

RADIO  
CONTINUITY

LUCKY STRIKE

KAY KYSER

JULY - DEC.  
1941

JUN

THE AMERICAN TOBACCO COMPANY

Kay Kyser's College of Musical Knowledge

# 171

July 2, 1941

---

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....and tonight we salute "The Army".

AUDIENCE: "Yeah Army"...."Hooray".

(KYSER THEME & APPLAUSE)

KYSER: Evenin' folks....how y'all? Tonight, we're holding class with the Army - at the historic old Presidio of San Francisco. I see boys here from Fort Mason, Fort Winfield Scott, Funston, Letterman Hospital and all the Posts in the Bay area. Yes, we're at Headquarters of the 4th Army - Headquarters of the 9 corps area - 15,000 men strong (Horray) The boys just got back yesterday from maneuvers and they're rarin' to go--

ISH: "To sleep"

KYSER: Oh is that so -- well wake 'em up, Dean Hiestand -- shine my buttons and press my pants - what are we waiting for: "Yet's Dance".

1. WHY CRY BABY.....ORCHESTRA
2. DO I WORRY.....GINNY

KYSER: Now Dean Hiestand tells us about a man who knows the answers,

HIESTAND: Professor, he knows a mighty good answer to one question that I think might stump quite a few people. The question: why did you select the cigarette you smoke? Well, this gentleman, Charles L. Belvin of Durham, North Carolina - an independent tobacco buyer for many years - said recently:

MAN: When anybody asks me why I smoke Luckies, here's what I tell 'em....Year in and year out, at thousands of tobacco auctions, I see Lucky Strike pay the price to get the finer, lighter leaf. That means Luckies must be a finer, milder cigarette. So that's why I smoke Luckies.

WHITMAN: Well, smokers, have you as good reasons for selecting the cigarette you smoke as Mr. Belvin has for choosing Luckies? For instance, do you know what kind of tobacco is bought for it? Is it the better-quality leaf?....the kind that will give you a milder, better-tasting smoke for your money? If you're smoking Luckies, you have the best authority to answer yes. For the vast majority of independent tobacco experts - auctioneers, buyers, and warehousemen - choose Luckies for their own smoking enjoyment. Yes, with men who know tobacco best, it's Luckies 2 to 1. Next time ask for Lucky Strike.

ORCHESTRA PLAY OFF

~~OUND: GLASS BELL~~

-4-

ISH: All right break it up boys - Exams are about to begin - Lock up the co-eds, Sergeant!

~~(SOUND: JACK & BREEZE SCREAM - DOOR SLAM)~~

HIESTAND: ~~Thank you ISH - You first three rookies go after those cookies and ninety five dollars in prizes.~~  
 AND NOW, The Presidio pants, the recruits recoil, cause here comes that heap who fell off a jeep -  
 KAY KYSER!

(KYSER MARCH - AUDIENCE APPLAUSE)

KYSER: *"Ah Jeeps Creepers" Let's have no sleepers*  
~~Oh, quiet - And don't let me hear a peep, a~~  
~~heep, or a jeep out of ya! ... unless its the~~  
~~right answer. Our first contestant is~~

---

-4-

(FIRST QUESTION ROUND - Page One)

1. This one from Bob Stephens of Phoenix, Arizona, concerns the Dress Parade being held in honor of the 4th of July. The Commanding Officer told a rookie to have the band master play something appropriate for the occasion. The rookie decided to use his own judgment and asked the band master to play <sup>Hut Sat</sup> (PLAY). The commanding officer was sure burned up and waved frantically for the band to stop but (PLAY). ~~"That~~  
~~rookie pulled a honor so he's a gonna to the Guard House."~~

2. Miss Mae Chaney of Denver, wants you to pick out the names of four well-known magazines from what I'm about to say. <sup>You know</sup> Back in 1776 our forefathers may have said something like this) <sup>Look</sup> -- Esquire, this week the time has come to pick a new way of life, and if it clicks, we'll have liberty on the Atlantic and make fortunes in town and country.

3. Here's a song that Irving Berlin wrote for our Government. Barry Wood introduced it for the first time on Your Hit Parade and we played it last week. Alfred Humphreys of Charleston, West Virginia, would like you to name it. <sup>Any Bonds Today</sup> (PLAY) (Is that "God Bless America", "Any Bonds Today," "Arms for the Love of America" or "Wham Wham for Uncle Sam"?) ~~Yes, sir,~~ <sup>Can you name 3 kinds of bonds?</sup> ~~becomes the official theme song of the Defense Bond Program which replaces Fred Allen for the summer starting today. If Fred Allen is F.A. who is F.P.A.?~~

or an ad-lib "Hot Cross Buns"

(FIRST QUESTION ROUND - Page Two)

4.. Miss Beth Manning of Augusta, Georgia, would like you to distinguish between Presidio, *perfidia, De Magio & Jo dodeo do* ~~Rodeo, Perfidis, Montevideo.~~

5.. This one from Miss Mary Jane Murray of Detroit takes us out to the Rifle Range where the boys are rootin' tootin' and shootin' all day long because they know (PLAY). The star of the Rifle Range is an X-Texas Ranger who hits 'em standing, kneeling, sidewise, blindfolded, and anyway at all. In fact he's right at (PLAY).  
*What's a sniper? Is he a parachute, crapsheet, sharpshooter*

6.. This one from William Hand of Harrisburg, Pa., we dedicate to all the draftees and buck privates. What two comedians are starred in the picture "Buck Privates"? What comedian is starred in the picture "Caught In The Draft"? ~~Can you name a baseball star who is now a buck private?~~ Can you name a movie star who is now a corporal in Uncle Sam's Army?



(FIRST QUESTION ROUND - Page Three)

7. Most of the boys at the Presidio just got back from maneuvers and Ursala Mean of Hollywood says she knows they're glad they aren't (PLAY). But whether it's in tents or in barracks first call comes at 5:45 because (PLAY).

8. Here's a song the American Legion boys had a lot of fun with in '17 and '18 and Roderic Brusius of Oshkosh, is sure you can have a lot of fun with it tonight. Here're some words to "Hinky-Dinky Parlez-Vous" and we'd like you to sing 'em. (PLAY). Now let's do it again and as we go along I'll mention a few things and you tell us what branch of the service they bring to your mind, but keep singing the song. (PLAY). *(cannon)*

*(Anpaly)*

*(cavillary)*

9. Here's a song called "The Girl I Left Behind Me" and Miss Ruth Sullivan of Brooklyn says it's very appropriate to play at this time because it should bring to your mind a very famous painting. (PLAY). In that picture there's a flute, two drums and a flag carrier -- can you tell us the name of it? There's another famous painting of a certain rowboat out in the icy waters of a certain river, with a certain gentleman standing in the bow of the boat -- What picture is that?

(SOUND: CLASS BELL)

HIESTAND: Cease firing, professor --- put your barrage in a garage the first maneuver is over.

KYSER: Well, then, das all chillun --- our faculty observers will now report on the result of the first sham battle ... yes, sir, here it is naming the shimmy-sham man of the first exam to be \_\_\_\_\_

(APPLAUSE)

KYSER: Ah, dear Private \_\_\_\_\_, you are a credit to the corps --- you are a fugitive from a snore --- your bean should blossom in possum time -- go light up a Lucky Strike and see the dean at the canteen till you're called up for the final roll. Right now, recess is here ...

AUDIENCE: (HOORAY)

- (3. "I'VE BEEN DRAFTED" . . . . . MASON AND BOYS)
- (4. "MY SISTER AND I" . . . . . BABBITT)

(APPLAUSE)

COMMERCIAL #2

July 2, 1941

KYSER: Now Dean Hiestand says you folks who smoke are much talked-about ~~people~~ at the tobacco auctions.

HIESTAND: Yes, folks, your smoking preferences are frequently discussed among tobacco buyers. They know that what you're looking for is a milder, better-tasting cigarette. That's why, when a basket of the finer, the lighter, the naturally milder tobacco comes up for sale, they bid it up and up in price. Let's show you how it goes and you'll see for yourself that Lucky Strike not only bids for this finer, milder leaf ... but pays the price to get it. Listen --

(QUICK FADE-IN OF CROWD NOISE & CHANT - QUICK SALE - AMERICAN)

WHSMAN: Start 'er at 19!

WOLF: This is your commentator Hal Wolf, ladies and gentlemen. We're reenacting a tobacco auction in Gallatin, Tennessee. This great big warehouse is filled with baskets piled high with fragrant burley ... and each basket is being sold individually to the highest bidder. Listen ... here comes another sale!

