand,
tunes on the bush and bats in the belfry our beloved Faculty,
and students going back to nature.

HIEBTAND: What about our six scholars who came prepared for Exams?

KYSER: Let 'em grab a lunch basket - let's gambol on the green -
give out with a few games - jump in the lake and resuscitate.
What I mean chillun is - that it's picnic day - a day in the
country - a ride in the hay - hey - so come on yet's dance!

COMMERCIAL #1

3
2

REVISED

5/21/41

KYSER: Chillun, here's the way Larry Moore - a tobacco buyer down in my own home state - sums up his business:

MAN: Buying tobacco's just like buying anything else ... You get what you pay for! Well, I've seen Luckies pay higher prices and get the milder, better quality leaf at hundreds of auctions. So I figure it's just good common sense to smoke Luckies myself. I've smoked 'em for 23 years now.

WHITMAN: Folks, Mr. Moore who is an independent buyer not connected with any cigarette company - is typical of most other independent experts. At market after market they see us pay the price to get the finer, the lighter, the naturally milder tobaccos. So, as Mr. Moore points out, it's "just good common sense" for them to smoke Luckies. Sworn records show they do. In fact twice as many independent buyers, auctioneers and warehousemen smoke Luckies exclusively as smoke all other cigarettes put together. So when you buy cigarettes - remember - with men who know tobacco best, it's Luckies 2 to 1.

KYSER: Tonight is Mother Nature's night in the College ~~children,~~
 but before we get stung by the bees, ^{Crashed by the Bell} ~~bit by the horse and~~
 poison ivy ^{by the} ~~from the flowers~~ we'd like to say what a
 wonderful time we had last week holding class with the
 Navy. Yes suh, ^{How better boys than the boys on the ship...} ~~and now that we know the difference between~~
~~a white cap and a red cap, a tug a war and a man a war,~~
^{we} ~~and~~ can say "She sells, sea shells by the sea shore" let's
 see how you can start our Mother Nature class by saying; ^{not}
 "A Big Black Bug bit a Big Black Bear".

(QUESTION ROUND ONE: Page One)

1. Our first ^{Exam} ~~round~~ salutes the animal kingdom and here's one from Miss Roberta Brown of Bieber, California, about a little kiddie who visited the Zoo. In one cage there was a great big white shaggy bear. The little kiddie said to the bear "Are you a grizzly? And the bear replied, "No, (PLAY)." What's the name of the Polar bear that Rochester takes care of? ~~What are the little fuzzy doll bears that kiddies have.~~
~~Now who are the Chicago Cubs?~~ *the Chicago Cubs the baseball team?*

2. Howard Sampson of Glendive, Mont. asks if Carmichael is a bear, then Porkey is a what? And Leo is a _____; Jumbo is an _____. Johan is a what? And Lucky Tiger is what?

3. Dorothy Moss of Dallas, Texas will laugh like a hyena if you can't name the animal in this song. (PLAY). And this song makes you think of what animal? (PLAY). Who says "Monkies is the cwraziest peoples?"

4. Larry De Simone, of Lafayette College, Pa. says if you have an elephant's memory, these right or wrongers won't make a monkey out of you.

- 1) Sabu the Elephant Boy is the mascot of the Republican Party.
- 2) Clyde Beatty is a wild animal trainer.
- 2) Frank Buck brings 'em back alive.
- 3) ~~Farzan~~ ^{Sabu} is Gargantua's brother.
- 1) Kangaroos are raised on hops.
- ~~6) Animal Kingdom was a famous play.~~
- 4) Animal crackers are made ~~at the zoo~~ ^{by NBC}.
- 5) *Clyde Beatty is a famous animal trainer*

5. This one from Grace Kruz of Columbus, Ohio concerns a city boy's first visit to a farm. He had the usual luck trying to milk, so the farmer gave him something easier to do -- he told him to feed the cow. So the city boy grabbed a bucket of milk and placed it in front of the bovine. The cow looked at the milk and said (PLAY). The Donkey is associated with what political party? The dog is associated with what record machine? The Dinosaur is associated with what oil company?

6. Floyd Aldrich of Lebanon, Ky. will make you king of the animal kingdom if you name a song with the word "Tiger" in it. A song with lamb - (Guy yells "Chop, chop, chop). One with Wolf. One with Fox. ~~One with Dragon. And one with bear.~~

(QUESTION ROUND ONE - Page 3)

7. Lucille Lynch of Indianapolis says ~~that if Mickey and Minnie had a Junior, and none of them could see, we could call them (PLAY). If Tige, Rin Tin Tin, Asta, and Daisy are dogs, what's a hep cat? Who are the Bob cats?~~ *she saw 3 mice coming out of a doorway and we might call them*

of a cat has 9 lives what's a cat's name tails

8. Speaking of hep cats, Henry Weber of Portland, Oregon wants you to sing this little ditty, and sing it swing style -- it's called "Mary Had A Little Lamb." (PLAY). Now will you please imitate a lamb -- How about a cat or a dog, a pig, a cow, a giraffe?

9. Tell Helen Hawkins of Richmond, Va. the animal in this song. (PLAY)

What's Tom Mix's wonder horse named? Does the Lone Ranger ride the ^a flying red horse? *Charlie* ~~Did you ever see a horse fly?~~ *The main is the name of what branch of the service*

The name of the horse - what's the name of the horse?

SOUND: CLASS BELL

HLESTAND: Show a little horse sense, Professor. It's time to say "Neigh" - (BUD - horse neigh)

KYSER: This is no time for horse play Dean Hlestand ---Grab a decision from the Faculty before they trot off with the winner. Thank you -- Ah, yes! -- the new member of the horsey set is that Blue Ribbon Winner_____. (APPLAUSE)

KYSER: Congratulations, my dear_____. You certainly know your oats. Get on your hobby-horse---light up a Lucky Strike and sharpen your spurs for the finals. Right now, a little bird in yonder tree calls out --

AUDREY: Recess!

KYSER: Yes, it's time to _____ in the green glades and quiet forest. There's music coming, chillun -- so out of your hiking shoes and into your dancing shoes.

- 3. ("WHY CRY BABY".....MASON & ORCHESTRA)
- 4. ("WALKING BY THE RIVER".....SILMA & ORCHESTRA)

(CHANT UP AND FADE)

KYSER: Attention, everybody. Here's Dean Hiestand with that new game ... "Lucky Markets."

(SHORT CHANT - SOLD AMERICAN)

HIESTAND: Folks, this game of ours has a real meaning for smokers. It proves that the American Tobacco Company pays the price to get the finer, the lighter, the naturally milder tobaccos for Luckies. Here in a goldfish bowl are the names of one hundred and nineteen different tobacco markets - markets where tobacco buyers buy over 96 percent of all the cigarette tobacco sold at auction in this country. Now a member of our audience, Miss Ann Jackson of San Mateo, Cal. will draw the names of these tobacco markets completely at random out of the goldfish bowl, and as I call out each name, whoever in the audience holds the card for that market will call out the percentage figure above the average market price we paid there for tobacco ... and then (SOUND -CASH REGISTER) see what happens. All right, Miss _____, will you draw the first name please. Thank you - it's _____.

MAN OR
WOMAN: _____ percent more.

HIESTAND: _____ percent more in _____,
(CASH REGISTER) and Lucky Strike pays the _____ with
the _____, _____ card _____ dollars. Now,
friends that means that at tobacco auctions in _____
_____, last season, The American Tobacco
Company paid _____ percent more per pound for the
tobacco it bought for its cigarettes and other tobacco
products - yes _____ percent above the average market
price paid for all the various types and grades of tobacco
sold there - and the best we bought will go to Luckies.
All right - next market being drawn from the goldfish
bowl and it's _____, _____.

(CROWD MURMURS UP)

(ETC.)

(BELLS)

HIESTAND: Ch - oh - there's the bell, ending this session of Lucky
Markets. Thanks very much everybody. Now here's Gayne
Whitman.

WHITMAN: Ladies and gentlemen - we paid out these large sums of money in tonight's "Lucky Markets" for a very good reason. They helped us to show you - in the most forceful way we can think of - that The American Tobacco Company pays higher prices to get the finer, the lighter, the naturally milder tobaccos. We pay these higher prices at market after market all over the South. This was dramatically proved by drawing the names of the tobacco markets from the bowl completely at random. Remember, at every single one of these markets, The American Tobacco Company paid well above the average market price for tobacco - and the best we bought goes into Luckies. No wonder that with independent tobacco experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1,.....Have you tried a Lucky lately?

TAG

5. LA CONGA.....ORCHESTRA

6. MARIA ELENA.....QUARTET

GLEE CLUB SONG.....GLEE CLUB

-12-

Don't be taking by the moonlight

(GLEE CLUB - ~~SUMMER NIGHT EFFECT~~)

HIESTAND: As the evening ~~sun~~ ^{moon} goes down over the rolling hills and fertile valleys, each little bird tucks its head neath its wing -- each tiny furry creature of the field nips back to its burrow ... and the night sounds hold sway. The stillness of a summer evening is broken by a bullfrog's croak -- a cricket chirps its weird incantation - as we steal stealthily across the nation and say ...

(USUAL PRODUCTION OF THREE LOON LAUGHS)

HIESTAND:to every station.

*** STATION BREAK ***

(KYSER MARCH.....)

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-13-

HIESTAND: The second semester comes to Kyser College like the swallows that come back to the place that sounds something like Pastrami.

~~(WHISTLE NIPS IN ABUNDANCE)~~

(BIRD TWITTERS)

Yes and whilst the birds twitter in the trees our second three candidates for degrees tootle up to take a test to see who's best. three gorgeous Los Angeles larks who are ready to sing ... but, before they can ^{Say} peep or utter a chirp they are pursued by a twirp -- that vulture of culture ... ~~that hawk of remark~~ ^{Wagen Horn} -- that crew with the knew ~~with the de se de -- ho ho -- hay hay - hi, Kay Kyser.~~

(CHORD)

KYSER: Well, pass me a worm and watch me squirm ... ~~step right up my beautiful rebins while I ransack your noggins~~ ... our second exam has to do with birds .. ~~birds of song and story.~~

(ADD SECOND EXAM)

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(QUESTION ROUND TWO - Page 1)

1. In our second round let's be a bit flighty and wing our way over to Catalina Bird Farm. Virginia Wilson of Riverside, Calif. approached a goofy looking goose who looked like a dodo bird, and said, "Who are you, my fine feathered friend?" The bird replied (Little Audrey -- "I'm Alexander, and I'M (PLAY)). The fellow he-hawed and went on to the next cage where the bird beat him to the punch and said, "I don't give a hoot if you give me the bird, because I'M (PLAY).

2. Tell Robert Watson of Minneapolis who the star was in the movie version of Maeterlinck's "The Blue Bird". Was there an actress named Jean Eagles? Who was Florence Nightingale?

3. The English translation of this next song title is "The Dove". Listen and tell Miss Pat Dowd of New Brunswick, N.J. the name of it. (PLAY). Who is Billy Dove? What's the difference between a Sea Gull and a see-^{Wick}aw? Now did you sea - Gul - iver's Travels?

(QUESTION ROUND TWO - Page 2)

4. Mattie Broadnax of Chicago says you'll have something to crow about if you tell us what a swan song is. Did Edgar Allen Poe write "The Raven?"! _____ wrote the Raven, but the raven didn't reply, because it couldn't write -- boy have I gone ravin' mad! ^{page 201 "The Raven"} ~~Whom are we imitating now?~~

5. Christine Colvert of Conway, Ark. will be as happy as a lark if you'll tell us the member of the fowl family featured in this ditty. (PLAY). Who is Polly and who is Donald, and if Clara Cluck is a hen, who is Clara Bow?"

6. Don't let this one from Herbert Munro of Spokane, Wash. hawk you. He wants to know if Bob Hawk is the MC on the "Take It or Leave It" program. What baseball team in the National League is known as the Cardinals? Is Admiral Byrd the song bird of the South?
Who is

7. The English translation of this song title is "The Swallow."

Listen and name it for Beulah Ing of Oklahoma City. (PLAY). ~~Can you~~

~~name another song with the word "Swallow" in its title?~~ Now let us

speak of Robins. If June Robin is a singer -- Leo Robin is a composer,

can you name a comedian whose first name is Robin? And speaking of

Robin, I'm looking forward to being with Bing, Robin, ^{and Jo King} ~~Gennie, John~~

~~Scott Trotter, and Humphrey Bogart~~ on the Kraft Music Hall tomorrow

night. By the way, John and I have written a Conga Fight Song for

U.F.C. and we're gonna do it on the program tomorrow night.

8. Ray Morgan of New Orleans points out there are many birds you don't have to see to know who they are -- that you can tell them by the sounds they make. We are going to make some sounds and see if he's right.

You tell us what birds you think these are. (PLAY) (PLAY) (PLAY) (PLAY)

9. Listen to this patriotic march and tell Diana Young of Clarion, Iowa what it is (PLAY). Is that the Single Sparrow, the Double Eagle, the Triple Thrush, or the Quail Quintuplets?

Single Sparrow
Double Eagle
Triple Thrush
Quail Quintuplets

SOUND: CLASS BELL

HIESTAND: ^{Love} The birds have flown and the ^{Parrots} ~~ladies~~ groan -- the exam is over ~~Perfesser~~ ^{do do}

KYSER: Well, tweak my beak, Dean _____, our faculty will rifle the nest and report on the test -- yes -- the campfire girl ^{who gets} ~~with~~ the biggest marshmallow is

(APPLAUSE)

KYSER: Ah, my dear Miss _____ ^{come with me} you fly high ~~sure~~ ^{enough}. You are hereby promoted to the senior class -- go, light up a Lucky Strike and pin on your Audubon button till you are called for the final exam. Right now recess is here.

(CHEERS)

KYSER: Yes, suh, chillun, and it's goin' to be thrillin' so ^{come here Amnesia No. 1 vocalist - according to the Ballroom Call of the College} ~~thrust out your tootsies and flatten your tootsies and come on yet's dance.~~

7. ("AMAPOLA.....SIMMS, PRODUCTION, ORCHESTRA)

(APPLAUSE)

Percentages and Markets quoted

Fairmont, N.C. 56%
Mehira, Ga. 58%

KYSER: Now here's Gayne Whitman with a word about "Lucky Markets" - that new game we listened to a few minutes ago.

WHITMAN: Folks, it's important to remember that the names of the tobacco markets called out during our "Lucky Markets" game were drawn from the goldfish bowl completely at random. And, at each of these markets, The American Tobacco Company paid higher prices to get the finer, the lighter, the naturally milder tobaccos: a percent more than the market average in a, _____, b percent more in b, _____, and so on. Now that's worth thinking about, next time you buy cigarettes. For remember, you get what we pay for. And we pay the price to get the finer, the lighter, the naturally milder tobaccos for Lucky Strike. Remember - with independent tobacco experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1 ... We suggest that - for your own smoking enjoyment- you try Luckies for a week. Start with the next package of cigarettes you buy and ask for Lucky Strike.

8. AT A GEORGIA CAMP MEETING.....ORCHESTRA

9. OH LOOK AT ME NOW.....BABBITT

FANFARE

See Page 17

HIESTAND: (LANQUID...OVERCOME) The final exam...(SNIFFS) A --- w
smell the pretty flowers.