(SOLD TO BELVIN - INDISTINCTLY)

WHSMAN: Start 'er at 21!

WOLF: That was the warehouseman calling out the opening bid on the next basket. It's 21 - 21 dollars a hundred pounds - a dozen or more buyers bidding for this fine, mild leaf ... bid's up to 23 already...Lucky Strike makes it 24 ... another cigarette company 25 and a leaf company 26. The cigarette company comes back with 27 ... but wait, still another bid from Lucky Strike. And it looks like ... yes ... this basket's going ... going to Luckies at 28!

(CHANT UP - SOLD AMERICAN)

WHITMAN

Smokers, because tobacco is sold in the open market in open competition, everyone can see who buys what tobacco and the prices paid. If you attended the auctions, you, too, could find out what kind of tobacco is bought for your cigarette. But, if you smoke Luckies ... you already know ... because we give you the facts and figures to prove 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 Gallatin, Tennessee, last season, American paid 32 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 32 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! This finer, milder tobacco assures you greater smoking enjoyment ... a milder, better-tasting cigarette. So next time you step up to a cigarette counter ... ask for Lucky Strike!

5. . . Ida Orchestra  
6. . . Intermezzo Duet  
*Taps Till Reveille*  
~~Glee Club Reprise : Testing Tonight~~

*Taps Till Reveille*

~~GLEE CLUB~~ Reprise: ~~Tenting Tonight~~

HIESTAND: Here in the old Presidio guarding the entrance to San Francisco Bay -- men of the Army's Ninth Corps relax tonight from the discipline of defense training ... in cap and gown their thoughts go out to you -- friends and loved ones in every state -- and in this brief moment of communion we take our way too across the nation to pay them tribute at every station.

...STATION BREAK...(Station xxx Salutes The ARMY)

Lucky Strike Time

Orchestra

HIESTAND: The second Exam comes to Kyser College  
like a Movie Star to an Army Camp!

Girls: ~~SOUND (WHISTLE AND "HEY BABE")~~ *Soldiers, Soldiers, Everywhere*

KYSER: And they're not kidding, because tonight our college  
is like a Charm School. Our honorary judges are

*Marlene Dietrich, Linda Darnell, Lucille Ball*

And that's not all because as I look around

the classroom I see *Phil Ryan, Jerry Adler, Desi Arnaz,  
Kay Aldrich and George Carroll - many others*

(AUDIENCE APPLAUSE & HOORAYS)

Yes suh, chillun ... in cooperation with the

Motion Picture Recreation Camp Committee, we've all  
*done a 3 hour show for the boys.*  
been ~~visiting your buddies~~ at the various camps.

~~Friday~~ *We* were at Camp Callan, ~~Saturday~~ Camp Haan.

~~Monday~~ Camp Roberts, last night Hamilton Field, tomorrow

Moffett Field. Its been a great thrill to us - visiting

you in person ~~at the camps~~ - and we take our hats off to  
*them* you and the fine work *they're* ~~you're~~ doing.

(AUDIENCE APPLAUSE & HOORAYS) KYSER MARCH BY ORCHESTRA

KYSER: And now for the second exam - our first contestant is ...

ROUND 2, Page 1

1. Since the "Declaration of Independence" we have become 48 states strong, and there are boys here tonight from most of those States. While we all have that national spirit we all take pride in our own state. <sup>For</sup> For instance, there's a boy here who admits he's got (PLAY). -- And there's a fellow who says when he isn't drilling his thoughts are (PLAY). And Miss Edith Jaboo of Evansville, Indiana, says the boys from what state are called "Hoosiers?"
2. Going back again to those early American days, Chief Frederick Coe of Woonsocket, R.I., asks where was the Declaration of Independence signed? Did Paul Revere sign the Declaration of Independence? Did John Hancock sign it? Does a man lose his independence when he gets married?
3. Miss Myrna Gault of Des Moines says that boy <sup>over there</sup> from Baltimore is always talking about (PLAY). The boys from the "Buckeye State" hail from where? Who is Secretary of State? ~~Were Washington's horses shed at Valley Forge?~~

ROUND 2, Page 2

4. Just for fun Arthur Henderson of Toronto, Canada, wants you to distinguish between an army post, a lamp post, "They're at the post," and Emily Post. By the way, do you boys eat according to Emily Post?

5. There's a young man who says that like all Americans, his heart swells with pride on the 4th of July, but ~~he's~~ <sup>I'm</sup> also proud of (PLAY). Miss Alice Edwards of Cleveland says that in addition to July fourth <sup>is</sup> being ~~the~~ <sup>considered</sup> the birthday of Independence, it is also the birthday of the man who wrote \_\_\_\_\_. Can you tell us who he is?

6. It's tonight's right or wronger. R.J. Barber of Charlotte, N.C., wants me to preside over this Presidio presentation and to Court

Marshall you if you can't say right or wrong to the following statements:

- 1 - The ~~Presidio~~ <sup>Presidio</sup> is the home of the 30<sup>th</sup> Infantry where they home
- 2 - Draftees in the Cavalry ride draft horses.
- 3 - ~~Joe Dinaggio runs a restaurant in San Francisco at Fisherman's~~

- 4 - ~~Paul Whiteman played viola in the San Francisco Symphony~~ <sup>Orchestra.</sup>   
 Bugle calls at the Presidio are given by phonograph record

- 4 - ~~The best loved officer is the Second Lieutenant's~~ are called gold bricks and stone tails



ROUND 2, Page 3

7. Here's one from James Duke of Columbia, S.C. ~~All the cavaliers~~  
~~here~~ says <sup>he's</sup> ~~they are~~ happy about the whole thing, but if ~~they~~ <sup>he ever</sup> gets any  
time off to please (PLAY). Was that song written by Stephen Foster?  
Speaking of Virginia, who was Virginia Dare?

8. We are about to sound out on some familiar sounds. Mary Garton of  
Kansas City, Mo., is sure that by now you'll be able to detect what  
branch of the Army the following sounds bring to your mind.

(SOUND) (SOUND) (SOUND) *air corps*  
*signal corps*  
*cavalry*  
*infantry*

9. Getting back to the States, Edward Perry of Minneapolis says a  
young fellow told him that during the maneuvers he did lots of  
traveling for Uncle Sam, but since he was one of Bob Burns kin-folks,  
he was really an (PLAY), to which the boys from the Lone Star State  
retorted -- "Be careful what you say, because (PLAY). What is the  
Empire state?"

SOUND: CLASS BELL

HIESTAND: Pardon me, Professor, there's an officer over here with an eagle on his shoulder.

ISH: That ain't nothin' - There's a private over here with a chicken on his knee -  
(~~COON LAUGHS~~)

KYSER: Oh Ish - go way, go way, cause the Paymaster is here to pay tribute to the winner of the second exam

---

(AUDIENCE APPLAUSE)

KYSER: Ah \_\_\_\_\_ I decorate you with slum and gravy. (SPLASH) Go light up a Lucky Strike and make yourself ready for the final inspection.

Right now, recess is here - and it's time to hear...

*A song written by your own Col. Muntersan  
and sung for the first time tonight*

7. HUT SUT SONG

KYSER: Now Dean Hiestand has a tip for you on ... how to select a cigarette.

HIESTAND: Yes,folks. Just remember this: the amount of enjoyment you get out of a cigarette depends on the quality of tobacco that's put into it. That's why you can be sure of enjoying a milder, better-tasting cigarette in Luckies. For we pay the price to get the finer, the lighter, the naturally milder tobaccos. For example, The American Tobacco Company paid 25 percent more than the average market price for tobacco at Mt. Sterling, Kentucky last season - 28 percent more at Bloomfield, Kentucky - 35 percent more at Knoxville, Tennessee. So it goes at market after market and the best we buy goes into Luckies.

WHITMAN: Smokers, next time you step up to that cigarette counter just remember: no cigarette is better than the tobacco that goes into it. We pay the price to get the finer, the lighter, the naturally milder tobaccos for Luckies and you get what we pay for: more real smoking enjoyment. With men who know tobacco best, it's Luckies 2 to 1. Make that next package of cigarettes you buy ... Lucky Strike.

- 8. A LITTLE BIT SOUTH OF NORTH CAROLINA. . . . .BABBITT
- 9. ~~TAPS TILL REVELLE.~~ . . . . .~~GROUP~~

FANFARE

-18-

HIESTAND: The Final Exam - so Wham Wham for Uncle Sam!

SOUND: (SLIDE WHISTLE)

KYSER: Ah, my barefaced..fair-faced boy, these are the kind  
of questions I think you'll enjoy.

-18-

FINAL ROUND

Since we are celebrating the 4th of July, and since we are in the midst of so many thousands of patriotic Americans, we think there's nothing more appropriate than to dedicate our final round to America's patriotic music.

1. 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 Louise Wyatt of Galveston, Texas, 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 Forever for our National Anthem. Who wrote it? Is he known as the March King?

2. Philip Downs of Seattle, Washington, 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 ROUND, Page 2

3. Now listen to these two numbers and tell Miss Freda Swanson of Chicago which you think is "Under The Double Eagle." (PLAY). What was the other one? Can you name a Gem that comes from the Ocean?

4. Here's one of the loveliest of all our patriotic numbers. See if you can name it for John Gadsby of Atlantic City, New Jersey. (PLAY) Who made the first American Flag? Is there a Flag Day?

SOUND: CLASS BELL

-21-

HIESTAND: Professor, the exams are over.

(APPLAUSE)

KYSER: Then take to the pill box faculty and skirmish a verdict. While they are gone Dean Hiestand will you read the order of the day.

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

-21-

-22-

KYSER: And here are the final reports --- our faculty declares that the honor man of the week --- the pride of the <sup>Bay</sup> ~~Ninth~~ Corp Area is none other than \_\_\_\_\_!

(APPLAUSE)

Why, dear Private \_\_\_\_\_, you got what it takes --- unclench your little hand and drop your machine-gun ~~(SOUND)~~ while I grace your palm with this wild green unscented lettuce ---- this \$35 first prize ---- go ---- get a pass and paint San Francisco red. To you dear second placer, this consolation 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 that good old Presidio persistency --- those snorts from the forts --- a package of better-than-ever Lucky Strike Cigarettes.

(APPLAUSE)

(10. AMAPOLA

KYSER THEME

-22-



-23-

KYSER: Well das all chillun the old school certainly has had happy camping here at the Presidio on the Bay at San Francisco and we thank *General Peck* and everyone for being so hospitable to us. *Tomorrow we'll beat Moffett field* Next week our classes will be held on our summer campus in Hollywood. In the meantime, don't forget that your homework is Your Hit Parade and Information Please. The address for questions to the College is Post Office Box 909, Los Angeles, California. 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. . .)

*(yeah Army)*

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 The Presidio of San Francisco, does not constitute United States Army endorsement of our product.

THIS IS THE NATIONAL BROADCASTING COMPANY.

-25-

*As Broadcast*

The American Tobacco Company  
KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - No. 172  
July 9, 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)

HIESTAND: Lucky Strike presents Kay Kyser's College of Musical  
Knowledge -- with makes-you-want-to-dance music ...  
ninety-five dollars in prizes -- plenty of fun --  
and Kay Kyser!

(KYSER THEME . . . )

(APPLAUSE)

KYSER: Evenin' folks -- how y'all? A winsome welcome to our summer West Coast classroom that's been hopping around California <sup>lately</sup> and tonight <sup>sits down</sup> ~~winds up~~ in Hollywood. <sup>now</sup> Scholars to the number of six have been chosen at random from the students present -- examinations have been approved by our board of regents ... and we're all set for a hot weather hop. So while the scholars prep -- let's show lotsa pep, and ~~come on~~ get hep to this ~~hot~~ one-step.  
*Come on chillun, yets dance*

1. (SHE'LL BE COMIN' ROUND THE MOUNTAIN.....ORCHESTRA)
2. (~~YOURS~~ *Everything Happens To Me*.....SIMMS & ORCHESTRA)

KYSER: Now chillun, Dean Hiestand points out that some folks just seem to depend on "fisherman's luck" in selecting cigarettes.

HIESTAND: Yes smokers, but every fisherman's luck is better if he takes along a competent guide. And the best guides to greater smoking enjoyment are the independent tobacco experts. They know where the finer, milder, better-tasting tobaccos are - they know because they see at the auctions who buys what tobacco and the prices paid. So if you want the most smoking enjoyment for your money, you'll take a tip from this fact: Among independent tobacco experts Lucky Strike has twice as many exclusive smokers as all other cigarettes combined.

WHITMAN: And, ladies and gentlemen, there's a mighty good reason why Luckies offer you more smoking enjoyment. Famous tobacco experts like auctioneer Joe Burnett of Buffalo Springs, Virginia will tell you that "American 'creams' the market" - which means: the makers of Luckies pay the price to get the finer, the lighter, the naturally milder tobaccos. So that's the reason you enjoy a milder, better-tasting cigarette in Luckies. Why not begin with the next package of cigarettes you buy and ... smoke the smoke tobacco experts smoke. Remember - with men who know tobacco best, it's Luckies 2 to 1.

ORCHESTRA: PLAYOFF

HIESTAND: Three ragged rascals have reached the Rubicon -- ready to run the revolving repertory of readin' writin' and rhythm. Rhabdomancy is rampant as they rummage in their ruck-sacks for reasonable replies to the rousing rustic raz-ma-taz of our rural reprobate. The reservoir is ready to rip -- so hit the Road to Roundelay as with a resounding roar comes the recondite recluse --  
 Ro-fessor ~~Ray~~ *Ry*ser!

(APPLAUSE)

(PLAY-ON MARCH . . . )

(SOUND - CLASS BELL)

KYSER: Rove right up and recite, Mr. \_\_\_\_\_.

(ADD FIRST EXAM)

ROUND ONE

1. Marvin Trumble of San Diego asks do you know what the fellow who was courting three girls simultaneously said when he got his calendar mixed and found he had dates with all three <sup>girls on</sup> the same night? He said I'm

(PLAY.) What is having <sup>two</sup> ~~more than one~~ wives called? *What's monogamy?*

2. I'm about to mention some well-known things and people, and as I mention them, Miss Winifred Warren of Denver, wants you to tell us what city they bring to your mind -- The Holland Tunnel - Jack Benny - Mrs. O'Leary's Cow. <sup>Real Street</sup> Hershey Chocolates.

3. Here's a song that identifies a well-known orchestra. William Capper of Philadelphia, wants you to name the song (PLAY). Now that's the theme of an orchestra leader who made a famous recording of "Beat Me Daddy Eight To The Bar." Is it Griff Williams, Will Osborne, Will Bradley, or Will O'The Wisp? *(Insert thanks you for getting hat back)*

ROUND ONE, PAGE 2

4. Miss Arda Mills of Fresno, California, reminds us that some well-known radio personalities have the same last name as some outstanding personalities in the sports world. I'll name both and you tell us which is in radio and what the sport is of the other -- Tony Martin and Pepper Martin. Frankie Parker and Frank Parker. Barry Wood and Craig Wood. And Firewood - that's a hot one.

5. It's the right or wrongers for July 9th and ~~Nick Brown~~ <sup>Dan London San Francisco</sup> of ~~Reno,~~  
Nevada, says don't July to me about whether they are right or wrong.

1. For Whom the Bell Tolls was written by the President of NBC.
2. Two ancient instruments, the lute and the lyre were strummed with the fingers.
3. Fritz Kreisler plays the piano ~~as well as~~ <sup>in addition to</sup> the violin.
4. Huckleberry Finn was the son of Mickey Finn.

6. Here's an instrument that might sound odd coming from the College of Musical Knowledge. We are going to blindfold you so you can't see it, and Miss Marie Oakley of Chicago, wants you to tell us what instrument it is (PLAY) Now we'd like you to try and play it. Here it is ---

-7-

ROUND ONE, PAGE 3

7. Here's an interesting query from Miss Lucille Gruber of Milwaukee, Wisconsin. Here are two songs; one is *by* Debussy ~~composition~~ and the other a Tschaikowsky melody. Listen and tell us what popular songs were based on both of them. (PLAY) (PLAY).

8. Now you're about to hear some sounds and we would like you to tell us what they bring to your mind. (SOUND) Now would you be kind enough to give us your impression of that? Now what is this? (SOUND)

*I think of a number - any number - "that's right"*

9. Here's a hot-sock song called "The Hut Sut Song" and we are about to play it in three different rhythms. Miss Ruth Hickman of Kansas City, Missouri, wants you to listen and tell us what the rhythms are. (PLAY)

SOUND: (CLASS BELL)

-7-



HIESTAND: *Professor* Hold the exam - the bell means to scam -- ~~Professor.~~

KYSER: And the decision is being written in the records by the learned Faculty who reports that the winner of the first exam is \_\_\_\_\_.

(APPLAUSE)

KYSER: Ah, dear Mr. \_\_\_\_\_, you have done well -- you have done swell -- go, soak your head in the ~~cooling waters~~ *will* ~~of the Campus~~ ~~Enter~~ until you are called for the final *spell* ~~exam.~~ Time to light up a Lucky Strike, chillun, recess is here!