AUDIENCE: (SNIFFS AND SAYS AHHHHE)

HIESTAND: Ah, yes -- the pretty fleurs -- well and these two tender
buds -- these two long-stemmed blooms -- these honor
scholars who are about to give cut with the hollars for a
mess of dollars ~~... seen they will be visited by that~~
~~sageacious bee -- that erudite buzzer .. (BEE COMES ALONG) --~~
~~Hark -- It is Mr. Bumble himself -- that drone from the~~
~~pone country -- that honey chaser -- your old perfaser ...~~
(BEE LARDS)

~~AUDIENCE: Cuch Why, perferaser.~~

KYSER: What's a bee without a sting? Open up, my roses and
drop your poses - our final exam has to do with flowers
so bloom or go boom.

(ADD FINAL EXAM)

(FINAL QUESTION ROUND - Page One)

1. The birds, the bees, the animals and the trees wouldn't be much without the beauty of mother nature's flowers and so we appropriately devote our final round to the flowers. William Sheffer, of Detroit says Edward McDowell really sang mother nature a lullaby when he wrote (PLAY). Name another song that has rose in its title? Who is Billy Rose?

2. Marie Cameron of Hartford, Conn. says an "Orchid to you" if you tell us the flower mentioned in this song. (PLAY). Do daisies keep a secret? *Do Carnation give Milk*
~~The Contented Hour is presented by what milk company?~~
~~It's named after a flower?~~ Can you spell _____?

(FINAL QUESTION ROUND - Page Two)

3. Listen and tell Shade Griffin of Raleigh, N. Car. what delicate little flower the flower vender is trying to sell in this song. (PLAY)
 Is Violet Ray, Martha Raye's sister? What ^{is cauliflower is?} flower has for its slogan "~~Eventually why not now~~"?

~~ISH: Kay, I want to ask you a question: Can you describe a petunia?~~

~~KAY: No, Ish, I can't -- What is a Petunia?~~

~~ISH: A petunia is like a bologna
 A bologna is a sausage
 Sausage and battery is a crime
 Monkeys crime trees
 Trees a crowd
 Where there's a crowd there's noise
 I have a noise on my face
 I have eyes too
 The opposite of eyes is nays
 A horse neighs
 A young horse is a colt
 If I go home with a colt
 I wake up in the morning with
 Double petunia.~~

4. California, has its poppys, Texas its Bluebonnet, and "for you a rose in Portland grows", but Phyllis Dana of Savannah, Ga. says ^{Macdonald wrote this one} ~~this~~ song ~~is~~ about (PLAY). What's a Batchelor's Button? Now does a lady's man always wear a gardenia?

SOUND: GLASS BELL

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HIESTAND: The exams are over.

(CHEERS)

KYSER: Yes -- chillun, but while our faculty convene to make out the final reports, sit with me in ^{the greenhouse} ~~brief convocation~~ while we hear Dean Hiestand deliver the tobaccolaureate address.

HIESTAND: Are you smoking more today? Then - more than ever before - you want a cigarette that's really mild - with the natural mildness of finer, lighter tobaccos. So remember: Luckies pay the price to get the finer, the lighter, the naturally milder leaf. No wonder that with independent tobacco experts - with men who know tobacco best, it's Luckies two to one!

(FANFARE.....)

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KYSER: Ah, dear _____ your I.Q. reads like a
~~telephone~~ ^{California Sunflower} number...your scholastic accomplishment has set
 new highs in higher education ... I award you this poke of
 \$35.00 first prize -- wring your hand (BELL RINGS) and send
 you forth into the world -- go, pay off the mortgage. To
 you dear second placer this second prize of \$20.00 and to
 the other four scholars ten dollars each and to all six a
 carton of Luckies. Then to each and every member of the
 student body here tonight for those hearty cheers ... and
 volunteer answers -- a package of better-than-ever Lucky
 Strike Cigarettes.

(CHEERS)

(THERE'LL BE SOME CHANGES MADE.....ORCHESTRA)

(NEW KYSER RADIO THEME)

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-24-

KYSER: Well, das all chillun -- the old school goes back in the barrell until we hit the trail in never never land next week at the same time. For your homework -- don't forget to attend Information Please and Your Hit Parade. And, chillun, the address for questions is Box 909, Los Angeles, California. *I'll be with Bing tomorrow nite and co'urse* *for class session* Until next Wednesday night, this is Kay Kyser - "Thinking of You" - thanks a lot for being with us -- and so long everybody.

(KYSER THEME.....)

WHITMAN: The famous tobacco auctioneer heard on tonight's program was Mr. F. E. Boone of Lexington, Kentucky. ~~And remember tomorrow night students, Kay Kyser is Bing Crosby's guest.~~

NBC
ANNOUNCER: THIS IS THE NATIONAL BROADCASTING COMPANY.

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As Broadcast

Mr. Boggiانو

5-28-41

The American Tobacco Company
Kay Kyser's College of Musical Knowledge - #166

HIESTAND: Have you tried a Lucky Lately?

BOONE: (CHANT LONG SALE ... 8 SECONDS ... ENDING "SOLD AMERICAN")

HIESTAND: Let that chant remind you that Luckies are a cigarette of finer, lighter, naturally milder tobaccos. With independent tobacco experts -- buyers, auctioneers, warehousemen -- with men who know tobacco best -- it's Luckies two to one!

(LUCKY STRIKE TIME)

HIESTAND: Lucky Strike presents Kay Kyser's College of Musical Knowledge -- and here comes the man and his makes-you-want-to-dance band, with the hottest quiz in all the land --- Kay Kyser!

(NEW KYSER R.D.I.C. THEME AND CHEERS)

KYSER: Evenin' folks - How y'all?

AUDIENCE: Fine, Kay.

KYSER: Fine, huh.....ah, that's the way I like to hear you talk because we're all rarin' to go - Gianny's sparkling like a gem, Harry's as sharp as a dollar, Sully's sassier than ever, and Ish just washed his bangs and can't do a thing with 'em, and just listen to the hollars of the ninety-five dollars
(LOON LAUGH)

HIESTAND: That's right, they're the cash prizes for the correct surmises - lots of honey for the busy little bees.

SOUND: (BEEB BUZZING)

KYSER: Stop droning, Dean, you old sting-a-ma-jigger. Before the palpitating hearts go pitty-pat, let's palsy-walsy on the campus pampas, and come on -"yets dancees"

1. (PARA VIGO ME VOY ORCHESTRA)
2. (THINGS I HAVE HARRY AND ORCHESTRA)

COMMERCIAL #1
LUCKY STRIKE - KAY KYSER

KYSER: Now it's Dean Hiestand who starts the quizzing tonight.

HIESTAND: That's right, Professor! I want to ask every cigarette smoker listening in this question: "What do you want most in a cigarette?" Now maybe you'll answer: "Mildness" - maybe: "Better taste." Whatever the quality is you want you'll find that it comes from better tobaccos. Yes, better tobaccos make a better cigarette. And of Lucky Strike's tobacco, Mr. F. H. Lewis, independent tobacco warehouseman of Stoneville, North Carolina, said recently:

MAN: At auction after auction I've watched Luckies pay the price to get the milder leaf that makes for finer smokin'. That's why I smoke Luckies myself.

HIESTAND: Well, smokers, you see that Mr. Lewis really wants just what you want in a cigarette - he's looking for the most smoking enjoyment for his money. And he remembers that, at market, after market, he's seen us pay the price to get the finer, lighter, naturally milder tobaccos. So - he smokes Luckies - like most other independent tobacco experts. Actually, twice as many of those experts smoke Lucky Strike exclusively as smoke all other cigarettes combined. That's a tip worth taking, isn't it? So smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

(ORCHESTRA PLAY OFF)

SOUND. . . .(CLASS BELL)

HIESTAND: Kay before we start class tonight what's all this about your getting a maverick?

KYSER: Well. Bud when we broadcast from San Antonio recently I was presented with a real live maverick *a little unbranded calf*

HIESTAND: Ummmmmh....

KYSER: But we were on a flying trip and couldn't very well take it *with us* ~~on the plane~~ - so - - somebody was supposed to send it - to us.

HIESTAND: Well what happened to ~~them~~ *it*?

ISH: "THAT'S WHAT WE'D LIKE TO KNOW"

KYSER MARCH -----and-----AUDIENCE APPLAUSE

KYSER: Ah Mr. _____ welcome to the class room.....
You're probably feeling dizzy - so let's get busy.

1. Jimmy Cannon of New York tells us about a cub reporter whose first assignment was to interview the manager of a baseball team. He asked him if he had many worries running a ball club. The manager hit the ceiling! He said, just yesterday my star batter got beamed on the head. He wasn't knocked out, but when the umpire said 'take your base' the batter started for third instead of first, and he was singing (PLAY). My star outfielder chased a long fly, and crashed against the fence. He caught the ball, but when the other fielders went over to congratulate him, he was singing (PLAY). In the same game my star pitcher blew up in the 9th inning and you ask me (PLAY).

2. From the following list of words associated with baseball, Miss Catherine Clancy of Englewood, N. J. wants you to pick three that are also associated with music: Run - Pitch - Slide - Score - Strike - Tie - Stop.

3. Jack Kercher of Middletown, Ohio, reminds us that Jiggs' illustrious wife, Maggie, ~~is a rabid baseball fan, and just the other day~~ ^{tried} to get Jiggs to take her to a night ^{ball} game. Jiggs said, "I'm too old." Maggie said, "I can remember when we'd see a double-header in the afternoon and then go to a night game." And Jiggs said, "Yesh, but that was (PLAY). Whatsa magpie? Who is Pie Trainer?"

(QUESTION ROUND ONE - Page 2)

4. Miss Marvia Hillrin of San Francisco, wants you to name a carpenter's tool which can be played like a musical instrument. Can you name a musical instrument that's elastic? Now name a musical instrument on which you can't play the scale.

5. We have taken the #1, #2, #3 songs on last week's "Your Hit Parade" and jumbled them up. Eugene O'Dell of Detroit, wants you to listen and name 2 of them, and tell us which of the 3 you think was #1.

(PLAY)

6. Here's a rather witty city ditty. From the things I mention, Miss Elaine Horton of Dodge City, Kansas, wants you to tell us what city comes to your mind. Broadway - White House - The Mormon Tabernacle. The Loop - Bunker Hill -

(QUESTION ROUND ONE, Page 3)

7. There are lots of good old-time barber shop ditties, and our sterling quartet is about to harmonize on one of them. Everett Cook of Memphis, wants you to listen and tell us the name of the song. (PLAY). From the following list see if you can pick out two well known male quartets: The Rhythm Boys, the Revelers, the Smoothies, the Mills Bros., the Merimacs.

8. Miss Jo Ann Murphy of Chicago wants to see how well you can sing the same song the boys just sang. Here are the words. (PLAY). Now to make things a little more interesting, we want you to take the lead in the Quartet and sing the same song. (PLAY).

9. ~~Here's the theme of the radio program "The Court of Missing Heirs"~~
~~"The Good Will Court"~~ ~~The Courtship of Miles Standish or Court In~~
~~The Draft (SOUND: QUICK WIND) "Almost Got Me."~~ Well, Audie Allen of
 St. Louis wants you to tell us whether ^{this is} it's the Grand March from Aida
 or the Soldier's Chorus from Faust. (PLAY). Now is that the theme
 of the "Good Will Court," "The Court of Missing Heirs" the Court of
~~ship of Miles Standish or Caught in the Draft~~
 St. James, or Tennis Court? If Bill Tilden wooed Alice Marble, would
 that be tennis courting? By the way I see Cupid won a love set from
 Don Budge.

SOUND: CLASS BELL

NIESTAND: Professor, the exam is over . . . Brows are puckered for the freshmen are tuckered.

KYSER: Now you've got me all a-flutter, What is it our faculty is trying to mutter?

HARRY & JACK: (FLUTTER VOICE)

KYSER: Ah - what a flattering report, naming the flapjack of the first exam to be that fine buck _____.

(AUDIENCE APPLAUSE)

KYSER: Ah, dear Mr. _____, Cool your griddle. Your syrupy answers have smoothed your way to Waffle Hall ... go, light up a Lucky Strike and stack up your answers until you are called to ^{parade} flapjack in the final exam. Right now it's everybody out for recess.

(CHEERS)

KYSER: Yes, suh - dear old golden recess, so chillun, be willun and chillun be quick cause we're burning both ends of the candlestick ... one, two, take off your shoe and paddle around in the old ^{school} canoe.

- 3. (WISE OLD COWL MASON & ORCHESTRA)
- 4. (~~TAPS 'TIL REVEILLE~~ ^{Do I Worry} ~~DABBIE & QUARTET~~ ^{Sunny Simms})

(Hay ad-libbed a plug for Sunny getting an R-K-O contract on introducing her song)

COMMERCIAL #2

KYSER: Chillun, here's Dean Hiestand with a special invitation.

HIESTAND: It's an invitation to all you smokers listening in to step behind the scenes! Do you know whether your cigarette is made of finer tobaccos? Let us show you how tobacco is bought and you can see for yourself that Lucky Strike goes after these finer tobaccos in open competition and pays the price to get them.

(FADE IN CROWD NOISE - CHANT - QUICK SALE - SOLD AMERICAN)

WHSMAN: At 22!

MANNING: This is Knox Manning, ladies and gentlemen, reenacting a tobacco auction in this great tobacco warehouse in Oxford, North Carolina. Sales are going at the rate of one every ten seconds. You see, each of these thousands of baskets of fragrant tobacco leaf is sold individually to the highest bidder and - oh - oh - another sale! (SOLD TO X)

WHSMAN: At 26!

MANNING: That was the warehouseman calling out the opening bid on the next basket. It's 26-26 dollars a hundred pounds. But a dozen or more buyers are out to get this fine, mild leaf and - yes - the bid's been raised twice already. It's 28- 28. Lucky Strike bids 29. . . An export company 30 ... A leaf company 31 ... And another cigarette company makes it 32. The auctioneer is eyeing the buyers ... and yes ... he gets still another bid from Lucky Strike 33 - 33 ... and the basket's going ... going to Lucky Strike at 33.
Listen: (CHANT UP ... SOLD AMERICAN)

WHITMAN: Well, folks, doesn't that make you stop and think a bit! Take a look at the cigarette you're smoking now. What kind of tobacco was bought for it at the tobacco auctions ... do you know? If it's a Lucky, you do know - for we have the facts and figures to prove that at auction after auction the makers of Luckies pay higher prices to get the finer, the lighter, the naturally milder tobaccos. For example, at Oxford, North Carolina, last season, American paid 30 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 30 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought will go to Luckies! So next time you step up to that cigarette counter, remember, Luckies pay the price to give you milder, better tasting tobacco. Ask for Lucky Strike.

5. (CIELITO LINDO ORCHESTRA)

6. (~~GOODBYE NOW~~ BARBIT & ORCHESTRA)

Taps Till Reveille

Old Reserve - Western Reserve College
 (GLEE CLUB COLLEGE ALMA MATER)

-11-
Alma Mater of Western Reserve
 (~~SCHOOL SONG . . .~~)

HIESTAND: In undershirt and rocking chair the old school fans
 itself on the porch -- sipping a tall and chilled
 glass of sassesfrass juice to keep its blood thinned
 down ... it beams upon sophmores in running pants ...
 seniors in spats and coeds clustered round a coop ---
 and now if a junior will toll the bell you can all
 walk -- do not run to your nearest station --
 (BOYS MAKE SCRAMBLE -- ETC.)