(CHEERS)

Yes, suh -- kids -- time to shine -- time to grab those beautiful dolls and wing-ding in a dancin' thing -- so fill up your socks and *get ready to rock* ~~go into those rocks!~~

3 (DADDY . . . . . MASCN)

4 (THE THINGS I LOVE. . . . . BABBITT)

(CHANT ESTABLISH & FADE)

KYSER: Now, friends - here's that game smokers are talking about. Let's go Dean 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 \_\_\_\_\_, \_\_\_\_\_ percent more.

MAN OR  
WOMAN:

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 goes into 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, everyone. Now Gayne Whitman  
has a question....

Markets Picked

Covington, Kentucky	21%
Fair Bluff, N.C.	43%
Goldboro, N.C.	49%
Louisville, Ky. (Camp Taylor)	13%
New Albany, Ind.	10%
Pamplico, S.C.	54%

WHITMAN:

Smokers - what cigarette would you ask for, if you were stepping up to a cigarette counter right at this minute? Surely, you'd take into consideration the facts our game has put before you: the clear proof of why Luckies are a milder, better-tasting cigarette. For at market after market we pay the price to get the finer, the lighter, the naturally milder tobaccos. Just remember....those tobacco markets tonight were drawn completely at random....yet at every one of them, The American Tobacco Company paid more than the average market price for tobacco....and the best we buy goes into Luckies. Surely that fact is worth keeping in mind, next time you buy cigarettes. For Luckies finer, milder, better-tasting tobaccos mean greater smoking enjoyment for you. So ask for Lucky Strike.

- 5. CONGA.....ORCHESTRA
- 6. ~~EVERYTHING HAPPENS TO ME~~ <sup>you</sup>.....SIMMS
- ~~GLEE CLUB, REPRISÉ ROCKIN' CHAIR~~

WHITMAN: Smokers - what cigarette would you ask for, if you were stepping up to a cigarette counter right at this minute? Surely, you'd take into consideration the facts our game has put before you: the clear proof of why Luckies are a milder, better-tasting cigarette. For at market after market we pay the price to get the finer, the lighter, the naturally milder tobaccos. Just remember....those tobacco markets tonight were drawn completely at random....yet at every one of them, The American Tobacco Company paid more than the average market price for tobacco....and the best we buy goes into Luckies. Surely that fact is worth keeping in mind, next time you buy cigarettes. For Luckies finer, milder, better-tasting tobaccos mean greater smoking enjoyment for you. So ask for Lucky Strike.

5. CONGA.....ORCHESTRA

6. ~~EVERYTHING HAPPENS TO ME~~ *you*.....SIMMS

~~GLEE CLUB; REPRISE ROCKIN' CHAIR~~

Markets Picked

Covington, Kentucky	21%
Fair Bluff, N.C.	43%
Goldshoro, N.C.	49%
Louisville, Ky. (Camp Taylor)	13%
New Albany, Ind.	10%
Pamplico, S.C.	54%

(GLEE CLUB SONG. . . . .) OLD ROCKIN' CHAIR

HIESTAND: The old school has gone to the mountains and  
the seashore for the season and quietly sits on  
the front porch of its summer hotel fanning  
itself with a rolled-up copy of the home town  
gazette. To them we send our best wishes for  
a pleasant vacation all across the nation as  
we indulge in hesitation and discourage  
extra-curricular rumination to identify each  
station.

.....STATION BREAK.....

KYSER MARCH: TARHEELS ON HAND

HIESTAND: The second semester comes to Kyser College like a  
~~determined~~ mosquito to a picnic.

(MOSQUITO CRUISES ALONG...SPOTS HIS QUARRY...POWER DIVES  
ONTO THE PREY)

GIRL: (SCREAMS ... SLAPS) Archie - ain't you goin to do  
somethin -- I been bit!

HIESTAND: No, Archie, ... be calm. There's nothing to do for these  
three bootiful maidens here on the old lecture platform...  
and if you think mosquitos bother them wait till you see  
what happens to them now .. for out of the bushes peers  
that boogie man of girls' town ... that sponge puss in  
cap and gown ... that Carolina calypso ... Kay Kyser.

(SLIDE WHISTLE AND POP)

KYSER: Don't pant girls ... just pat your permanents ... and  
relax your firmaments ~~... exams are going to pour down~~  
~~upon you.~~

(ADD SECOND EXAM)



-14-

ROUND TWO, PAGE 1

1. Thomas Grob of Wheeling, West Virginia, says that the Jello kid has had so much trouble being a super-duper musician that he finally had a mechanical instrument made and now all he has to do is say (PLAY). Can you name a couple of songs that he has tustled with on the radio?

2. Miss Pearl Lockard of York, Alabama, says that the family name "Sidney" is a famous one and wants to see if you can tell us about the following Sydneys -- Sylvia Sydney, Sidney <sup>Toller</sup> ~~Grauman~~, Sidney, Australia and Sidney Skolsky.

3. Speaking of "The Bee," Mr. Charles Griffith of Parsons, Kansas, wants us to play that song and also "The Flight of the Bumble Bee." Listen to Lyman Gandee and then tell us which is which. (PLAY).

Who is Bea Wain? *Whats it mean to have the "B" on you*

-14-

ROUND TWO, PAGE 2

4. Miss Wilamena Riley of Fort Worth says you don't have to be a graduate of a Conservatory of Music to answer this question. How is an elephant related to a piano? How is a cow related to a drum? And how is a horse related to a violin bow?

5. The merry month of July means that the greatest show on earth is right in the middle of its tour of America and Bernard Marblo of New York City wants you to listen and tell us what part of the circus parade this reminds you of. (PLAY). *now Ringling Bros. Barnum & Bailey* Can you name ~~two~~ ~~circuses?~~ ---

*have* ~~has~~ one of the largest gorillas alive - what's his name?

6. Lots of well-known people have first names that can denote either sex. I'll name a few and Miss Charlotta Waller of Tampa, Florida, wants you to tell us whether they are men or women. Billie Burke, Ira Gershwin, *Jackie Cochran Pat Patterson Guyana Vanderbilt* ~~Jane Buck, Kay Francis, Kay Kyser,~~ Michael Strange.

ROUND TWO, PAGE 3

7. We've taken the Number 1, 2 and 3 songs on "Your Hit Parade" of last Saturday and we've jumbled them up. Xavier Hunt of Nashville, Tenn., wants you to listen, name two of the three and tell us which you think was Number 1. (PLAY).

8. We pause now for a bit of an impersonation -- We'll blindfold you and Marvin Harve of Columbus, Ohio, wants you to listen and tell us what well-known personality you think is being impersonated. (PLAY) And now who does this sound like. (PLAY) That's right \_\_\_\_\_ and we saw \_\_\_\_\_ last Thursday night when we appeared at Moffitt Field. He's looking fine - and we had a grand time there entertaining the men. We're gonna remember our visits to all the camps for a long time. (And by the way our thanks to Lt. Colonel Monteneau at the Presidio for returning our Professor's Cap. We thought we lost it, but when the Colonel posted a bulletin saying "NO Questions Asked" it was returned. Its been a Lucky Cap for us so thanks - for getting it back to us.)

9. Here's the theme song of one of radio's oldest Saturday night programs and Miss Louise Levy of Tucson, Arizona, wants you to name the song and tell us what radio show it identifies. (PLAY) Now will you distinguish between barn dance and barn-storming?

SOUND: CLASS BELL

HIESTAND: Hey, James Kay - stop the test, the gals need a rest.

KYSER: ~~Well~~ das all chillun - the exam is over - soon one of  
you will be in clover. Ah yes, the Faculty has weeded  
out the other contestants and declared the one with the  
dandelion to be - MISS \_\_\_\_\_

(AUDIENCE APPLAUSE)

KYSER: Dear Miss \_\_\_\_\_ I throw my arms around you -  
I embrace you -

GIRL: "Ouch" Don't squeeze so hard.

BOYS: (GOON LAUGH)

KYSER: Ah a teacher's life is not an easy one - Go light up a  
Lucky Strike and sun yourself at Malibu - Whoo Whoo!  
~~Recess is here!~~

BAND & AUDIENCE: Hooray

KYSER: Yes sir chillun, and we're gonna play a song Irving Berlin  
has written for the U. S. A. ....It's "ANY BONDS TODAY"

7. ANY BONDS TODAY

PRODUCTION

Markets and Percentages quoted

Covington, Ky.	21%
Goldstone, N.C.	49%

KYSER: Now Dean Hiestand's going to do a little super-condensing for us....<sup>Dean</sup>You're boiling down a good million words, aren't you, ~~Dean~~?

HIESTAND: More, Professor, much more! In fact, folks, I want to boil down everything....everything that you ever heard about cigarettes....into just one little statement of fact....it's the tobacco that counts! The better the tobacco, the better the smoke you'll get. ~~Lightness, mildness, better taste....~~ <sup>whatever quality you want</sup> ~~they all~~ depends on the tobacco in your cigarette. That's why it means so much that The American Tobacco Company consistently 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, American paid \_\_\_\_\_ percent more than the average market price for tobacco at \_\_\_\_\_, \_\_\_\_\_ last season \_\_\_\_\_ percent more at \_\_\_\_\_, \_\_\_\_\_, and the best we bought goes into Luckies.

WHITMAN: Smokers, next time you step up to that cigarette counter just remember: no cigarette is better than the tobacco that goes into it. And at market after market, we pay the price to get the finer, the lighter, the naturally milder tobaccos for Luckies and you get what we pay for: more real smoking enjoyment. With men who know tobacco best, it's Luckies 2 to 1. Make that next package of cigarettes you buy....Lucky Strike.

8. LET'S GET AWAY FROM IT ALL.....ORCHESTRA

9. GREEN EYES.....BABBITT

FANFARE

*cut on air*

KYSER: Now Dean Hiestand's going to do a little super-condensing for us...<sup>Dean</sup>You're boiling down a good million words, aren't you, ~~Dean?~~

HIESTAND: More, Professor, much more! In fact, folks, I want to boil down everything...everything that you ever heard about cigarettes...into just one little statement of fact...it's the tobacco that counts! The better the tobacco, the better the smoke you'll get. ~~Lightness, mildness, better taste....~~  
*whatever quality you want*  
~~they all~~ depends on the tobacco in your cigarette. That's why it means so much that The American Tobacco Company consistently 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, American paid \_\_\_\_\_ percent more than the average market price for tobacco at \_\_\_\_\_, \_\_\_\_\_ last season \_\_\_\_\_ percent more at \_\_\_\_\_, \_\_\_\_\_, and the best we bought goes into Luckies.

WHITMAN: Smokers, next time you step up to that cigarette counter just remember: no cigarette is better than the tobacco that goes into it. And at market after market, we pay the price to get the finer, the lighter, the naturally milder tobaccos for Luckies and you get what we pay for: more real smoking enjoyment. With men who know tobacco best, it's Luckies 2 to 1. Make that next package of cigarettes you buy....Lucky Strike.

- 8. LET'S GET
- 9. GREEN EYES
- FANFARE

ORCHESTRA

Markets and Percentages quoted

Covington, Ky.	21%
Goldsbore, N.C.	49%

*cut on air*

-19-

HIESTAND: The final exam! ... the doors are locked and the professor swallows the key . . .

SOUND: (DESCENDING SLIDE WHISTLE AND CLANG . . .)

Yes ----- it's too late now ----- for here he is ---  
the diz of quiz ----- Aw phizz!

SOUND: (PHIZZING)

KYSER: Things sure are phizzing, lets start the quizzing.

(ADD FINAL EXAM)

-19-



-20-

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 Helen Bernard of New York 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 <sup>Carmen</sup> ~~Glown~~ in <sup>Lombardo</sup> ~~Faglicci~~? And a devil in Faust? And is there a Doctor in the House?

2. George Steffy of Boston wants you to name two opera companies in America. What are Opera Glasses? Were the Metropolitan Operas broadcast this year?

-20-

3. Marguerita Bermingham of Southport, Connecticut, wants you to name two opera stars who have been in the movies. Was "The Girl Of The Golden West" an opera written by Victor Herbert? What's a horse opera?

4. Stewart Wark of Vermont asks is there a radio program called

"Metropolitan Auditions of the Air"? *Does Billy Rose have the* ~~What's the~~ Diamond Horse Shoe? *at the Met*

The selection you're about to hear is either the Anvil Chorus from Il Trovatore, the Sextette from Lucia, or the March Starve from Hunger.

(PLAY). Can you tell us the difference between an opera and an operetta.

SOUND: CLASS BELL

-22-

HIESTAND: Throw away your books, chillun -- exams are over.

(CHEERS)

KYSER: Now now -- don't be bolsterous, -- the faculty is locked up with the grades and while they are gone sit with me in brief convocation while Dean Hiestand delivers a summer dissertation on the advantages of a Tobacco Education ...

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

-22-

KYSER: By official faculty decree the honor student of the week is declared to be \_\_\_\_\_.

(APPLAUSE)

KYSER: Ah, yes dear \_\_\_\_\_, you have come thru like a July fly. --- ~~you have earned the right to be called "Doc" - and as I award~~ <sup>I feel</sup> your pink little palm with this first prize of \$35 you can go forth into the world and be known as Old Got Rocks. To you dear second placer this consolation 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 those grins and wagging chins -- a package of better-than-ever Lucky Strike Cigarettes.

(APPLAUSE)

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

~~NEW KYSER RADIO THEME~~

KYSER: Well, das all chillun -- the old school goes back to bed until reveille next Wednesday night, ~~at the same time when we will pry into the canyons of abysmal musical ignorance prevailing in these benighted parts.~~ In the meantime -- hone up and bone up on your homework by attending Information Please and Your Hit Parade. The address for questions to the College is Post Office Box 909, Los Angeles, California. 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 . . .)

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. 173

July 16, 1941

---

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 -- 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're y'all? Welcome again to ye oldey schoolyhousey in Hollywoody where all our students are gathered for another session of musical science. Laying siege to me here on the platform are six chosen-at-random scholars all ready to knuckle the noodle for top degrees and ninety-five dollars in prize winning boodle. But before class starts, let's skiddle a skaddle, fiddle a faddle, hit the beat with prancing feet ... and let's dance.

- |   |   |           |
|---|---|-----------|
| 1 | (FRIENDLY TAVERN  | ORCHESTRA |
| 2 | <i>Don't Worry</i><br><del>(IT'S SO PEACEFUL IN THE COUNTRY</del> | GINNY     |

Commercial #1

July 16, 1941

KYSER: Now, attention chillun ... we're going to hear from a real old timer in the tobacco business.

HIESTAND: He's auctioneer Otis Grey Rucker of Kinston, North Carolina and, in talking about you smokers, he said recently:

MAN: Years ago, tastes were different. But today, most smokers want the finer, lighter leaf. They want it because it's milder.

HIESTAND: Ladies and gentlemen, isn't this true of you?... don't you want a milder cigarette these days? ... Well, listen to what Mr. Rucker went on to say about Lucky Strike's tobacco..

MAN: As a matter of course, this finer, lighter leaf is bid up higher at the auctions. But in markets where I sell, I see Lucky Strike pay the price to get it. That's why I pick Luckies for my own cigarette.

HIESTAND: Yes, smokers, Mr. Rucker knows that the finer, lighter tobaccos that Lucky Strike buys make a milder, better-tasting cigarette. That's reason enough for him to smoke Luckies. Isn't it reason enough for you? Remember the overwhelming preference of independent tobacco experts - auctioneers, buyers, and warehousemen. In fact, with these experts - with men who know tobacco best, it's Luckies 2 to 1. Surely that's a tip worth taking, if you want a milder, better-tasting cigarette. Next time ask for Lucky Strike.

ORCHESTRA: Playoff

SOUND: Class Bell



HIESTAND: Poaching on the portico of our educational farmhouse stand three bearded bucolics braced for the business of battle. And now here comes the man behind the plow. The golden bantam of corn silk row - that old pasteurizer ... Kay Butter milk Kyser.

(APPLAUSE)

SOUND: (MILKING THE COW) (MOO AND KICK PAIL)

KYSER: Step up, Mr. \_\_\_\_\_, Bessie couldn't help it.

(ADD FIRST EXAM)

-5-

ROUND ONE

Farmers all over our land are busy at their jobs of feeding America and so in our first round tonight we would like to salute them wherever they may be.

1. This one from Miss Addie Ford of Houston is about a fellow who had a farm. Tell us who he is (PLAY). Mac's farm was situated (PLAY). Mac did truck farming. Does that mean he raises Mac Trucks. What does it mean?

2. Speaking of farms, Milton Ferguson of Denver would like you to distinguish between Frances Farmer, Fanny Farmer, a gentleman farmer, and ~~Farmers' Market~~ *a farmette*.