NBC CHIMES

(KYSER MARCH. . .)

HIESTAND: The second exam comes to Kyser College like a Sunday driver
to a detour ...

SOUND: (FADE IN MOTOR) *horns* —

AUDREY: I wanna ice cream cone.

JACK: Say, pop ... why doncha go faster?

GINNY: George, what did that sign say?

GEORGE: When you shove -- just lend an ear -- State
Highway ends here!!

QUARTET: C-U-R-V-E - ^{*curve*} (CRASH)

KYSER: Proceed with caution my dear -

... Really, you have nothing to fear -

ROUND 2, Page 1

1. Our first question finds us in the midst of a musical murder mystery and Frank Tompson of Portland, Oregon, wants us to find out who done it. Our hero who is in love with little Nell is on the stand, and the District Attorney asked him where he was on the night of May 1st. Our hero replied (PLAY). "By what _____" fired the lawyer, to which handsome Harry replied, (PLAY). Who was with you - Walking by the L River? ~~"Why were you walking by the river?"~~ Our hero, answered Nell and "I was (PLAY). Our Nell corroborated his story and the hero was free! (CHEERS). --

2. Josephine Kusse of Dallas, Texas, wants you to tell us where the rivers are located in any three of the following song titles.

"Mississippi Mud," "Rose of the Rio Grande," "Volga Boatman," "Moonlight on the Gangees," "Waters of the Minnetonka," "The Song of the Nile," and ~~"River Stay Way From My Door"~~ ^{*Green River*}.

3. A few months ago a certain band leader made a very popular recording of a certain song. We are going to play a little of that number and for Edward Stover of York, Pa., you tell us the name of it, and the orchestra we are imitating. (PLAY). Can you name another number associated with him?

ROUND 2, Page 2

4. It's tonight's right or wronger, and ~~for the last time in the month of May, I'd like to ask you, if I may, to just say right or wrong to the following statements, and I don't mean maybe.~~ Miss Mary Daly of New York City, asks in this right or wrong:

- 1) Richmond, Virginia, was named for Harry Richman.
- 2) Hank Greenberg is in the Army now.
- 3) Today is the seventh birthday of the Dionne quintuplets.
- 4) Citizen Kane was Helen Kane's dad.

5. Here's an instrument not usually heard in the College of Musical Knowledge. It's commonly associated with Rhumba bands, and Daryl Dennis of Riverdale, Nebraska, wants you to listen and see if you can name the instrument and the song being played. (PLAY). Is there a popular South-American singer named Carmen Mirimba?

6. Tell Miss Iris McGlathlin of New Orleans, in what song this lyric appears: "Just a song of Twilight, when the lights are low". And this is from what song? "The sun's so hot, I froze to death." Now don't doodle around with the title of this one -- "A monkey sitting on a railroad track, a picking his tooth with a carpet tack."

ROUND 2, Page 3

7. Since this Friday is Memorial Day, Buster Goodman of Reardan, Washington, thinks it's quite appropriate to ask you to name this song. (PLAY) Now will you distinguish between Pup Tents, Hortense, and ^{horse sense} ~~intense~~? ~~What's intense? (BOBBY) Boy is that embarrassing?~~

8. ~~Tell us this song (PLAY).~~ We are about to play 3 notes of a well-known song and Don Johnston of Lenore, Idaho, wants you to listen and tell us the name of the song. (PLAY) Now here are the same 3 notes played slightly different.

9. Here are two more songs appropriate for Memorial Day and Pvt. Clarence Wagner of Selma, Alabama, wants you to listen and give us the names of both of them. (PLAY-PLAY) *Where is the Memorial Day Race Run*
~~And we hope you'll remember the American Legion Boys and buy a poppy.~~

SOUND: CLASS BELL

HIESTAND: Hold - enough -- just can that stuff -- the exam is over,
Professor.

KYSER: And the Faculty is scouting for a winner, Dean Hiestand.
Watch them scout!

BRING IN INDIAN SCENE WITH TOM TOMS, WAR WHOOPS, ETC.

ISH: He Chief Scatterbrain - I bring um big champion squaw here.
Ugh.

KYSER: You mean it's _____.

APPLAUSE & (WOO-WOO'S)

KYSER: Pow-wows and tomahawks to you, my dear _____. You
are wrapped in the robes of a chieftess and dubbed with the
lofty name of "Flying Fish." Go, light up a Lucky Strike
and paddle your own canoe - till you are called up stream
for the finals. Right now it's time to enjoy the elation of
syncopation - but just ^{a bit of} a musical recitation to give you some
relaxation -

(HUT HUT SONG PRODUCTION)

COMMERCIAL #3
LUCKY STRIKE - KAY KYSER

KYSER: Now, Dean Hiestand points out that he who hesitates .. may lose a whole lot of real cigarette enjoyment.

HIESTAND: That's right, Professor! You know lots of folks who listen to this program, hear facts and figures that prove we buy finer tobaccos. Yet they keep putting off actually trying Luckies. Now perhaps you're one of those .. hesitators. If so, we'd just like to take a few seconds to show you why, if you haven't tried a Lucky lately, you may have been missing something. Tell 'em Gayne Whitman.

WHITMAN: Well, the amount of enjoyment you get out of a cigarette depends on the quality of tobacco that's put into it and The American Tobacco Company consistently pays higher prices to give you the finer, the lighter, the naturally milder tobaccos. For example, we paid 18 percent more than the market average last season at Warrenton, North Carolina; 27 percent more at Kenbridge, Virginia; 38 percent more at Pelham, Georgia. So it goes at market after market and the best we buy goes into Luckies.

HIESTAND: Yes, folks, there are the facts and figures - There's the proof that we buy lighter, milder tobaccos - but just how much more smoking enjoyment this means to you personally ... well, you'll never know ... until you try Luckies. Remember - with men who know tobacco best, it's Luckies 2 to 1! Make the next package of cigarettes you buy Lucky Strike.

(8. NUMBER TEN LULLABY LANE SIMS & ORCHESTRA)

(9. ~~THE THINGS I LOVE~~ ~~BARRITT & ORCHESTRA~~)

cut on air

FANFARE

(sound) (whiz)

HIESTAND: The final exam! ~~The merry clock has run its merry course~~
~~and the appointed hour is at hand. Sophomores sulk -~~
~~Freshmen fumble - and Juniors gesticulate - and the two~~
~~sentimental seniors have kissed their loved ones goodbye as~~
~~they present themselves for the test of tests with that~~
~~whiz - quiz - diz - Kay Kyser.~~

KYSER: With a whizz and a quiz let's
Get down to biz -----

FINAL QUESTION ROUND - Page 1

1. June is the Month of Weddings, but we believe May is the month of proposals because there's nothing like May flowers and May moonlight to enhance romance. Therefore, we'd like to devote our final round tonight to May Moonlight. Miss Virginia Wilson of Riverside, California, is sure you can name this immortal song of Beethoven.

(PLAY). If that's a _____ who is Frank Sinatra?

written by Le'mair
2. Here's one ~~originally~~ called "Andante" and Bill Brasch of Wheeling, W. Virginia, wants you to tell us what popular song it inspired. (PLAY). Now will you distinguish between *moon stone* Moon Mullins, ~~Honeymoon~~ and ~~Moon Stone~~.

FINAL QUESTION ROUND - Page 2

3. They say "There's a man in the moon," "The moon is made of green cheese," etc. -- but Mary McAfee of Arkansas, wants you to tell us what's on the moon, ^{in this song} (PLAY) Is the moon a reflection of the sun? ^{Who is Charles Kay?} Who is Enoch Light? Who is Winnie Lightner?

4. Here's a song called "Poem" by Fibiich, and Harrison Williams of Salt Lake City wants you to tell us what popular song was inspired by this beautiful tone poem. (PLAY). ~~What's a Harvest Moon.~~ Is Pale Moon an Indian song? Was there a Moon Automobile?

SOUND: CLASS BELL

HIESTAND: The scholars have sung a moon song Professor.

KYSER: Well then, while the Faculty meets in the observatory, to decide the celestial winner, join me in listening to Dean Hiestand's ^{tobacco}~~planetarium~~ address.

HIESTAND: Does your cigarette give you the most smoking enjoyment for your money? Consider the known facts in favor of Luckies - that at market after market Luckies pay the price to get the milder, better tasting tobaccos - that the independent tobacco experts themselves smoke Luckies 2 to 1. Yes, compare your cigarette with the tobacco experts' own smoke and we think you'll decide to give Luckies a real try. Next time you step up to that cigarette counter, ask for Lucky Strike.

(FANFARE)

KYSER: The faculty proclaims that the big star of tonight's examinations is _____.

(APPLAUSE)

KYSER: Congratulations and felicitations, my dear _____.

You have cut yourself a bright future this night. Your name will shine in stars over Hob Mob Hall - and your hand is gently filled by the Big Dipper with thirty-five dollars first prize. To our second placer goes a falling star and twenty-dollars worth of ^{the milky way} ~~consolation~~. Each of the other four contestants get ten dollars and all six receive a carton of Luckies. And finally - to every member of the student body here tonight -- for those groans, moans and rollin' the bones - a package of better-than-ever Lucky Strike Cigarettes.

(CHEERS)

10. (SO YOU'RE THE ONE ORCHESTRA)

NEW KYSER RADIO THEME

KYSER: Well, das all, chillun -- and school is quietly tucked into bed until next Wednesday night. Don't forget that your homework for the week is a very pleasant session of listening to Your Hit Parade and Information Please. The address for questions is Kay Kyser, Post Office Box 909, Los Angeles, California. *I want to* We wish all of you students *high school + college* the best of *who are* luck on your final Exams and until next Wednesday, *craming* we'll be thinkin' of you. This is Kay Kyser sayin' *for your* *final exam* thanks a lot for being with us and so long everybody.

(LUCKY STRIKE TIME . . .)

HILSTAND: The famous tobacco auctioneer heard on tonight's program was Mr. F. E. Boone of Lexington, Kentucky.

(SONG CREDITS, IF ANY)

THIS IS THE NATIONAL BROADCASTING COMPANY.

all O.K. (one number cut)

JUNE

(REVISED)

The American Tobacco Company
KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - No. 167
June 4, 1941

BOONE: (CHANTENDING "SOLD AMERICAN")

HIESTAND: With independent tobacco experts - buyers, auctioneers,
warehousemen -- with men who know tobacco best - it's
Luckies two to one!

(LUCKY STRIKE TIME.....)

HIESTAND: Lucky Strike presents Kay Kyser's College of Musical
Knowledge -- it's moonlight, June night and class night
for fun, degrees and makes-you-want-to-dance music.....
so toss your bonnets and ^{like} sing your sonnets ~~for~~ here comes
~~that popular professor~~ -- Kay Kyser.

(APPLAUSE)

(KYSER THEME.....)

KYSER: Evenin' folks -- how're y'all?

AUDIENCE: Swell Kay.

KYSER: Swell -- well no wonder -- 'tis June so toss me an orange blossom, Dean -- And by the way who are these charmin' people clustered around teacher's desk?

HIESTAND: Our six volunteer candidates for degrees and \$95 in prizes --

KYSER: Tee Hee -- maybe they're brides and grooms -- dust off our romance department and before class begins we'll have a shindig -- a shilly and a shally and a ding, dong dally -- so knit two and purl one -- grab your girl and let's have some fun.

1. (CAMPTOWN RACES..... (ORCHESTRA)

2. (WALKIN' BY THE RIVER SIMMS AND ORCHESTRA)

(APPLAUSE)

KYSER: *Heck*
Now ~~attention~~. Here's Bud Hiestand, and ~~the~~
~~the~~.

HIESTAND: Yes, smokers, I wonder how much we know about the cigarette we smoke. For instance, what kind of tobacco does it contain? Is it as mild as it might be? Is it the better tasting leaf? Are you getting the most cigarette enjoyment for your money?..... Now maybe you think nobody could answer all those questions about a cigarette. But a real tobacco expert could. For at the auctions they see who buys what tobacco and the prices paid. That's why it means so much that twice as many independent tobacco experts smoke Luckies exclusively as smoke all other cigarettes combined. When these auctioneers, buyers and warehousemen step up to the cigarette counter, they're looking for the same things you want in a cigarette. The most enjoyment for their money. Well, at market after market, they see us pay the price to get the finer, lighter, naturally milder tobaccos. Experts know this kind of tobacco makes a milder, better tasting cigarette. That's reason enough for them to smoke Luckies. Is it reason enough for you? Make that next package of cigarettes you buy, Lucky Strike. And smoke the smoke ~~the~~ tobacco experts smoke.

ORCHESTRA: PLAY-OFF

SOUND: CLASS BELL

HIESTAND: Bridegrooms front and center

(WHISTLE NIPS ... FOLLOWED BY FEW STRAINS OF APPROPRIATE
MUSIC AND BIRDS IN THE TREES) (ORATORICALLY) To be a
freshman is something ... to be a bridegroom in June is
something ... to be a freshman and a bridegroom one and
the same time is

(BAND WHISTLES)

Yes -- indeed it is and now our first three freshmen --

caps in hands take their stands -- their slates are clean
-- their faces beam -- hold that pose for the old ~~college~~
year book -- watch ~~for~~ the birdie

(BIRDIE)

(FOLLOWED BY CRASH)

BOBBY: That ain't no birdie -- that's Professor Kyser

KYSER: ~~Yes indeed -- freshmen dear -- we'll just develop that~~
~~picture now and see what comes out. Step right up and~~
~~fall in the wash -- fresh.~~

(ADD FIRST EXAM)

1. June is the month of weddings, so let's start tonight's exams with a question from Robert Petty of Cleveland about a couple of newlyweds. The honeymoon was hardly over when the bride saw her groom with another gal. She asked him, *didn't I see you with another gal* ~~Who was that lady I saw you with last night?~~"

He replied "Oh, her?...That was (PLAY) His mother-in-law immediately piped up and said "Where have I heard that before? That's (PLAY)

2. Marie Enders of New York wants us to see how quickly you can name the cities associated with the things I mention. What city does the Golden Gate Bridge make you think of - The Liberty Bell, The Mardi Gras, Stone Mountain The Alamo? →

3. Here's a song called "Let's Dance" and Raymond Donahue of Chicago wants you to tell us what orchestra leader it identifies. (PLAY)
Now can you name 3 other orchestra leaders who wear glasses?

(QUESTION ROUND ONE - Page 2)

4. Now let's see how well you know your lyrics. I'll quote a few lines and then Florence Gerles of Sacramento, Cal., wants you to identify the songs from which they're taken. "Casey would waltz with a Strawberry Blonde" - "Other arms reach out to me, other eyes smile tenderly, still in peaceful dreams I see, the road leads back to you" - "I was taken by surprise by a pair of roguish eyes."

5. Here's a beautiful number which Bella Holdman of New Castle, Pa., wants you to name. (PLAY) Was that song featured in a picture of the same name? *Can you figure it out* ~~Have you any idea what an intermezzo is?~~
~~What's a transmission?~~

6. William Weill of Jamaica, New York, points out that the last name of some well-known personalities ~~are also names~~ *are not persons!* of time and we want you to identify a few. For instance, Mischa is a what? And Dennis is a _____? June is a _____.
 Anson is _____, and Ona is a _____?