3. Miss Teresa Meyer of Covington, Kentucky, says the following is the theme of one of America's oldest and most constructive radio programs (PLAY). Now that's the theme of either The Farmer Family, the National Farm and Home Hour, or Farmers on Parade. What's a baseball Farm? Is that where they raise fowls? What's a fur farm? *fur?*

-5-

-6-7-

ROUND ONE, PAGE 2

4. Let's plow into this hill of beans from Thomas Gary of Philadelphia, and chop chop chop. Here are some things very familiar to a farm and from the following names tell us what we're referring to -- Rhode Island, Red, Plymouth Rock, White Leghorn, etc. Golden Russet, Baldwin, crab, Maiden Blush, Northern Spy, Pippin'. Jersey, Holstein, Guernsey. Golden Bantam, flint, dent.

5. Here is a sad, sad story written by Miss Betty Fuller of Toledo, Ohio. And here's Ish Kabibble to tell it.

ISH: It's entitled "The Farmer Takes A Wife. Their names were (PLAY).

ISH: Pretty soon they had a little daughter and her name was "Mary."

And pretty soon the daughter had a pet -- Yes sir, (PLAY). ISH: And pretty soon the lamb became a chop, and (PLAY) ~~Are you a lambie pie?~~

6. Through the cooperation of our government research and the many agricultural colleges in America, farming is becoming more scientific and efficient all the time. Walter Miller of Los Angeles asks what is

the nick name given a student at an agricultural college? *Who was Sec. of Agricul*

*he's now Vice Pres.?* Secretary of Agriculture? ~~What's a scare crow? (BOBBY)~~

-6-7-

-8-

ROUND ONE, PAGE 3

7. Miss Marian Wright of Birmingham, Alabama, says from the following song you should be able to tell us where this farm <sup>lives</sup> ~~is located~~ (PLAY).

Who is the alarm clock on a farm? When we <sup>we're on</sup> ~~get to~~ the farm we find the

"Cow's in the meadow, the sheep's in the corn, and there's a (PLAY).

*What does it mean when you say "we're in clover"*  
~~Which came first the comedian or the egg? By the way you Army boys down  
 in Panama, we're glad your keeping up your correspondence course.~~

*→ plug for the boys at Panama*

8. William Brewer of Fort Wayne, Indiana, says our visit to the farm wouldn't be complete if we didn't have you sing "Old MacDonald Had A Farm." Here are the words. (PLAY). That was great. Now just for fun will you please imitate a rooster, a cow, a pig, crow, etc.

9. Mildred Perrin of Seattle says of course we can't leave the farm until we say "hello" to (PLAY). Whose favorite pastime is eatin' oats from the (PLAY). And of course she occasionally takes a little nip from (PLAY).

SOUND: CLASS BELL

-8-

HIESTAND: Muffle the stuff, Professor ... the round is over.

KYSER: Okay Dean. Get the produce market report.

HIESTAND: The Faculty has raked and hoe hoed, Professor, and the big turnip of the first exam is -

KYSER: Yes - the Strawberry of Asperagus lane is - Mr. \_\_\_\_\_

(APPLAUSE)

Dear Mr. \_\_\_\_\_ *you are back Lums Abner* you are cut out for a country squire - go rest your laurels in the cabbage patch till you are called for the finals. In the meantime, chillun, light up a Lucky Strike and pilot your honey right onto the floor. The music's comin' out so, let's dance some more.

3. (DADDY.....SULLY)

4. (COWBOY SERENADE.....HARRY)

Commercial #2 - July 16, 1941

KYSER: Chillun, have you ever wondered how independent tobacco experts know so much about cigarettes?...

HIESTAND: Well, folks, we're going to show you how tobacco is sold right out in the open market, where the independent experts see just who buys what leaf. (SNEAK IN CHANT AND CROWD) And if you listen closely, we think you'll know why most of these independent experts choose Luckies for their own smoking enjoyment.....

(CROWD NOISE AND CHANT UP FULL - AMERICAN)

*Earl Ross*  
WHSMAN:

Start 'er at ~~22~~<sup>18</sup>

THORGERSEN: This is Ed Thorgersen, ladies and gentlemen. We're reenacting a tobacco auction in Hahira, Georgia. Each basket of tobacco in this huge warehouse is sold individually - and they're going at the rate of one every ten seconds. Listen, here's another sale...

(SOLD TO X)

WHSMAN: Next basket at 24!

THORGERSEN: The opening bid has just been called by the warehouseman. 24 - 24 dollars a hundred pounds. But now a leaf company makes it 25 and Lucky Strike 26. A dozen or more buyers want this fine, mild leaf ... there's 27 ... another cigarette company signals 28 ... Lucky Strike 29 ... and still another cigarette company 30. The auctioneer is eyeing the buyers ... and ... Lucky Strike bids again. And this basket's going ... going to Luckies at 31!

(CHANT UP - SOLD AMERICAN)

WHITMAN: Well, folks, that's what the independent tobacco experts see at auction after auction. They know that Luckies are a milder, better-tasting smoke because they see us pay the price to get the finer, the lighter, the naturally milder tobaccos. For example, at Hahira, Georgia, <sup>-this</sup> last season, The American Tobacco Company paid 38 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 38 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. What does that mean to you? It means that Luckies offer you greater smoking enjoyment - a milder, better-tasting cigarette. No wonder that with independent experts with men who know tobacco best, it's Luckies 2 to 1. Why don't you make the next package you buy, Lucky Strike.

5. <sup>"tag"</sup> MARIA ELENA ORCHESTRA

6. ~~YOU AND I~~ "It's so Peaceful in the Country" DUET

REPRISE Instrumentally ~~the Farmer In The Dill~~  
 ↳ "By Heck"

*"By Heck"*

REPRISE INSTRUMENTALLY: ~~THE FARMERS IN THE DELL~~

HIESTAND: Grandpa Perkenderk was talkin' one day, and we always stop and listen to what he has to say: Children, he says, I liked summer school a lot. I didn't mind the weather when it got so bloomin' hot. For whenever I felt I needed refreigeration ... I'd breeze around the country, and identify each station ...

...STATION BREAK...

LUCKY STRIKE TIME.....BAND



HIESTAND: The second semester comes to Kyser College like a hot  
foot to a hot dog.

VOICE: "Cuch"

APPLAUSE & KYSER MARCH.....BAND

KYSER: Now here's a country boy with some city questions?  
Auh, Well, you can take the boy out of the country but  
you can't take the country out of the boy -  
I mean - Kay Kyser

Cut that snicker - you city slicker.

Let's get on with the stickers

(ADD SECOND EXAM . . . )

SECOND ROUND

1. In this round we'd like to salute the folks whom the farmers feed - the people in American cities and towns who are busy running our mills, our businesses, our factories, etc. And speaking of cities, Harvey Schley of New York City, asks is this the sidewalks of New York? (PLAY). What is it? Who is the mayor of America's largest city?

2. Turning now to towns, Alice Craig of Morristown, New Jersey, asks you to distinguish between "Our Town" "~~Boys Town~~" <sup>Boon Town Big Town</sup> a one horse town and "~~Big Town~~".

3. Here's the theme of one of radio's oldest shows, and Joe Ellis of Dearborn, Michigan, wants you to tell us what city is included in the program's title. (PLAY). What city is known as "The Windy City?"

<sup>Is a</sup> ~~What's a~~ city-slicker a N.Y. rain coat? What's a ghost town?

4. Winifred Sanders of Shreveport, La., wants you to listen to the following names and tell us what city is official residence : Franklin Delano Roosevelt. The King of England. The President of Mexico. Father Flagan.

5. Earle Hall of Miami, Florida, says the town in the very first line of this song should enable you to tell us the name of it. (PLAY)  
Every town has a main street. Who wrote the book? What is known as the collar city?

6. It's tonight's right or wronger and John Rudy of Portland, Oregon, wants you not to frown and not to clown, but to go to town on whether the following city ditties are right or wrong.

- (1) The Tale of Two Cities was about Minneapolis and St. Paul.
- (2) Charlie Chaplin was starred in a picture called "City Lights".
- (3) Alexander Wolcott is known as the "Town Crier".
- (4) There was a popular song called "Sweet Sioux City". How do you spell Sioux City?

And by the way we're going to town this Sunday when we visit the ten thousand  
Yes suh on the invitation of Mr. E. Wolcott and Duncan of the American  
World War Vetrans at the Vetrans Home at Sawtelle. Legion we're gonna pay  
them a visit and help entertain em' Sunday night.

ROUND 2, Page 3

7. Kenneth Zimmerman of Shawnee, Oklahoma, says before you're off to the races tell us the name of this town (PLAY). What's a trailer town? What's radio city, and where is it?