7. Last week we started a dissertation on barber shop songs. Tonight we continue with our sterling quartet harmonizing on one Lona Corcoran of Louisville is sure you'll know. Listen and name it for us. (PLAY)
From the following, pick four that usually comprise a male quartette: Melodist or lead, Soprano, First tenor, Baritone, Alto, Bass.

8. Now George Carhart of Point Lookout says that song is too good for us to miss the opportunity to have you sing it. Come on now - ready (PLAY) You did that so well by yourself, we'd like to know how well you fit in our Quartet, so you sing the lead again and the other three are going to fall in with you.

9. Here's the theme song of the highest rating program on ~~radio~~ ^{The air} at the present time ^{according to the locally radio survey} and Helen Fitzgerald of New Haven, Connecticut wants you to tell us whom it identifies. (PLAY) In real life are they Mr. and Mrs. Jim Jordan? Can you name the announcer or the orchestra leader on that program?

SOUND: CLASS BELL

HILSTAND: Collect the term papers, professor -- the freshmen are
bushed and the exam is hooshed.

KYSER: Well, das all, freshmen -- *The judges are knocking their*
heads together ~~our faculty are ready with~~
~~your report cards. Here our three distinguished judges~~
"such" *our destingusshid for cultry*
(TEMPLE BLOCK SOUND) have pasted the gold star on the
card of Mr. _____ !

(APPLAUSE)

KYSER: Ah, dear Mr. _____ you are indeed the head
honeymooner of June -- you have gone over Niagara Falls
in a barrell and you are well on your way to fame and
fortune. Go, light up a Lucky Strike, grab your bride
and go hide. Recess, chillun -- recess.

(CHEERS)

KYSER: Yes, suh, chillun -- it's June, moon, croon, tune -- so
pull up your slacks and look out for the tacks -- it's
time to prance -- so come on yet's dance ...

3 (WHY CRY BABY. MASON AND ORCHESTRA)

4 (MY SISTER AND I. BABBITT AND ORCHESTRA)

(APPLAUSE)

(CHANT ESTABLISH AND FADE)

KYSER: Now, friends, here's that game smokers are talking about. Let's go, Bud Hiestand, with another exciting session of "Lucky Markets".

(CHANT UP - "SOLD AMERICAN")

HIESTAND: Folks, this game of ours has a real meaning for smokers. It proves that The American Tobacco Company pays the price to get the finer, the lighter, the naturally milder tobaccos for Luckies, the tobaccos that give you a milder, better tasting cigarette. Here in a goldfish bowl are the names of one hundred and nineteen different tobacco markets, markets where tobacco buyers buy over 96 percent of all the cigarette tobacco sold at auction in this country.

Now a member of our audience, Miss _____ of _____ will draw the names of these tobacco markets completely at random out of the goldfish bowl, and as I call out each name, whoever in the audience holds the card for that market will call out the percentage figure above the average market price we paid there for tobacco and then

(SOUND - CASH REGISTER)

see what happens. All right, Miss _____, will you draw the first name, please. Thank you. It's

_____, _____.

62
41

MAN OR
WOMAN: _____ percent more:

HIESTAND: _____ percent more in _____,
(CASH REGISTER) and Lucky Strike Pays the _____ with
the _____ card _____ dollars. Now,
friends, that means that at Tobacco auctions in _____,
_____ last season, The American Tobacco
Company paid _____ percent more per pound for the
tobacco it bought for its cigarettes and other tobacco
products - yes, _____ percent above the average market
price paid for all the various types and grades of tobacco
sold there and the best we bought will go to Luckies.
All right - next market being drawn from the goldfish bowl,
and it's _____,

(CROWD MURMURS UP)

(ETC.)

(BELL)

HIESTAND: Oh - oh -- there's the bell ending this session of Lucky
Markets. Thanks very much, everybody. Now here's
Gayne Whitman.

Markets picked

Asheville, N.C.	54%
Goldboro, North C.	49%
Lenoir, N.C.	51%
Madison, Ind.	48%
Wetter, Ga.	57%
Washington, N.C.	52%

WHITMAN: This Lucky Markets game shows you that we pay the price to get the milder, better tasting tobaccos.. because you'll remember that every one of those markets was drawn completely at random. And at every one of them The American Tobacco Company paid well above the average market price for tobacco, and the best we bought goes into Luckies. But what does that mean to you? It means more smoking enjoyment, the enjoyment that comes from milder, better tasting tobaccos. You'll find this greater enjoyment waiting for you in every package of Lucky Strikes. Next time you step up to a cigarette counter ask for Lucky Strikes. Remember with men who know tobacco best, it's Luckies 2 to 1.

5. ("MARIA ELENA".....QUARTET)

6. ("I WENT OUT OF MY WAY".....GINNY)

SCHOOL ALMA MATER.....GLEE CLUB

-12-

(SCHOOL SONG. . .)

HIESTAND: A June moon shines down upon the old school -- as
freshmen pack and seniors sob o'er rarebit and
evening snack . . . in the evening hush sophomores
make with the mush and sorority houses are crammed
with mouses -- it is all very tender and hardly
the time for this solid sender -- but send we must
now across the nation this tender rose to every
station,

(BAND..MULTIPLE KISSES)

...STATION BREAK...

KYSER MARCH

-12-

HELESTAND: The second exam comes to Kyser College like a June Bride to
Nigara Falls - (SLIDE WHISTLE AND SPLASH)
(AUDIENCE LAUGH)

KYSER: Oh - oh? - too close - and now while the husband is
wading in to save her. Let's you and I wade into
these questions.

1. Charles Zane of Camden, New Jersey tells of a special messenger boy who was given some flowers and told to deliver them to a certain party and the address was (PLAY). When the maid came to the door, he said, "Here're some flowers for Miss Annie Rooney," and the maid said, "Annie doesn't live here any more - this is the residence of (PLAY)

2. Edith Reed, Houston, Texas, wants to know who writes the newspaper column "My Day". Can you name three other well-known leading feminine columnists?

3. I know you're not a boob, but Jack Marshall of New Orleans says you'll be a rube if you can't name ^{the Gold Bug} this song. (PLAY) Now which two of these play the violin: Benny Rubin, Rubioff, Jan Rubini, or Helena Rubinstein?

(QUESTION ROUND TWO - Page 2)

4. Tell Jean Garska of Spokane, Washington, which of these three movie characters was graduated from high school in his last movie - The Cisco Kid, Andy Hardy, Jessie James? And which of these movie characters was called "the white collar girl": Maisie, Kitty Foyle, Stella Dallas? And which of these movie characters was a baseball pitcher: Dr. Kildare, Citizen Kane, John Doe?

5. You're about to hear an odd instrument not usually heard here in the College. Paul Roberts of Danville, Ill. wants you to look straight ahead and listen and then tell us the instrument and the song being played. (PLAY)

*Now we have another instrument for you just like it
and we want to see how you can play it.*

6. It's tonight's right or wronger, and Betty Mellon of Charlotte, North Carolina wants you to say right or wrong to the following statements:

- 1) A college commences at commencement.
- 2) Mickey Rooney is a musician and composer.
- 3) ~~New York's Mayor La Guardia has guest conducted~~
Manhattan State College - Judy Garland was heading for
~~well-known orchestras.~~ *a June wedding.*
- 4) ~~Alice Faye is Mrs. Phil Harris.~~

R. Are there more marriages in Reno than divorces

(QUESTION ROUND TWO - Page 3)

7. Wesley Farnsworth of Saylesville, Rhode Island says the following song should remind you of a winter sport which is fast becoming a summer sport. (PLAY) Thanks to indoor rinks, thousands are enjoying this all year round. Ice shows, such as the Ice Follies, Ice-Capades, It happened on Ice, etc., are very popular these days, and from the following list we'd like for you to pick two girls featured in various ice shows - Bess Erheart, Evelyn Chandler, Sonja Henie, Maribel Vincent, Alice Marble, Alice Faye and Alice ~~where art thou~~ ^{in Wonderland}.

8. This spot in our second semester will be devoted to sounds. Thelma Rosenberg of Denver wants you to listen and tell us what the following sounds bring to your mind. (PLAY)(PLAY)(PLAY)

ISH: "Fore"

SOUND: (SWISH OF AIR)

ISH: "Missed again".

9. Here's the theme that identifies one of radio's greatest comedians, and Lester Williams of Lansing, Michigan, wants you to listen and tell us who he is. (PLAY) Can you name another well-known _____ who's also known as "The Perfect Fool". What's _____ wife's name?

SOUND: CLASS BELL

HLESTAND: End of the session -- no more messin', Professor.

KYSER: Let's leave it up to the learned Faculty, Dean Hiestand.

(SOUND: SNORES) -- Wake up - wake up --

EDDIE: Sound (FOREIGN VOICE)

(AUDIENCE LAUGH)

KYSER: Oh - I see the winner of the second exam is _____.

(APPLAUSE)

KYSER: I gently place this ring (RING) on your finger, go light up a
Lucky Strike and relax, for the great moment will come apace.
Right now, it's --

AUDIENCE: RECESS!!!!

KYSER: Recess if right chillun -- so let's burn up the toast and
break up the dishes, let's jump in the sea and make like
the fishes. I mean come on let's dance

(7. HOT SUT SONG PRODUCTION)

LUCKY STRIKE - KAY KYSER
Commercial #3

KYSER: Now, chillun, Dean Hiestand says ... it's up to you.

HIESTAND: That's right, ladies and gentlemen. We've offered you the proof that Luckies pay the price to get lighter, milder tobaccos - but, you know, we can't make you try Luckies. That's up to you ... if you want a milder, better tasting cigarette - well, think over the facts and figures that you heard in our "Lucky Markets" game. That game proves that The American Tobacco Company pays higher prices to get the lighter, milder tobacco, the kind of tobacco you want. For example, _____ percent more than the market average in _____, _____, _____, percent more in _____, _____ . So it goes at market after market and the best we buy goes into Luckies. You know, you get what we pay for, and we pay for the milder better tasting tobaccos to put into your Lucky Strike. So make up your mind to ask for Luckies next time you step up to that cigarette counter. Remember with men who know tobacco best it's luckies 2 to 1.

8. WITH A TWIST OF THE WRIST HARRY

9. INTERMEZZO DUET

FANFARE

Explan

HIESTAND: The Final Round / Fallings out and lovers' quarrels are
 relegated to limbo as the great test overwhelms our
 champions. One is a man culled from the savants by
 examination. One is a girl who has hair-pulled and
 scratched her way to ~~this high point.~~ *The Finals* ~~and~~ *a* one is the
 swifty nifty who is more than thrifty -- Kay Kyser
~~misses~~ *Remember Professor to ask them a nifty.*

KYSER: ~~Nothing but questions in search of answers, ahillun -- come~~
~~on, ~~rev. 1/1/41~~~~ *That's right, you right*
 (ADD FINAL ROUND)

1. This is the start of June....the month of weddings so we'd like to devote our final round tonight to weddings. In this month, more people are knitted into one and James Michael of Dunham, North Carolina, so says the following two songs are #1 on the Knit Parade. Listen and tell us which you think is from Lohengrin. (PLAY)
On which finger would you place the wedding ring? There was a picture by the same name. What's ~~the difference~~ in a benedict ~~and a~~ ~~bachelor~~? What's the difference between a double wedding, a ~~week~~ ~~wedding~~ and golden wedding?

2. Helen Erdman of Sheboygan, Wisconsin, tells of two lovers billing and cooing on a bench in the park. Dan Cupid approached and said "What are you waiting for, don't you want to get married? The lover looked at the lassie and said (PLAY) She said, "Yes," - So they kissed and sang (PLAY) What's the difference between a bridal veil and a bridal path? Is there a radio program called ^{the} ~~The~~ Marriage Club"?

3. June is the month when most dreams of love come true. The English translation of this next song is "Dream of Love" or "Love's Dream" and Phillip Steen of Boise, Idaho, wants you to name it. (PLAY) Name a song that's sung at most weddings? What are you supposed to do with the Wedding Cake? (Bobby hollers Eat It) No..no..No..I mean the sentimental attachment! *Describe a mother in law* ~~Name another custom that Newbrads are supposed to follow and generally means good luck?~~

4. This week, a famous comedian is celebrating his 27th Anniversary. Name the following song and you'll name his wife. From that Jun- Rockwell of Los Angeles says it should be easy to name the comedian. (PLAY) Congratulations to _____ and to _____. A medal for bravery and endurance!! Next year this month's marriages will celebrate their first anniversary, Will it be paper, cotton, leather or tin? ~~Is the Wedding Ring usually selected before the wedding? Describe another in-law?~~

Whats legend about catching the brides bouquet?

(SOUND: GLASS BELL)

HIESTAND: The Exam is done Professor and the Faculty is drumming up a winner. *(Humor)*

KYSER: Thank you.- Now, chillun, Dean Hiestand puts some of that old June spirit into his tobaccolaureate address which he's entitled: "Come on in - the smokin's fine".

HIESTAND: Yes, friends ... if you want a milder, better tasting cigarette for your money, if you want a cigarette that pays the price to get the lighter, milder tobacco - if you want the smoke tobacco experts smoke - then you want Lucky Strikes. Yes, come on in - and really enjoy your smoking with milder, better tasting Luckies. Make that next package of cigarettes you buy, Lucky Strikes.

(FANFARE)

KYSER: And the matrimonial marvel of tonight's examination --
 the wonder of the newlyweds is none other than _____!
 (APPLAUSE)

KYSER: Congratulations, my dear _____. You have got your
 (man) (gal) and come through with winning colors. You are
 hereby decorated with this thirty five dollars first prize--
 go take it straight home to your spouse, the mouse. To our
 second placer goes this twenty dollars and each of the other
 four contestants got ten dollars apiece -- and finally to
 every member of our student body here tonight for their
 charming company and cheers and jeers -- a package of better-
 than-ever Lucky Strike Cigarettes.
 (CHEERS)

10. ~~AMAPOLA~~ ORCHESTRA)
 NEW KYSER RADIO THEME

KYSER: Well, das all - school is out until next Wednesday night.
And so, until next Wednesday, this is Kay Kyser -
thinkin' of you - thanks a lot for being with us and so
long everybody.

(LUCKY STRIKE TIME)

WHITMAN: The famous tobacco auctioneer heard on tonight's program was
Mr. F. E. Boone of Lexington, Kentucky.

(SONG CREDITS? IF ANY)

THIS IS THE NATIONAL BROADCASTING COMPANY

Mr. Boggiino

As Broadcast

The American Tobacco Company
KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - No. 168
June 11, 1941

HIESTAND: Have you tried a Lucky lately?

BOONE: (CHANT ... ENDING "SOLD AMERICAN")

HIESTAND: Let that chant remind you that Luckies are a cigarette of naturally milder, better-tasting tobaccos. With independent tobacco experts -- buyers, auctioneers, warehousemen -- with men who know tobacco best -- it's Luckies two to one!

(LUCKY STRIKE TIME.....)

HIESTAND: Lucky Strike presents - Kay Kyser's College of Musical Knowledge - and here comes the man and his band who gave America singing song titles and that famous makes-you-want-to-dance music -- Kay Kyser!

(CHEERS)

(KYSER THEME.....)

KYSER: Evenin' folks -- how y'all. Welcome again to our co-educational college of musical knowledge. We have the largest student body in the world -- And we hope no one ever graduates, but tonight we salute all the students who are being graduated this spring from America's High Schools and Colleges. Dean Hiestand, what's the situation with our scholars?

HIESTAND: Well, professor, mounted on the old lecture platform, our six super-duper scholars are ready to bend the brain for honorary degrees and \$95.00 in scholastic prizes.

KYSER: That's delicious, dean ... but before education comes dancapation. So come on gate, grab your date and let's ambulate.

1. ("EL RANCHO GRANDE".....ORCHESTRA)
2. ("DO I WORRY".....SIMMS & ORCHESTRA)

(APPLAUSE)

KYSER: Now Dean Hiestand wants to indulge in a sort of mass experiment.

HIESTAND: It's really a very easy experiment, Professor. I simply want all you cigarette smokers listening to reach down in your pockets...or pocketbooks...and pull out a package of your cigarettes.....All right....Now I just want to ask you these questions: Is that cigarette giving you all the smoking enjoyment you want? Does it always please your taste? Is it thoroughly mild? If you can't honestly answer yes - yes - yes - well, it's high time you tried Luckies, for you may be really missing something. Remember, at market after market, the independent tobacco experts see us pay the price to get the finer, lighter, naturally milder leaf, and over twice as many of these independent tobacco experts - auctioneers, buyers, and warehousemen smoke Luckies exclusively as smoke all other cigarettes combined! Why not find out for yourself how much more real enjoyment there is in milder, better-tasting tobacco. Smoke the smoke tobacco experts smoke. Ask for Lucky Strike.

ORCHESTRA: PLAYOFF

SOUND: GLASS BELL

-4-

HIESTAND: Attention, students ... Put down those sodas and double cokes, it's time to perk up and pitch queries, for the first exam is about to begin. Don't shudder, don't shake... the old icky quizzer ain't too hard to take. Why he's fuming and fretting like a fraternity after a double-forte freshman.

And like a docile fossil he flashes into the pan...

Kay Kyser!

(KYSER MARCH)

KYSER: Okay, you three little foxes studying to be wolves, park your lollipops and licorice drops and sink your wisdom teeth into these turnip tops.

(ADD FIRST EXAM)

-4-

1. You know, I met a high school graduate this afternoon and I said, "Where did you go to school?" He replied, "San Fernando High in the Valley. Where did you?" I replied, "Rocky Mount". (PLAY) Now the Senior Class of Glynn Academy, Brunswick, Georgia, says Henry Aldrich in the radio program, "The Aldrich Family" is a high school student. What's his name in real life? Can you name another "Family" program on the air? Is the Hi-Y club a fraternity for tight-rope walkers? Which is the Boy's Club - the Hi-Y or the Tri-Y?

2. Speaking of graduation, Miss Pauline Nulty, of Omaha, says some ensigns are graduates of either West Point or Annapolis. What does R. O. T. C. stand for? A "Rambling Wreck and a Heck of an Engineer" is an alumnus of what institution?

3. Here's the theme song of an orchestra leader who was graduated from the Massachusetts College of Pharmacy, and Miss Marcia Roberts of Westport, Connecticut, wants you to tell us who he is? (PLAY) Now can you distinguish between Tuition and Intuition? It takes intuition to know when to ask Dad for tuition. But next Sunday he gets his annual reward - a brand new tie for Father's Day! Seriously, though, Father's Day has a deeper meaning for all of us, and I'm sure we'll all want to say, "Thanks, Dad, for everything and we're thinking of you."

(QUESTION ROUND ONE - Page 2)

4. Tyler Norton of Stanford asks what Thursday night crooner and what Sunday night comedian received honorary degrees from Gonzaga and Northwestern Universities respectively. Speaking of degrees, tell us which of the following is a Dentist, a Minister and a Doctor of Philosophy. DDS, DD, PH D. Do telephone operators take extension courses? Seriously, you know, many thousands of people educate themselves through correspondence, extension courses, and night school - and that's certainly an important part of the American Way of Life.

5. The following song might be the theme of the Barber College, and we want you to give us some well-known words to it. (PLAY) Speaking of Barber Colleges, Peter Von Eash, of Pasadena, tells about a friend who got one of those practice shaves. He happened to get a beginner, and when he was finished, the fellow took a mouth full of water to see if his face leaked. He looked at the barber and said, "When I came in I looked all right, but (PLAY) Who was the Barber of Seville?"

6. Here're the nick-names of a few well-known football teams. For Robert Covert of Detroit, see if you can identify them. The Crimson Tide, the Golden Bears, the Boiler Makers, the Praying Colonels. Who originated the All-American Team?

(QUESTION ROUND ONE - Page 3)

7. This one from Jim Danahue of Notre Dame University concerns Betty Co-Ed, the campus Queen of Hearts. As soon as she got her diploma, she called all the campus Casanovas together and said, "Boys, when it comes to wooing, you're a wow, but (PLAY). To which the boys retorted, ^{oh yeah} "For four years you've been collecting fraternity pins and playing us for dopes, so as far as we're concerned it's not _____ but (PLAY).

★ ~~Was "Kiss The Boys Goodbye" a play, a poem, a book or a picture?~~

8. Miss Ethel Markey of Milwaukee reminds us that many schools that prepare people for the entertainment world, and by these sounds you shall know them. Look straight ahead and tell us the schools they bring to your mind. (PLAY) (PLAY) (PLAY)

9. Mrs. K. J. Thurston of Austin, Texas wants you to listen to the following school song and tell us what College it represents. (PLAY)
 If that were your school song you would be an alumnus of what school?
 ★ This month Tom Harmon will become an Alumnus of what school and Red Grange is an Alumnus of what school?

(CLASS BELL.....)

HIESTAND: Stop acting like a proctor, Doctor...the students have dropped in a heap and the exam is complete.

KYSER: So it is. And I see our board of regents is discussing the winner. Let's listen...

MAX: It's Tom.

JACK: That's right, it's Tom.

ISH: No, it's Dick.

JACK & MAX: Oh, it is, is it? Take that!

(SOUND OF THUD AND "OUCH")

KYSER: Hmmm ... I guess it's Tom. Mr. Tom _____, you are hereby declared the winner of the first exam.

(APPLAUSE)

KYSER: Bravo, Mr. _____, you are a Smoothy - a Brain. ~~You have asserted your wisdom like a sophomore at a faculty tea,~~ so light up a Lucky Strike, and ^{write} ~~compose~~ the class ^{history} ~~etc~~ while waiting for the finals. It's recess time on the campus, so come on, chillun, pack up your books, and put on your pumps, and let's slap the boards and go through the jumps.

3. ("WHY CRY BABY".....MASON & ORCHESTRA)

4. ("THINGS I LOVE".....BABBITT & ORCHESTRA)

(APPLAUSE)

KYSER: Chillun....Dean Hiestand says if you want the real low-down on that cigarette you're smoking....go south....go south!

HIESTAND: And, folks, that's just where we're going to take you - down south to tobaccoland. You'll see how tobacco is bought in the open market....in open competition. You'll see for yourself how Lucky Strike pays higher prices to get finer tobaccos....to give you a milder, better-tasting cigarette.
(CROWD NOISE....CHANT...QUICK SALE....SOLD AMERICAN)

WHSMAN: Start 'er at 17!

BRADLEY: This is Truman Bradley, ladies and gentlemen, re-enacting a tobacco auction in Bloomfield, Kentucky. There are hundreds of thousands of pounds of fragrant tobacco leaf arranged in long rows of baskets here in this big tobacco warehouse. As each basket comes up for sale, a dozen or more buyers signal their bids in rapid succession...and....oh-oh....another basket sold! (SOLD TO X)

WHSMAN: At 22!

BRADLEY: 22 - 22 chants the auctioneer....meaning 22 dollars a hundred pounds is the opening bid for this next basket. It's fine, mild leaf and everybody wants it. Lucky Strike raises the bid to 23 and now a leaf company signals 24. Uh - uh....another leaf company wants this basket, too, and bids 25....and immediately a cigarette company bids 26. Any more bids? Yes....yes....Lucky Strike signals 27.... another cigarette company 28....and I think....yes.... Lucky Strike bids again. This basket's going....going to Luckies at 29!
(CHANT UP....SOLD AMERICAN)

WHITMAN: There you see how tobacco is sold, right out in open competition, where everyone can see who buys what tobacco and the prices paid. Now, the enjoyment you get out of a cigarette depends on the kind of tobacco that's bought for it at the auctions. If you're smoking a Lucky, you know that at auction after auction, The American Tobacco Company pays higher prices to get the finer, the lighter, the naturally milder tobaccos. For example, at Bloomfield, Kentucky last season, American paid 28 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products....yes, 28 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought will go to Luckies. So remember, Luckies pay the price to give you milder, better-tasting tobaccos. Next time you step up to the cigarette counter....ask for Lucky Strike.

- 5. "MARIA ELENA".....ORCHESTRA
- 6. "GOODBYE NOW".....SIMMS & ORCHESTRA

-11-

(SCHOOL SONG.....)

HIESTAND: Farewell to the old school nestled on the hill ... farewell to the years of comradeship and the sights we loved so well-- the ivy of remembrance has been planted, and as the old song echoes softly in the twilight, the heart of Alma Mater fills and her hand reaches out to her sons and daughters. God speed every one of you on Commencement and let the ties and the sighs of June bring you back in after years.

(SCHOOL SONG UP AND OUT)

HIESTAND: We pause for station identification.

STATION BREAK

(KYSER MARCH)

-11-

-12-

HIESTAND: The second exam comes to Kyser College like sophomores
crashing a sorority dance.

(BAND - SOUND RUNNING FEET AND CRIES OF "LET ME AT 'EM"
"LET ME IN" - "WHERE'S THE BACK DOOR" ETC.)

(SOUND EFFECT - CRASH)

GIRL: Evenin' boys, come right in.

KYSER: Don't let those rounders rattle you, girls, just ~~pay~~ ^{ramp}
~~attention to~~ ^{right into} these questions.

-12-

(QUESTION ROUND TWO - Page One)

1. At graduation time one of the most popular collegiate sports is to cram for an exam - that means to learn a whole year's course in one night. Vernon Hammer of Harvard says every night before an exam, one of the night watchmen noticed a certain student (PLAY). Finally the night watchman approached the student and asked why, and the student explained that he memorized best in the great outdoors, and besides, he was being coached by (PLAY). Do you think he could have gotten some horse sense from a night-mare?

2. During this month the greatest concern of America's Seniors is to bring home a diploma. In that connection, Adrian Stiff of Billings, Montana would like you to distinguish between diploma and diplomacy. (In other words, if you're not too smart you have to use diplomacy with your teachers to get a diploma.) Do they teach teachers to teach in a Normal School? (Ish says: "I think mine went to Abnormal School.") For the past 12 years or more who has conducted the School of Music Appreciation on the air? Was it Bruno Walter, Walter Hampden, Walter Damrosch or Walter Kanger? You know, the playing of good music on the radio such organizations as the National Youth Orchestra and all the High School Bands and orchestras are doing much to help increase the appreciation of good music in America and it is going forward in leaps and bounds.

3. This question from Raymond Rushlight of Stanford takes us to a Fraternity House where two room-mates are talking over an exam. One said "Are you worried? - Do you think you flunked it?" The worried room-mate explained that the love-bug had bitten him, not once but twice. He said, "I just couldn't concentrate on the questions. One minute I had (PLAY). And the next minute I was thinking of (PLAY). And you ask me (PLAY).

(QUESTION ROUND TWO - Page Two)

4. Here are some collegiate headlines we have gathered together and Miss Pearl Rose of Oklahoma City would like to have you tell us the personalities and the schools involved in each one.

- 1. Oomph girl elected sweetheart of the Fighting Irish.
- 2. Trojans gather to meet That Hamilton Woman.
- 3. Mexican Spitfire and Great Profile enroll in College of Musical Knowledge.

(Yes, I'm happy to announce that _____ and _____ are going to be with us in our new picture.)

5. Mrs. Frances Lee of Los Angeles says let's assume you're a graduate of a dramatic school and your first job is on a certain radio program. What program would it be if this were the theme (PLAY). Now all will be Wellesley if you don't Vassarlate, for Brenau is the time to tell us whether Sarah Lawrence College is on the St. Lawrence River. What is a finishing school? Is Sing-Sing a finishing school? What soap said, "Keep that School Girl Complexion"?

6. It's tonight's right or wronger and John Hanselman of Des Moines says you are queen for a day or in school to stay if you don't say "right" or "wrong" to the following collegiate statements:

- 1. The Rhodes Scholarship is given by the Highway Department.
- 2. ~~Rady Vallee, popularizer of the Maine Stein Song, is a graduate of Yale.~~

3. President Roosevelt is a graduate of the ^{Electoral} College of ~~Electoral Votes.~~

4. John Doe and Robert Donat went to bakers college.

5. ^{Madeline Carroll} ~~Ann Sheridan~~ was a school teacher before she became a movie star.

7. Verlan Bradshaw of Missouri School of Mines tells of a campus character who is in his sixth semester as a sophomore, because he sleeps through all his classes, so his friends have nicknamed him (PLAY).

Do Four Letter Men at Harvard belong to the 4H Club? What is a 4H Club? And by the way, here's the latest on our Maverick situation.... a wire from Mayor Maury Maverick which reads: "By the eternal, "Maverick" will be on his way in a few days. Your little calf will be a beauty, one that can sing, dance, and answer your danged questions." Well, all I've got to say, is seein' is believin'.

8. Here are some more sounds and Miss Frances Morrill of Portland, Maine says that each of them should bring to mind a well-known school. (PLAY) And what type of school is this? (PLAY) And I'm sure you'll recognize this school (PLAY) ~~Now listen closely to this one (PLAY)~~
(*Key's Knocks*)
(~~Gay~~ shouts, "That's the school of hard knocks.")

9. One of the most colorful and sentimental sides of Commencement is the good old American Institution of "Class Reunion". ~~This month all over America~~ post-grads, old grads, young lads and granddads are going back to their Alma Mammies and when they get together George Klusenmeyr, of the Cincinnati Conservatory says here are three songs that the classes of years gone by are almost sure to sing (PLAY). Can you name two Greek letter Fraternities or Sororities? What letters denote the Honorary Scholastic Fraternity? Are they "I Swat a Fly, Phi Beta Kappa, Kappa Beta Phi, or I Tap a Keg?

SOUND: CLASS BELL

HIESTAND: Time to put the pledges back in their sorority houses,
Professor -- the initiation is over.

KYSER: Well -- collapse, co-eds - - the committee of house
mothers declares the honor girl of the second semester is

_____.

(APPLAUSE)

KYSER: Ah - dear Miss _____, ... you are the sweetheart
of Sigma Try - The glamour-puss of the campus. Light
up a Lucky Strike, ~~put on your cap and gown,~~ and prepare
to carry the daisy chain at commencement. Now it's time
for the mid-term hop, so hit the road for the college
shop, put a nickel in the juke, every ^{Loosely} ~~Lucy~~ grab a Luke
and -- ~~yet's dance,~~ ^{cut loose, cause here comes "Alexander the Swoose"} chillun, yet's dance.

(7. "ALEXANDER THE SWOOSE". PRODUCTION)

KYSER: ^{say} ~~New~~ Dean Hiestand says it's really smoking enjoyment the auctioneer sells at ^{those} tobacco auctions.