8. Miss Irma Scott of New Orleans, La., wants you to listen to the following sound effects and tell us what city or town happenings they bring to your mind: (SOUND A) (SOUND B) (SOUND C)

9. Whether it be a city, town, village, hamlet or crossroads, Brent Flenegen of Hollywood says you can bet your bottom dollar (PLAY). Is there a magazine called "Town and Country?" What's a town-<sup>hall</sup>~~house~~? Do the people in Tarrytown tarry?

SOUND: CLASS BELL

HIESTAND: Desist, Perfessor the exam has went and the gals are bent --

KYSER: Well, das all chillun --- here comes the faculty report  
cards and the A for honor goes to glamour gal \_\_\_\_\_.

(APPLAUSE)

KYSER: Ah dear Miss \_\_\_\_\_ you have the cutest little  
cerebellum in town ... with your erudition you can make  
love with one hand and add up to ten thousand with the  
other --- go, light up a Lucky Strike and zip into your cap  
and gown for commencement.

Right now recess is here ...

HARRY: (HOORAY SIGN)

~~KYSER: Yes, sut, chillun -- and if you're on vacation take it easy  
-- have a good time, laugh and play and while you're about  
it listen to what Ginny Simms has to say.~~

(7. HUT SUT SONG - ~~SPECIAL ORIGINAL VERSE FOR GINNY SIMMS~~ - PRODUCTION

July 16, 1941

KYSER: Chillun, never put off 'till tomorrow what you can do today  
... Is that right, Gayne Whitman?

WHITMAN: That's right - you're right - Professor. And lots of you  
smokers who put off trying Luckies may be missing out on a  
whole lot of real smoking enjoyment. For remember this:  
no cigarette is better than the tobacco it contains.  
Luckies are a milder, better-tasting cigarette because...  
as actual reports from the tobacco markets show, we pay the  
price to get the finer, the lighter, the naturally milder  
tobaccos - For example, at Mebane, North Carolina last  
season, The American Tobacco Company paid 34 percent more  
than the average market price for tobacco - at Live Oak,  
Florida, 37 percent more - at Petersburg, Virginia, 41  
percent more. So it goes at market after market. We pay  
the price to get the finer, milder, better-tasting tobaccos  
- and the best we buy goes into Luckies. But, smokers,  
just how much more real smoking enjoyment this means to you  
personally ... you'll never know until you try Luckies.  
So don't put it off - make the very next package of  
cigarettes you buy, Lucky Strike.

8. A LITTLE BIT SOUTH OF NORTH CAROLINA

HARRY

9. ~~TAPS TILL REVIELE~~ *you x l*

*Print*  
GROUP

FANFARE

HIESTAND: The final exam! ... The boy from the Farm meets the girl from the city and they go the final round together.

GIRL: "Ah Bill"

BOY: "Ah Mary" ~~(HESS)~~

*Audrey:* "ah Wilderness"

~~VOISE: Bill and Mary will be back your way tomorrow but first~~

~~here is that family skeleton Kay Kysar...~~

*Bobby: - "aw nuts"*

~~AUDIENCE APPLAUSE~~

*aw me - lets get going*  
 KYSER: ~~Um, that closet was warm, leave the door open awhile~~

FINAL ROUND

1. Whether it be on the farm or in the city, the backbone of America is its families, and so in our final round tonight we salute the families of America - where family ties are strongest. Esther Gamble of Wheeling, West Virginia, says, this is the theme that introduced one of radio's ~~oldest~~ <sup>grandest</sup> families. (PLAY) Who is America's first family? ~~Who~~ <sup>aldrich who is the star of that program?</sup> ~~is the Royal Family?~~ <sup>are known as</sup> Who ~~is~~ the Royal Family of the theatre. ~~Who are~~ ~~the 100?~~

2. Robert Perry of Hartford, Connecticut, says this is the theme of what family (PLAY) Who is generally the head of the family? What's a family tree? ~~What are family heirlooms?~~ Is there a play called, "Life With Father"?

ISH: Kay, can you tell me what member of the family this is?  
 (SOUND) The Black Sheep.



FINAL ROUND - Page 2

3. For a long time now this theme has identified one of the best known daytime families. Florence Prout of Phoenix, Arizona wants you to tell us who it is (PLAY. Now does that identify "The O'Neils", "Pepper Youngs Family", "Ma Perkins", or "The Parker Family".  
Name a member of the Hardy Family? What's the family till?

4. Harrison Barth of Kansas City says this is the grandest family song of all. (PLAY) What's a family crest? What's a family skeleton?

SOUND: CLASS BELL

HIESTAND: The exams are over.

HARRY: (HOLD HOORAY SIGN)

KYSER: Hold still, students -- our faculty is wrapping up the honorariums and engraving the diplomas and while they are busy, sit with me in brief convocation while we hear Dean Hiestand deliver the class valedictory.

HIESTAND: ~~Subject --- RESOLVED: I will demand the very best in smoking enjoyment.~~ 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

*Then give Luckies a real try. Your own greater*  
two to one. ~~Yes, compare your cigarette with the tobacco~~  
*smoking enjoyment will tell you the tobacco experts*  
~~experts' own smoke and we think you'll decide to give~~  
*smoke is the smoke for you.*

~~Luckies a real try.~~ Next time you step up to that

cigarette counter, ask for Lucky Strike.

FANFARE

KYSER: Graduation time and the faculty by unanimous decree name the honor student of the week -- none other than \_\_\_\_\_

\_\_\_\_\_

(APPLAUSE)

KYSER: Dear \_\_\_\_\_, with your background you will always be at home in town and country....I congratulate you -- here take this first prize of \$35 - and go home to your family. (PHONE BELL)"They said be sure to come straight home." To you dear \_\_\_\_\_ second placer this paltry sum of \$20.00 and to the other four scholars ten dollars and to all six a carton of Luckies. Then to each and every member of our student body here tonight for those Big City swells and country yells, a package of better-than-ever Lucky Strike Cigarettes.

(AMAPOLA . . . . . ORCHESTRA)

(NEW KYSER RADIO THEME)

KYSER: Well, das all chillun -- the old school goes back into the ice box until we unpack the goodies of musical knowledge next Wednesday night at the same time. In the meantime keep your hair combed, and brush up on your musical knowledge by listening to Information Please and Your Hit Parade. The address for questions to the college is Post Office Box 909, Los Angeles, California. 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 . . .)

HIESTAND: 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 #174  
July 23, 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....)

HIESTAND: Lucky Strike presents Kay Kyser's College of Musical  
Knowledge -- with fun, cash awards and plenty of surprises  
for Faculty and Frosh.  
And here comes the old "makes-you-want-to-dance" Professor  
himself -- Kay Kyser!

(KYSER THEME.....)

(APPLAUSE)

-2-

KYSER: Evenin' folks -- how're y'all? A heapin' Hollywood  
 welcome to the old classroom where we've got no more --  
 no less than six scholars all chosen at random and  
 ready to exchange Freshman hats for thinking caps. But  
 before we head out into the unchartered reaches of  
 musical learning, what say to a dilly up the hilly --  
 a dally down the valley -- *get set to get hut with the*  
~~and a free lance dance on~~  
~~hut sut and~~  
 a bit of let's dance!

1. ("THE HUT SUT SONG".....ORCHESTRA)
2. ("I WENT OUT OF MY WAY".....SIMMS)

-2-

KYSER: Now, chillun, Dean Hiestand says you're the boss at the tobacco auctions.

HIESTAND: That's right, smokers. The tobacco buyers at those auctions are there to buy the kind of tobacco that suits you best. They know you want a milder, better-tasting cigarette....so here's what happens according to Reuben Smothers, well-known tobacco auctioneer of Reidsville, North Carolina,

MAN: When a basket of the lighter, milder leaf comes up for sale - the buyers really start firing those bids at me. The price goes up and up. But I've seen Luckies pay the price at auction after auction to get this finer, milder tobacco. That's why Luckies are my cigarette.

WHITMAN: Yes, ladies and gentlemen, Luckies are a milder, better-tasting cigarette because at market after market we pay the price to get the finer, the lighter, the naturally milder tobaccos. Remember, independent tobacco experts like Mr. Smothers know the facts. And with these auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1. That's a tip worth taking, isn't it? Make that next package you buy, Lucky Strike.

ORCHESTRA PLAY-OFF

SOUND: CLASS BELL

-4-

JACK: Are you from Dixie?  
*andry:* *What's*  
 GINNY: ~~Do you know~~ the difference between two and two?  
 ISM: *What's the difference between a dud?*  
 ISM: In what country is Svazdaciazdaania - ~~viller town~~  
*Oh you don't know*  
 Eddie: Then listen and learn cause with money to burn - ~~here~~  
 BUD: comes the <sup>worm</sup> ~~man~~ who makes 'em squirm - Kay Kyser.