HIESTAND: That's right, folks, the professional tobacco buyers know that some leaf will please you more....some will please you less....and they do their bidding accordingly. That's why the milder, better-tasting leaf that you enjoy more, costs more. For example, to get these finer, lighter, naturally milder tobaccos, The American Tobacco Company paid 22 percent more than the average market price at Greensburg, Kentucky, last season....27 percent more at Franklin, Tennessee.... 30 percent more at Huntington, West Virginia. So it goes at market after market and the best tobacco we buy goes into Luckies.

WEITMAN: Smokers, next time you step up to that cigarette counter, remember this: The amount of enjoyment you get out of a cigarette depends on the quality of tobacco that's put into it. We pay the price to put the finer, the lighter, the naturally milder tobaccos into Luckies....and you get what we pay for: more real smoking enjoyment. Remember, with men who know tobacco best, it's Luckies 2 to 1. Make that next package of cigarettes you buy, Lucky Strike.

(8. ~~"JUST A LITTLE BIT SOUTH OF NORTH CAROLINA".....RABBITT & ORCHESTRA)~~

(9. "TWO HEARTS THAT PASS IN THE NIGHT".....DUET & ORCHESTRA)

FANFARE

REVISED

6-11-41

-18-

HIESTAND: The final exam! And here is our dizzy quizzer -- our absent-minded
perfizzer ... Kay Kizzer!

KYSEE: Erase the answers from your cuffs -- and no cribbing ... here's a
whizzer.

(ADD FINAL ROUND)

(FINAL QUESTION ROUND - Page One)

1. The lyrics to the Harvard Alma Mater "Fair Harvard" are sung to the following familiar melody, and Miss Nancy Hoffman of Knoxville thinks you should know its original title (PLAY) When a man gives a girl his club or fraternity pin, what does it ^{usually} mean? What is a diploma supposedly made of? Do Yale men carry Yale Keys and the girls at Sargeant wear ^{stripes} Sargeant ~~rockets~~?

Did Gus Edwards write the song "School Days?"

2. Music and singing are an important part of student life, and Miss Marion Brown of the University of Chicago says this number is one of the first practically every Glee Club learns and it's often used in college competition. The boys will hum it and we want you to name it. (PLAY) Is that Alma Mater I Love You, Hot and High, Sweet and Low, or the Brahms Cradle Song? If a Glee Club is a singing organization, what type of organizations are the Princeton Triangle Club, Harvard Hasty Pudding, Pennsylvania Mask and Wig, and the Carolina Wig and Mask. The Carolina Play Makers is one of America's leading exponents of serious drama, and practically every college has a dramatic or musical comedy organization.

(FINAL QUESTION ROUND - Page Two)

3. At commencement time the following is probably the most appropriate song of all, and Lany de Simone of Lafayette, Pennsylvania wants you to name it and tell us what orchestra it identifies. (PLAY) What is an Aggie. What is a crew hair-cut?

4. The following melody is the Alma Mater of many high schools and Universities in America and Charles Goley of Campbell, North Carolina wants you to listen and name a school it identifies. (PLAY) Now with what part of education would you associate the Spencerian and the Palmer Method? And the Gregg and Pittman Systems? Will alphabet soup help you win your letter?

SOUND: CLASS BELL

-21-

HIESTAND: Relax, professors... it's time for commencement to commence.

KYSER: Ah, yes - 'tis done -- and while the faculty enrobes for the graduation procession, Dean Hiestand will deliver the tobaccolaureate address.

HIESTAND: Does your cigarette give you the most smoking enjoyment for your money? Consider the known facts in favor of Luckies - that at market after market Luckies pay the price to get the milder, better tasting tobaccos - that the independent tobacco experts themselves smoke Luckies 2 to 1. Yes, compare your cigarette with the tobacco experts' own smoke and we think you'll decide to give Luckies a real try. Next time you step up to that cigarette counter, ask for Lucky Strike.

(FANFARE)

HIESTAND: Commencement comes to Kyser College!

KYSER: Students, sweethearts of students, aunts, and uncles, it gives me great pleasure to announce that the Phi Beta Kyser winner of this semester is _____.

(APPLAUSE)

-21-

(A- If a man)

KYSER: Ah, dear Mr. _____ You have truly worked your way through Kyser College and I designate you the graduate most likely to succeed. With this emolument of \$35.00, go forth into the world, and sell magazine subscriptions. Miss _____, you are voted the co-ed most likely to marry. Take this \$20.00 so you can always accuse your husband of marrying for money.

(B- If a girl)

KYSER: Ah, dear Miss _____, I designate you the co-ed most likely to marry. Take this emolument of \$35.00 and put it in the bank, because men like to marry for money. Mr. _____, you have truly worked your way through Kyser College and you are voted the graduate most likely to succeed. With this endowment of \$20.00, go forth into the world and sell magazine subscriptions.

(C- If a tie)

KYSER: Miss _____, and Mr. _____, as you have tied for highest scholastic honors, each of you is herewith endowed with \$55.00. With your wealth, Miss _____, I designate you the co-ed most likely to marry. Mr. _____, I predict you will be the student most likely to succeed. Go forth into the world and sell magazine subscriptions.

Each of our other four honor scholars is awarded ten dollars apiece. All six receive a carton of Luckies, and to each and every student in the hall, for your rooting and your tooting and class-day enthusiasm, a package of better than ever Lucky Strike Cigarettes.

(CHEERS)

(10. "THE WISE OLD OWL" (ORCHESTRA)

(11. "THERE'LL BE SOME CHANGES MADE" (ORCHESTRA)

(NEW KYSER RADIO THEME)

REVISED

6-11-41

-25-

KYSER: Well, das all chilun -- until next Wednesday at the same time ..
Until next Wednesday, we'll be thinkin' of you - this is Key Kyser
sayin' thanks a lot for being with us and so long everybody.

(LUCKY STRIKE TIME . . .)

HIESTAND: The famous auctioneer heard on tonight's program was Mr. F.E. Boone,
of Lexington, Kentucky.

(SONG CREDITS, IF ANY)

THIS IS THE NATIONAL BROADCASTING COMPANY.

A. Broad

The American Tobacco Company
Kay Kyser's College of Musical Knowledge - No. 169
June 18th, 1941

BOONE: (CHANT.....ENDING "SOLD AMERICAN")

HIESTAND: With independent tobacco experts -- buyers, auctioneers,
warehousemen -- with men who know tobacco best -- it's
Luckies two to one!

(LUCKY STRIKE TIME.....ORCHESTRA)

HIESTAND: Lucky Strike presents Kay Kyser's College of Musical
Knowledge. And it's "Happy Birthday" to the originator
of singing song titles -- the purveyor of makes-you-
wanta-dance-music and the pixillated prexy of our college -
KAY KYSER!

(KYSER'S RADIO THEME.....and.....AUDIENCE APPLAUSE)

KYSER: Evenin' folks - how y'all?

AUDIENCE: HI KAY - HAPPY BIRTHDAY -

(CHEERS)

KYSER: Well thank *you and happy birthday to you whenever it is* ~~you and happy birthday to you whenever it is~~ ~~- I'm pretty happy about it too~~ -

HIESTAND: *Say Professor* How does it feel to be a hundred and nine years old
~~Professor?~~

KYSER: Quiet Dean! The chillun make me feel frisky as a colt, fit as a fiddle and happy as a lark so tonight our examinations are going to be all about birthdays.

AUDREY: Everybody's Got A Birthday.

KYSER: Truer words were never spoken Audrey - so don't hesitate - everything's jake - this ain't no clambake - cut yourself a piece of cake - and c'mon chillun, yet's ~~syncopate~~ *dance*...

(1. "MAMA INEZ".....ORCHESTRA)

(2. "I WENT OUT OF MY WAY"..... ..SIMMS)

-3-

KYSER: Now chillun, F. E. Boone, the famous tobacco auctioneer, says you're responsible for certain tobaccos costing more ... Tell 'em why, F. E.!!

BOONE: Well, Professor, it's always "Please the Customer" day at Tobacco auctions. And you smokers happen to be the real customers. So the tobacco buyers all try to get the kind of tobacco you like best - the lighter, milder leaf - and as a natural result, the price is bid up and up.

HIESTAND: Thanks, Mr. Boone ... And, smokers, it's because Luckies pay the price to get the kind of tobacco you like best - the finer, lighter, naturally milder leaf - that you'll find Luckies such a swell smoke. Independent tobacco experts who watch the sales at auctions, are impartial judges. They know who buys what tobacco and the prices paid. And just like you, when they step up to that cigarette counter, they're looking for smoking enjoyment - the enjoyment of milder, better-tasting tobaccos. Well, twice as many of these independent experts smoke Luckies exclusively as smoke all other cigarettes combined. That's a tip worth taking, isn't it? Next time ask for Lucky Strike and ... smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ORCHESTRA: TAG

SOUND: CLASS BELL

-3-

HIESTAND: Time to begin Class - so first we'll blow out the Candles
on Professor's Cake -- Ready now Students, "Inhale"

(AUDIENCE INHALING) Hold it, ready now, "BLOW"

audience
SOUND: (HURRICANE)

AUDIENCE LAUGH

AUDREY: You Got 'em. All But Three.

KYSER: Now ~~those~~ ^{you} three who didn't get caught in the draft --
let me see whether you can hold a candle to these
questions?

(FIRST QUESTION ROUND - Page One)

1. From Miss Naomi Clyde of Kansas City comes the story of the rare husband who remembered his wife's birthday. He dashed home right after work and surprised her with a big cake, beautiful presents and everything. She said, "Darling, you gave me all (PLAY)". Then she said, "How did you ever know? Why I never mentioned wanting anything for months." He said, "I know, but unfortunately for me (PLAY)".

2. Paul Hackett of Bridgeport, Conn. reminds us that today is the birthday of Gene Raymond's wife -- Who is she? And June 29th is the birthday of the man who sings on the screen with her. June 26th we say "Happy Birthday" to Mr. Moto. Is that Boris Karloff, Peter Lorre, or Bela Lugosi?

3. Here's the theme song of an orchestra leader who will celebrate his birthday on June 24th. Wilamena Henderson of Memphis, Tenn. wants you to listen and tell us who he is. (PLAY) Whom did he recently marry? ~~On what birthday does a boy say "Today I am a man?"~~

(FIRST QUESTION ROUND - Page Two)

4. Let's phite we are sending birthday presents to some well-known personalities. As I mention their names, Howard Bennett of Milwaukee, wants you to tell us what you think would be the most appropriate gift to send them. ~~For instance, if I said Eddie Duchin, you would say a piano.~~ Ready now -- Joe DiMaggio - . Gene Krupa - . Alice Marble - . ~~Lana Turner - .~~ Al Smith - ~~and~~ Bing Crosby *Lana Turner*

5. Here's an odd instrument I found on the top of my birthday cake. Mae Gainer of Atlanta wants you to listen to it, name it for us, and tell us what song is being played. *Is what an English Horn, a French Horn, Trader Horn, or a shell horn?*

6. Here in America we celebrate the birthdays of some of our distinguished Presidents. I'll name the dates and Eldon Baker of Detroit wants you to name the Presidents: February 22nd; February 12th; January 30th. What great campaign is conducted in connection with his birthday?

(FIRST QUESTION ROUND - Page Three)

7. Miss Joan Miller of Portland, Oregon says every February 22nd, it was "Happy Birthday" to George, and naturally being a perfect gentleman he'd always remember the right time to say "Happy Birthday" to (PLAY). If you don't blow out all the candles on the birthday cake at one time, what's the legend?

8. Harry Hudee of Cleveland wants to know how you would perform if you were at a birthday party and all of a sudden you were called on to sing. I think you'd be the star of the show, so take these words and prove I'm right. (PLAY).

9. Geraldine Walsh of Dubuque, Iowa says if a certain baby on the radio had a birthday on Thursday, they would say "Happy Birthday" to her on this program. (PLAY). Was Jack Benny's automobile made by *Elsa Maxwell* ~~them?~~ What's their slogan? ~~Who is Elsa Maxwell?~~

SOUND: CLASS BELL

HIESTAND: Desist Professor - this is a party - everyone can't be a smarty.

KYSER: It's all in fun you son of a gun - Let Em Eat Cake - Fill up their plate - the Judges are about to ennuciate. (CHATTER)

KYSER: Ah, the Freshy of the Freshmen, is that sponge cake eater Mr. _____ (AUDIENCE APPLAUSE)

KYSER: Ah, Mr. _____ I congratulate you and egg-nog you on to the Finals. Go light up a Lucky Strike and prepare yourself for the ^{final uproar - and now -} ~~surprise of the party~~ for here,

Expressman: Mr. Kayser, - I'm the expressman & I have express orders now, in the flesh, in the classroom, is our Maverick from San Antonio. of San Antonio - sign in full for this maverick bull

(BRING ON THE MAVERICK)

(LAUGHS AND AUDIENCE APPLAUSE)

KYSER: Ah, it's wonderful, a real live calf enrolling in the college - and our thanks to Maurey Maverick, and Maury, Jr. for getting him here in time for my birthday.

(AUDIENCE APPLAUSE)

(3. "BALLIN' THE JACK".....MASON & ORCHESTRA)

(4. "MY SISTER AND I".....BABBITT & ORCHESTRA)

SECOND COMMERCIAL

(CHANT ESTABLISH & FADE)

KYSER: Now, friends, here's that game smokers are talking about. Let's go, Bud Hiestand, with another session of "Lucky Markets!"

(CHANT UP - SOLD AMERICAN)

HIESTAND: Folks, this game of ours has a real meaning for smokers. It proves that The American Tobacco Company pays the price to get the finer, the lighter, the naturally milder tobaccos for Luckies - the tobaccos that give you a milder, better-tasting cigarette. Here in a goldfish bowl are the names of one hundred and nineteen different tobacco markets - markets where tobacco buyers buy over 96 percent of all the cigarette tobacco sold at auction in this country. Now a member of our audience, Miss _____ of _____, will draw the names of these tobacco markets completely at random out of the goldfish bowl, and as I call out each name, whoever in the audience holds the card for that market will call out the percentage figure above the average market price we paid there for tobacco ... and then (SOUND -- CASH REGISTER) see what happens. All right, Miss _____, will you draw the first name please. Thank you - it's _____.

SECOND COMMERCIAL (Continued)

MAN OR
WOMAN: _____ percent more.

HIESTAND: _____ percnet more in _____,
(CASH REGISTER) And Lucky Strike pays the _____
with the _____, _____ card
_____ dollars.

Now friend, that means that at tobacco auctions in
_____, _____ last season, The
American Tobacco Company paid _____ percent more per
pound for the tobacco it bought for its cigarettes and
other tobacco products - yes _____ percent above the
average market price paid for all the various types
and grades of tobacco sold there - and the best we
bought will go to Luckies. All right - next market
being drawn from the goldfish bowl and it's _____,
_____.

(CROWD MURMURS UP) *Lexington, Ky 18%*
(ETC.) *Wendell, N.C. 35%*
Rocky Mount, Virginia 23%
Mullins, S.C. 65%
Greenville, Tenn. 40%
(BELL) *Valdosta, Georgia 41%*
Oxford, N.C. 30%

HIESTAND: Oh - oh - there's the bell, ending this session of
Lucky Markets. Thanks very much, ~~everybody~~ *everybody* .. Now
here's Gayne Whitman.

SECOND COMMERCIAL (Continued)

WHITMAN: Smokers, how about that cigarette you're smoking now? Does it contain the finer, lighter, naturally milder tobaccos? If you're smoking a Lucky, you can answer "yes." For remember, every one of those tobacco markets was drawn completely at random and, at every one of them, The American Tobacco Company paid well above the average market price for tobacco, and the best we bought goes into Luckies. If you haven't tried a Lucky lately we believe you're missing something. Remember we pay the price for the milder, better-tasting tobaccos so you can enjoy a milder, better-tasting cigarette. So next time ask for Lucky Strike. With men who know tobacco best, it's Luckies 2 to 1.

- (5. VIENE LA CONGA ORCHESTRA)
- (6. GEORGIA ON MY MIND GINNY)

KYSER MARCH -- FADE

HIESTAND: We travel 'cross the nation, to identify your station.

(STATION BREAK)

KYSER MARCH -- UP AND OUT

-12-

HIESTAND: The second exam comes to Kyser College like a Birthday
Cake to a party.

KYSER: Well gather round chillun and let's cut the cake!

(AD LIBS)

SOUND: SAWING

(AUDIENCE LAUGHS)

KYSER: Oh, an upside down cake? But seriously though, chillun

I wish you could all be with us in the classroom tonight

because we have a beautiful ^{birthday for the students} cake here and as we cut it

we are thinking of you in spirit and ^{mentally passing of it to} ~~cutting a slice for~~
you ^{through this microphone}

(AUDIENCE APPLAUSE)

~~GIRLS TRIO: (SINGING)~~

~~"Now is the time for all good men to come to the aid of
the Party".~~

~~KYSER: Ah, three girls with beautiful curls I'm glad you
came to my party.~~

-12-

(SECOND QUESTION ROUND - Page One)

1. Miss Gussie Vandiver of Gary, Indiana says this one concerns the members of a girls' club who gave a surprise party for (PLAY). That's either Delia, Cecelia, Velia, or Ophelia. They showered her with presents and naturally she raved over them, and said they were beautiful, but in the back of her mind, you can bet your last dollar she was saying (PLAY).

2. Here are some more June birthdays and Alvin Taylor of Louisville wants you to tell us who the people are. June 13th was the birthday of Sherlock Holmes on the radio. Is that William Powell, Ralph Bellamy, Basil Rathbone, or Sidney Toler? On June 14th Bing Crosby's orchestra leader had a birthday. Was it Skinnay Ennis, Robert Armbruster, John Scott Trotter, or Gordon Jenkins? And tomorrow it's "Happy Birthday" to the Fox Movietone Newsreel Sports announcer. Would that be Bill Stern, Ed Thorgerson, or Ted Husing.

3. This was the theme of the radio serial "Hilltop House." Anna Badina of Chicago says it would be very appropriate at a one year old's Birthday party. (PLAY) Name ~~some~~ occasions when you throw a party?
~~Does a wrestler throw a party?~~

(SECOND QUESTION ROUND - Page Two)

4. It's tonight's right or wronger, and Henry Hymes of Dallas, says I should give you an extra slice of my birthday cake if you say right or wrong to the following statements.

- 1. ~~George Washington made "The Birth of a Nation"~~
George Washington made "The Birth of a Nation"
- 2. ~~Frank Capricorn directed "Meet John De."~~
Janet Gaynor starred in
- 3. ~~Frederick March was the star of "A Star Was Born"~~
Dr. Pafol attended the birth of the Duke and the Queen's triplets
- 4. ~~Helen Morgan popularized "Why Was I Born"~~
- 4. Happy Birthday was the theme of the picture "Western Union".

5. Here's a pop song played in the style of an orchestra leader who is having a birthday today. Elsie Harris of Philadelphia wants you to identify the song and the leader. (PLAY) And by the way, the entire band is having an outing next week. We're all going over to Catalina for a few days of fun and recreation, *and David Bach performs music* and next Wednesday night our program will come from *Santa Catalina* ~~there~~.

6. Clarence Hawkins of Baltimore says here's a game that's played at lot'sa parties (PLAY) Fine, now name two other games? Wonderful, and now because you know so much about parties, we want you to play a little game with us. We're going to blindfold you.....Now, all of the boys in the band have a number, one to fifteen, and we want you to make believe like you're playing Postoffice and call out the one you like best. Any number, one to fifteen?

(SECOND QUESTION ROUND - Page Three)

7. For Victor Boomer of St. Louis we tell the tale of the big birthday blow-out for a buddy in a Bachelor's Club. The boys decided to have it at (PLAY). There was a big floor show there, and the star act was (PLAY). Who danced in that number? Was it Conchita, Anita, Lili Danita, or Pleased to meetcha?

8. ^{We} ~~Stewart Wark of Vermont~~ spied several celebrities at the party and egged them on to join in the entertainment. For instance, they tried to get Rochester's Boss to play (PLAY). And they urged Larry Adler to play the (PLAY). And the gang wouldn't keep still until Red Norvo played the (PLAY).

9. Continuing the birthday party, it came time to eat, and what a spread. They had cooked up the Wise Old Owl and (PLAY). About that time Sam Steiner of Bennington, Vermont asked about refreshments. So the boys passed around (PLAY). Obviously it wasn't long before the gang was singing (PLAY).

(SOUND: CLASS BELL)

HIESTAND: Stop Professor - you've been spinning the plate long enough to get the gate.

KYSER: Oh hush Dean Hiestand - charade over to the Judges and bring back that familiar quotation.

SOUND: SLIDE WHISTLE

KYSER: Ah - the winner is Miss _____
(AUDIENCE APPLAUSE)

KYSER: Ah Miss _____ with your learning you will never have to play solitaire. Light up a Lucky Strike and shuffle the deck until you are called for the Finals. And now that recess is here - let's heave those footsies - swing them tootsies --

HIESTAND: Just a minute Kay - before you start to play - ~~Harry and Ginny~~ ^{the boys} have something to say -

(7. "HUT SUT SONG".....PRODUCTION)

KYSER: Now Gayne Whitman wonders if you're the kind of person who likes to think things over.

WHITMAN: I believe most of us like to think things over and weigh the facts. That's why, instead of just telling you that we buy finer tobaccos, we bring you actual reports from the tobacco markets, reports that prove the American Tobacco Company pays the price to get the finer, the lighter, the naturally milder leaf. For example, as our Lucky Markets game showed you a few minutes ago, we paid 35 percent more than the market average last season at WENDEL, U.S., 65 percent more at MULLINS, S.S., and so on, and the best we buy goes into Luckies. Now you may never have considered how much more finer tobacco can mean to you ... you may never have considered how much more smoking enjoyment it can add to your cigarette. If you haven't given this matter your real attention, why not do so now. Just remember that you get what we pay for - and we pay the price for the milder, better-tasting tobaccos. Next time you buy cigarettes consider the facts - ask for Lucky Strike.

- 8. A LITTLE BIT SOUTH OF NORTH CAROLINA.....HARRY
- 9. INTERMEZZO.....DUET

FANFARE

-18-

HIESTAND: The Final Exam - Hocus pocus allah cazam -

SOUND: MYSTERY GONG

KYSER: It's a whiz of a quiz - let's get down to biz --

-18-

(FINAL QUESTION ROUND - Page One)

1. Continuing our hub-bub about birthdays, our finals will be devoted to a devout collector of antiques who was celebrating his hundredth birthday. Edythe Harkes of Pensacola, Florida says that since he was a collector of antiques the farmer in the dell's present was (PLAY)

Our friend was born under a moon sign & every night he got lit
~~What's a horse shoe a sign of? What's a sign of bad luck? What's~~

~~caloratus a sign of? (BOBBY)~~

*What sign were you born under?
How much is a "C" note?*

2. Walter Clements of Phoenix, Arizona says that since our eccentric centenarian loved antiques, the farmer next to the farmer in the dell, took him (PLAY). And now Miss _____ let's see how well you know your signs _____ Leo the _____ Taurus the _____ Aries the _____ Gemini the _____

(FINAL QUESTION ROUND - Page Two)

3. Another close friend of our century old antique collector couldn't find a suitable antique for him - so from the World's Fair of 1853 he took him a (PLAY) Now Mary McCarthy of Norman, Oklahoma wants you to tell us what Libra is the sign of _____? Name one of the governing planets? ~~What's the first sign of Spring?~~

4. Virgil Reimer of Hollywood says our lovable old friend ^{spent his} ~~birthday~~ ~~spent hundred years working~~ - ~~now he wants to sit & watch the world go by in his~~ was a real success when somebody gave him that (PLAY) Now tell us ~~the~~ ^{how old is a} ~~difference between an Octogenarian, Centenarian and Vegetarian?~~ ~~When~~ ~~the doorbell rings twice~~ what's that a sign of (BOBBY)

SOUND: CLASS BELL

-21-

HIESTAND: Exams are over - but the party's not over --
(CHEERS)

KYSER: Hold it, scholars - before the dollars and degrees are determined by faculty conference -- I invite you to sit with me in brief convocation while we hear Dean Hiestand read a faculty paper on tobacco.

HIESTAND: Does your cigarette give you the most smoking enjoyment for your money? Consider the known facts in favor of Luckies -- that at market after market Luckies pay the price to get the milder, better-tasting tobaccos -- that the independent tobacco experts themselves smoke Luckies two to one. Yes, compare your cigarette with the tobacco experts' own smoke and we think you'll decide to give Luckies a real try. Next time you stop up to that cigarette counter, ask for Lucky Strike.

(FANFARE.....)

-21-

KYSER: The Faculty has prepared a horror-scope naming the winning scholar - (SCREAM) _____

(AUDIENCE APPLAUSE)

KYSER: Ah, you have nothing to fear _____ you were born under the ~~noon~~ sign ^{of Electra} and the way you ^{out shined the others} lit up tonight shows you will go far along the Mazda Way. Here take these thirty-five dollars and stay on the bright side. To you dear second placer \$20. ~~Go cry in your cusses.~~ Then to each and every member of our student birthday party here tonight - for your good wishes and pats on the back - a package of better-than-ever Lucky Strike Cigarettes.

(CHEERS)

(10. "AMAPOLA".....ORCHESTRA)

KYSER: Well, das all chillun - thanks for your loyalty to the College - that's the nicest birthday present we'd ever want. Next week it will be full sails in the Sunset for Catalina, that pleasure paradise in the Blue Pacific where we'll be holding class next Wednesday night. Meanwhile for your homework listen to Your Hit Parade and Information Please. The address for questions to the college is Post Office Box 909 Los Angeles. And so until next Wednesday this is Kay Kysor, thinkin' of you. Thanks a lot for being with us - and so long everybody.

(LUCKY STRIKE TIME.....)

WHITMAN: The famous tobacco auctioneer heard on tonight's program was Mr. F. E. Boone of Lexington, Kentucky.

THIS IS THE NATIONAL BROADCASTING COMPANY.

As Broadcast

The American Tobacco Company
KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE
June 25, 1941 - No. 170

HIESTAND: Have you tried a Lucky lately?

BOONE: (CHANT...ENDING "SOLD AMERICAN")

HIESTAND: Let that chant remind you that Luckies are a cigarette of milder, better-tasting tobaccos. With independent tobacco experts -- buyers, auctioneers, warehousemen -- with men who know tobacco best -- it's Luckies two to one!

(LUCKY STRIKE TIME.....)

HIESTAND: Lucky Strike presents Kay Kyser's College of Musical Knowledge -- with fun, prizes, makes-you-want-to-dance music, -- and the youngest old Professor you ever saw -- Kay Kyser!

(KYSER THEME.....)

(APPLAUSE)

KYSER: Evenin' folks - how y'all? Tonight we greet you from --
STUDENTS?

AUDIENCE: "CATALINA" & "*Harvey*"

KYSER: Yes, lovely Santa Catalina, a summer playground in The
Blue Pacific - where classes are fun and the students
are ^{*tan*} ~~brown~~ - and coeds know ^{*all the*} ~~the right~~ answers.
So grab your gal by the hand, get out on the sand --
everything's grand -- I'll start the band - and come on
chillun let's dance!

- (1. "OH SUZANNAH.....ORCHESTRA)
- (2. "GOODBYE NOW".....SIMMS, ORCHESTRA)

KYSER: Now Dean Hiestand wonders what questions you'd ask, if you met a real tobacco expert, face to face ...

HIESTAND: Well, smokers ... the chances are you'd ask him a question like this: "What kind of tobacco makes a better cigarette? What kind is better-tasting and will give me more all around enjoyment?" Now most independent tobacco experts would tell you that the finer, lighter, naturally milder tobaccos - which are the kind Lucky Strike buys - are the type you're looking for. For example, Frank Brown, independent tobacco warehouseman of Stoneville, North Carolina said recently:

MAN: It's the finer, lighter tobacco that makes the mildest smoke - so, of course, it sells for more. But Luckies are always ready to pay the price to get it. That's why I smoke Luckies myself.

WHITMAN: You see, smokers, Mr. Brown is just like you, when it comes to smoking. He wants the most cigarette enjoyment for his money. So he chooses Luckies - and in that, he's typical of most other independent tobacco experts - auctioneers, buyers and warehousemen. Actually twice as many of them smoke Luckies exclusively as smoke all other cigarettes combined. Next time you buy cigarettes, remember: The experts know. They see Luckies pay the price to get the finer, lighter, milder tobaccos. So why not smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies 2 to 1. Ask for Lucky Strike.

ORCHESTRA PLAY OFF

SOUND: CLASS BELL

-4-

HIESTAND: All right you first three scholars - follow me. ~~Let's~~
~~see, my old Catalina~~ ^{my} treasure map says to turn right at
the ~~blasted tree~~ ^{beach} -- four steps east -- two steps northwest
-- ~~six steps south and~~ ^{past} the Good Humor Man (JINGLE BELLS
All right, dig here!

(FRANTIC DIGGING - THUD)

ISH: Stand back -- I've got something!

BAND: (AD LIB) What is it -- let me see - one side -- etc....

HIESTAND: Open ^{it quick} up ~~the lid,~~ Ish -- ~~watch out~~ now.

(CREAK.....)

AUDREY: Aw, that's not buried treasure -- that's Professor Kyser!

(KYSER PLAY-ON...)

KYSER: That's right, chillun -- just the guy in the glasses who
holds all the classes.

(ADD FIRST EXAM)

-4-

(FIRST QUESTION ROUND - Page One)

1. Here we are at Santa Catalina again and we certainly had a nice trip coming over. Of course we came on the steamer, but as we approached the Island we saw lots of boats (PLAY). And boy they certainly looked beautiful as they went (PLAY). Martin Sutter of Grenada, California, asks in the picture "Mutiny on the Bounty" what was the Bounty?

2. One of California's greatest products inspired this next question. On the way to Santa Catalina we saw lots of oil wells out in the water so Miss Wilma McKime of Cincinnati, agrees it's apropos to ask you to name three well-known people who are named "Wells". Oils well that ends well.

3. Harry Slaugh says that when we leave Santa Catalina the Island orchestra will play this song from the dock. Let's see if you can name it. (PLAY) Who says in the ^{travelogues} ~~newsreels~~ -- "And now as the sun goes down we take our leave once again of this quaint old city of ^{the old world} ~~Polii~~".

(FIRST QUESTION ROUND - Page Two)

4. Jimmie Graham of Memphis, Tenn., asks you to distinguish between Santa Catalina, Santa Anita, Santa Maria and Santa Claus.

5. We've been having a barrel of fun since we got here Monday and Miss Frances Ferrell of Brownsville, Texas, wants us to describe our experiences on a glass bottom boat. As we sailed along, looking down at the bottom of the sea, guess what we saw -- the mama fishies putting the three little fishies to sleep -- they were being (PLAY).

A little farther on, we spied Minnie the Mermaid ^{and her boy friend,} taking a nap. ~~The~~
~~Siren of the Sea was a sleeping beauty -- yes, sir, she was (SOUND)~~

~~What's this? (SOUND) then we saw Pannochio just about to~~
~~be swallowed up by a what?~~

6. It's tonight's right or wronger and Thomas Mitchell of Battle Creek, Nebraska, wants us to catch you with these Santa Catalina cuties.

1- "California Here I Come" was written by Balboa.

2- Zane Grey had a home here at Santa Catalina.

~~3- Santa Catalina and the Chicago Cubs are owned~~
~~by the same man.~~ ^{The south sea island scenes in Ebb Tide, Hurricane}
^{Treasure Island were filmed in}
^{Catalina}

4- California's Governor Olson is the father of George Olson.

~~5- Life Savers take your breath away.~~

(FIRST QUESTION ROUND - Page Three)

7. Here's a current hit song played in the style of a popular orchestra leader and Miss Pauline Hart of Chicago, Illinois, wants you to name the song and the leader. (PLAY).

8. You are about to hear some sound effects that represent some of the high lights of this pleasure paradise, and Herbert Fields of Detroit, is sure you can tell us what each brings to your mind. (SOUND S) (SOUND F) ((SOUND D).

(TRUMPET SOUND) Yes, sir, that's a good old Army Call and next week

we'll be calling on the ARMY at one of the oldest and most picturesque of all ARMY POSTS - "THE HEADQUARTERS OF THE NINTH CORPS AREA" THE PRESIDIO AT SAN FRANCISCO

9. Let's name this good old song for Miss Loda Graham of Alberta, Canada. (PLAY) Now will you distinguish between Tara, Tamara, ^{Telva + Tamalle} ~~Rah-Rah-Rah~~.

SOUND: CLASS BELL

HIESTAND: Professor 'tis well -- 'tis well -- hark to the bell -

(SOUND: PHONE)

KYSER: Hold the phone - hold the phone - "Blow the foam off the
facultys dome".

(SOUND: band blows)

ISH: -----Hey, Hey, There goes my toupee"

KYSER: Never mind your toupee - there'll be the devil to pay if
you don't tell me the winner of this first exam. Thank
you, baldy (SOCK) The winner is _____

(AUDIENCE APPLAUSE)

KYSER: Congratulations _____ You are a hot potato and
you are rubbed and dubbed and scrubbed for the Finals. Go
light up a Lucky Strike and bask in the sunshine. Right
now, the Life Guard says - wade in - get in the ~~swims~~
splash around and let's go to town.

3. THE GIRL I LEFT BEHIND ME

MASON

4. THE THINGS I LOVE

RABBITT

KYSER: Now here's Dean Hiestand who thinks that sometimes a buyer also knows how to sell ...

HIESTAND: Well, Professor - one Lucky Strike tobacco buyer had this to say on the subject: "Don't just tell the folks that Luckies are milder and better-tasting. Why not bring 'em right down here to the auctions and show 'em how we go after the lighter, milder leaf - and how we pay the price to get it." ... (BREAK IN CHANT & CROWD) Well, folks, we're showing you!

BOONE: (SOLD TO X)

WHSMAN: Next basket - at 23!

(CHANT CONTINUES)

HAYES: This is Sam Hayes, ladies and gentlemen. We're reenacting a tobacco auction in this great tobacco warehouse in Valdosta, Georgia. Sales are at the rate of one every ten seconds. Here's another basket going, going ...

(SOLD AMERICAN)

WHSMAN: At 25!

HAYES: That's the warehouseman who called out the opening bid of 25 - 25 dollars a hundred pounds - But now a leaf company buyer makes it 26 - and Lucky Strike bids 27. Over a dozen buyers here - and they all want this fine, mild leaf. It's up to 28 - 28 dollars - and now Lucky Strike 29 - another cigarette company 30 - an export company 31 - 31 - but - yes, yes, Lucky Strike bids 32 and ...

(CHANT UP - SOLD AMERICAN)

-10-

WHITMAN: Well, folks, actions speak louder than words. What happens at the auctions - really shows you why Luckies are a milder, better-tasting cigarette. For remember, at market after market, The American Tobacco Company pays the price to get the finer, the lighter, the naturally milder tobaccos. For example, at Valdosta, Georgia, last season, American paid 41 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 41 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought goes into Luckies! Well, folks, add it all up, and you'll see why you'll get more real smoking enjoyment in Luckies - the enjoyment of finer, milder tobaccos. Remember, with men who know tobacco best, it's Luckies 2 to 1. Next time ask for Lucky Strike.

COMMERCIAL TAG

- (5) ~~MARIA ELENA~~ *Lets Get Away from it All - Ginny & Harry* ~~QUARTET~~
- (6) PERFLIDIA.....SIMMS & ORCHESTRA
- GLEE CLUB: ~~ALOHA OH~~ *Over the Waves*.....BOYS IN BAND

-10-

HTESTAND: Once upon a time there were two little islands. And one little island loved the hustle and bustle of city life -- it liked to have ferries come to call all the time, and it didn't like fish. And that little island was called Staten. And the other island liked country life -- it wanted to get away out in the ocean and be by itself. So it settled down in the Pacific -- and it was called Catalina. And they ^{were} ~~are~~ both very happy. But once ^a ~~every~~ year, the legend says, ^{the blue Pacific smooth as satin} ~~when the baseball bats are battin'~~ ^{to old} ~~--- Catalina~~ looks across ~~the nation~~ towards Manhattan --- and pauses briefly to say ...

AUDREY: Hello!

~~HTESTAND:~~ ... to Staten.

...STATION BREAK...

KYSER MARCH

-12-

HIESTAND: The second exam comes to Kyser College like a sunburn to
Catalina.

SOUND: *slap* ("OUCH")

KYSER: What a beautiful tan, my you look grand,
I hope you have lotsa answers on hand.

~~Our first contestant in the second round is~~

-12-

(SECOND QUESTION ROUND - Page One)

1. Santa Catalina has seen much "Love in Bloem" but oft times she's seen a young man's fancy turn to fickelness, especially (PLAY). Gus Weisman says that just last night he saw a Don Juan desert his lady fair for a charming miss ~~seated~~ ^{who sat down} on the next bench, But the first miss didn't let her get away with it, she stormed over to the second girl and slapped her in the face and said "~~I know~~ this ^{always} sort of thing would happens when" (PLAY).

2. In the past few years Santa Catalina has presented some of America's outstanding orchestras and from the following hints Miss Mary A. Barry of New York City is sure you'll be able to tell us who three of them are: Yousah, Idol of the Airplanes, the Bob Cats, ~~Mama~~ ⁺ that Band is Here Again, Evenin' Folks, King of Swing.

3. The following is the theme of an orchestra that is on the radio every Sunday night and Stanley Blackman of Cleveland, Ohio, wants you to tell us who he is. (PLAY). Is he on the air for G.E., G.M., or G-Whiz?

(SECOND QUESTION ROUND - Page Two)

4. While we are enjoying this wonderful resort out in the Pacific, Helen McGill of Madison, Maine, reminds us that at this time thousands are enjoying other resorts throughout America, and therefore, we'd like to devote this question to those other resorts. We'll name ^{them} ~~the spots~~, you ^{tell us} name the States -- ^{they're in} ~~Virginia Beach,~~ Atlantic City, Sun Valley, ^{Virginia Beach, Mchenach Island or} Bar Harbor, Havans.

4. Clive Evans of Iowa City, Iowa, reminds us that back in the Santa Catalina hills there are wild goats, wild bear, deer, bears and other game so if you don't want to swim, fish, sail or sun bathe, you can say (PLAY) ^{Who's Marsha Hunt?} What two legged animal are women generally hunting for?

~~6. From the names I mention, Miss Doris Eagleson of Fort Wayne, Indiana, says you should be able to name some of the popular summer sports: Bob Sellers, Joe DiMaggio, Bill Terry. Johnny Weismuller, Eleanor Holm, Buster Crabbe. Bill Tilden, Don Budge, Alice Marble. Lawson Little, Sammy Sneed, etc.~~

6. One of the nicest things about vacations is sending Post Cards. Miss Doris Eagleson of Fort Wayne, wants you to tell us a famous vacation greeting? What's the difference between Post Card and Postal Card? And speaking of wonderful times we know we're gonna have just that this comin' week when we visit the boys in some of Uncle Sam's Service Camps. We're making a personal appearance Friday at Camp Callen - Saturday at Camp Haan --- Monday at Camp MacQuaide, Tuesday at Hamilton Field, Wednesday at the Presidio, San Francisco for our Lucky Strike Show and Thursday with the Air Corps at Moffett Field. In conjunction with the Motion Picture Recreation Camp Committee we'll bring with us Marlene Dietrich and many Hollywood stars.

AND we're sure looking forward to seeing all you boys.

(SECOND QUESTION ROUND - Page Three)

7. Ginny, Harry, Jack and Mack are about to vocalize on one of the hottest songs in the country today, and as they hum, Jack Holmes of Milwaukee, Wisconsin, wants you to name the song. (PLAY).
Is that song ^{supposed to be} Irish, Swedish, Scottish, or ^{or ticklish} English double talk?

8. Miss Maude Cartwright of Portland, Oregon, wants to see how well you can take Ginny Simms place and do the same song -- so here are the words and Jack, Max and Harry are ready to check you up, so start huttin my little muttin. (PLAY).

9. Since the atmosphere of Santa Catalina is a little on the Spanish, Mexican or South American side, John Bliss of Minneapolis, Minnesota, thinks it's appropriate to ask you to name the following three songs which have the same flavor. (PLAY).

SOUND: CLASS BELL

HIESTAND: The second exam has passed on Professor and the scholars
have passed out.

KYSER: Well, bait my hook and cast my line - the exam is over,
now ain't that fine. Our faculty of flying fishes is
through floundering and comes up with a whale of a decision -
the star fish of the second exam is _____
(AUDIENCE APPLAUSE)

KYSER: Ah, dear Miss _____ go light up a Lucky Strike and
languish in luxury until you are called for the finals.
Right now we'd like to play a song Irving Berlin has written
for our Government. I know we all agree with the sentiment
expressed in this song and we hope you like the way we play
"Any Bonds Today"

7 ANY BONDS TODAY-----PRODUCTION

KYSER: Now Dean Hiestand has something to say about good business..

HIESTAND: Yes, Professor, and the case in point is Lucky Strike. We believe that it's good business to pay the price to get the finer, milder tobaccos. Yes, it's good business for us, because it's good smoking for you. You see, the finer, milder tobaccos - the kind you enjoy more - cost more. And, we pay well above the average market price to get these milder, better-tasting tobaccos. The result is that we can offer you more real smoking enjoyment and so more and more of you will want to smoke Luckies. Next time you step up to that cigarette counter, just remember this:

WHITMAN: You got what we pay for. You enjoy a milder, better-tasting cigarette in Luckies because The American Tobacco Company pays the price to get the finer, the lighter, the naturally milder tobaccos ... for example, 32 percent more than the market average at Lawrenceville, Virginia last season - 37 percent more at Adel, Georgia - 43 percent more at Fair Bluff, North Carolina. So it goes at market after market - and the best we buy goes into Luckies. What's the result for you? - More real smoking enjoyment - the enjoyment that comes from finer, milder tobaccos. This greater smoking enjoyment is waiting for you in every package of Luckies. All you have to do is step up to the cigarette counter and ask for Lucky Strike.

maria Elena

(8) ~~LETS GET AWAY FROM IT ALL~~.....DUET

(9) OH LOOK AT ME NOW.....BABBITT

FANFARE

HIESTAND: The final exam! The cat hangs high on Catalina and the
bathing beaches beckon. And here comes Popeye the Professor
so I guess it's time to reckon!

KYSER: Step up you big bronze brute. Here's a query that's
really a beaut!

FINAL ROUND

1. ~~Santa Catalina is an Island situated out in the Blue Pacific, but~~
~~in~~ our final round tonight we'd like to discuss other Islands ~~and other~~
~~Oceans~~. Here's Tschaikowsky's Andante Cantabile, and Dorothy Wilson of
 Denver, wants you to tell us what Island is referred to in the popular
 version of this work. (PLAY). Now will you distinguish between Coney,
 Ellis and Treasure Island. Who wrote the book "Treasure Island?"

2. ~~Don't let this one trick you now, but~~ just listen and tell Robert
 Littlefield of Atlanta, ~~Georgia~~, what song this is (PLAY). ~~Name three~~
~~Islands? What was the Island called in the picture "Hurricane"?~~

*The Duke & Duchess of Windsor are at Nassau. Is that
 in the Virgin Islands, the Bahamas, Thousand Islands,
 or Rhode Island, that's Devils Island?*

3. Miss Alberta Richards of Billings, Montana, says that in any sea or on any island you might hear the old salts singing this sea chantey (PLAY) In the picture Hurricane was the island "The Isle Of Man" "Martinique" or "Manakooora" Do they train singers on the canary islands?
4. Larry De Simone of Lafayette College, Pennsylvania, wants you to name this number and tell us what islands the song brings to your mind (PLAY) Were they formerly called the Sandwich Islands? Are they part of the United States?

HIESTAND: Das all, Professor...nothing could be finer -- not even in Rocky Mount, North Carolina.

KYSER: Hold on, Dean Bud Hiestand -- our learned gentlemen will ponder while the school joins me in brief convocation for your tobacco-laureate address.

HIESTAND: Does your cigarette give you the most smoking enjoyment for your money? Consider the known facts in favor of Luckies-- that at market after market Luckies pay the price to get the milder, better-tasting tobaccos -- that the independent tobacco experts themselves smoke Luckies two to one. Yes, compare your cigarette with the tobacco experts' own smoke and we think you'll decide to give Luckies a real try. Next time you step up to that cigarette counter, ask for Lucky Strike.

FANFARE

KYSER:

The die is cast -- the exams are over -- and the honor scholarship of the evening for high score and plenty more goes to _____!

(APPLAUSE)

What brilliance, my dear _____! What a halo of knowledge surrounds your head! You are indeed worthy of this small token of your learning -- this thirty-thirty-five dollars first prize. Take it, go forth -- and perhaps someday you, too, will be able to catch the waiter's eye. To our second placer goes twenty dollars. Each of the other contestants get ten dollars -- and all six receive a carton of Luckies. Finally -- to each and every scholar in the schoolroom tonight -- for the Catalina caterwauls and kazoos -- a package of better-than-ever Lucky Strike Cigarettes!

(APPLAUSE)

(TWIST OF THE WRIST) (ORCHESTRA)

THEME

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KYSER: Well, chillun -- school is just about over and it's time to pack up the desks and have Ish Kabbible row them back to the mainland -- cause, next week we'll be greetin' you from The Presidio at San Francisco. Don't forget your homework - to wit and to woo, Information Please and Your Hit Parade. Until next Wednesday night at this same time, we'll be thinking of you. This is Kay Kysar sayin' thanks a lot for being with us, and so long everybody.

(LUCKY STRIKE TIME.....)

HIESTAND: The famous tobacco auctioneer heard on tonight's program was Mr. F. E. Boone of Lexington, Kentucky.

(SONG CREDITS, IF ANY)

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