(KYSER PLAY-ON AND APPLAUSE)

KYSER: Oh me, three scholars from the long pants division --  
 (SOUND) Ummmmh, I see your breath is coming in short  
 pants Mr. \_\_\_\_\_.

(ADD FIRST ROUND)

-4-



(QUESTION ROUND ONE - Page 1)

1. Here's a little poem that Karl Casper of Oklahoma City wants me to read and if you'll name the song we play, you'll get the rhyme for the last line. Listen - My <sup>myopia</sup> dog is named after a song, a song that everyone knows, but when he sat on a cactus (PLAY) What famous rose song do quartets always sing when they're feeling rosy? Was there a play called "Abie's Irish Rose"?

2. Here's some more first names that might denote either sex, and Vivien Rasch of Ottawa, Canada wants you to listen and tell us whether these people are men or women: Gene Tierney, Gene of Gene and Glenn, Pat O'Malley, Marion Mann, ~~Frances Craig~~, Zane Grey.

3. Here's the theme of <sup>a popular</sup> ~~an up and coming~~ dance band that's invading the west for the first time, and Sargent Charles E. Locks, Jr. of Pine Camp, New York says he'll palladium you good if you don't get it. (PLAY) Is he known as "The band that plays the Blues"? What instrument does he play? (Also a darned good singer and in his youth I'm told he was a child prodigy.)

(QUESTION ROUND ONE - Page 2)

4. Miss Eva Young of Charlotte, North Carolina reminds us that the cartoon "Skippy" is drawn by a fellow named "Crosby" -- Would you say it's Everett N. Crosby, Harry Lillis Crosby, Percy L. Crosby, Larry E. Crosby or Bob Cat Crosby? Which one of those has an orchestra. Which one is "Bing"?

5. Lyman Gandee is about to play 3 well-known styles of piano, and J. J. Murphy of Los Angeles wants you to listen and tell us "what's what". (PLAY) Now (PLAY) and (PLAY). And by the way we're swinging into production on our new picture this week over at R.K.O.

Yes suh, it's a real thrill to be <sup>present</sup> on the set with John Barrymore, Lupe Velez, May Robson, Patsy Kelly and all the boys and girls who make the movies <sup>happy</sup> *being Harry, Sully, Bob, myself & all the lads are happy about the whole thing*

6. It's tonight's right or wronger so answer quickly or you'll get the gonger. Phillis Garen of New York asks is this right or wrong.

- (1) Katherine Cornell is Dean of Woman at Cornell University.
- (2) Leo <sup>old</sup> Stokowsky directs the "All American Youth Orchestra."
- (3) Eddy Duchin is now appearing in South America.
- (4) Tony Pastor meets Turkey Thompson in Los Angeles tonight.

(QUESTION ROUND ONE - Page 3)

7. Jack Marshall of Cleveland Heights wants you to listen and tell us whether this song is about a girl with ruby lips, dark eyes, or red cheeks (PLAY). And is this one about Little Joe, an Eskimo, a flamingo, or "Pleased to meet you so". (PLAY)

8. America looks forward to its annual animal shows throughout the country so Charlotte Mahan of Denver wants you to listen to the following sounds and tell us what type of show we are attending. (SOUND A) And what type of show is this? (SOUND B) Now don't give us a bum steer on this one (SOUND C)

9. A lady at one of these shows was frantic. Her entry was missing and Victor Clements of Phoenix, Arizona says she was running around screaming (PLAY). In another show, connoisseurs of thorough-breds were sad because a five-time winner was slipping. They shook their heads and said (PLAY). *What's the color of a first prize winner?*

SOUND: CLASS BELL

HIESTAND: The bell, James K. -- no more time to make hay.

KYSER: Then nudge the Judge with a smudge on his fudge.

(SOUND: SOKO AND OUCH)

Ah, the Faculty just saw stars - and they say the  
star of the first Exam is \_\_\_\_\_.

(APPLAUSE)

KYSER: I swow, my dear Mr. \_\_\_\_\_ .. you

take the rag right off'n the bush. Go -- light up a

Lucky Strike and tie yourself <sup>to the coat tails of an upper classman</sup> ~~in a knot~~ till you are

called for the finals. Right now Students it's time

for ---

AUDIENCE: (RECESS!) (HOORAY)

3. ("BY HECK".....ORCHESTRA)

4. ("GREEN EYES".....BABBITT)

(CHANT ESTABLISH & FADE)

KYSER: Now, friends, here's that game smokers are talking about. Let's go, Dean Hiestand, with another session of "Lucky Markets!"

(CHANT UP:....SOLD AMERICAN)

HIESTAND: Folks, in a cigarette it's the tobacco that counts. The better the tobacco, the better the cigarette. Well, this game of ours 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 \_\_\_\_\_.

MAN OR WOMAN: \_\_\_\_\_ percent more.

LIST OF LUCKY MARKETS ON THE LUCKY MARKETS COMMERCIAL, JULY 25, 1941

FAIR BLUFF, NORTH CAROLINA	45%
GALLATIN, TENNESSEE	52%
HANRA, GEORGIA	58%
HUNTINGTON, WEST VIRGINIA	30%
LEXINGTON, KENTUCKY	18%
MARTINSVILLE, VIRGINIA	56%
MORRISTOWN, TENNESSEE	58%
NEW ALBANY, INDIANA	10%
WESTON, MISSOURI	41%

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 goes into 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, everyone. Now, smokers,  
here's Gayne Whitman.

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 goes into 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, everyone. Now, smokers,  
 here's Gayne Whitman.

**LIST OF LUCKY MARKETS ON THE LUCKY MARKETS COMMERCIAL, JULY 23, 1941**

FAIR BLUFF, NORTH CAROLINA	43%
GALLATIN, TENNESSEE	52%
HANRA, GEORGIA	58%
HUNTINGTON, WEST VIRGINIA	50%
LEXINGTON, KENTUCKY	18%
MARTINSVILLE, VIRGINIA	56%
MORRISTOWN, TENNESSEE	33%
NEW ALBANY, INDIANA	10%
WESTON, MISSOURI	41%



WHITMAN: Ladies and gentlemen, every one of those tobacco markets was drawn completely at random. And the figures you heard speak for themselves. In fact, at one hundred and nineteen tobacco markets - markets that handle 96 percent of all the cigarette tobacco sold at auction in this country - The American Tobacco Company paid well above the average market price for tobacco - and the best tobacco we bought goes into Luckies. What does this mean to you as a smoker? Well...it means that, if you smoke Luckies, you get a milder, better-tasting cigarette because, at market after market, we pay the price to get the finer, the lighter, the naturally milder tobaccos. Yes, you get what we pay for - a milder, better-tasting cigarette. Is it any wonder that with independent experts - with men who know tobacco best - it's Luckies 2 to 1. Next time why don't you ask for Lucky Strike.

5. WHAT YA KNOW JOE.....MASON

6. TAPS TILL REVEILLE

REPRISE - LUCKY STRIKE TIME

(LUCKY STRIKE TIME.....ORCHESTRA)

HIESTAND: The College is on the March  
And across the nation we  
go to enable your local announcer to say "hello".

---STATION BREAK---

(LUCKY STRIKE TIME.....(UP TO FINISH)....)

ISH KABBIBLE: Professor Kyser comes from Rocky Mount --  
 you mount to get on a horse -- horses run  
 races -- erasers are on the end of pencils  
 -- pencils are easier to write with than pens  
 -- ~~pents are made to match your coat and vest~~

but when you lose your <sup>pents</sup> shirt at the erasers  
*Audrey:* ~~you don't need the rest.~~ *your over the hill brother, over the hill*

(GOON LAUGH AND AUDIENCE APPLAUSE)

KYSER: Oh go on with you "Ish" and let these gals who  
 are "simply delish," *get started with the wish - qua - wish*  
~~have a peck at these~~  
 questions.

(ADD SECCND EXAM)

(QUESTION ROUND TWO - Page 1)

1. Edward Lyman of Altoona, Pa. said a couple of drug store cowboys met on the street and one asked the other, "Who was that beautiful girl I saw you with last night?" The Don Juan replied, "Which one do you mean? Was it (PLAY)" His pal said, "Yeah, that's the one. How's chances of meeting her?" The Don Juan said, "Why sure, <sup>she's not my girl that</sup> because it was really (PLAY).

2. At the request of Mattie Davenport of Houston, Texas, tell us what's the difference between Pasadena, Maria Elena, Carlos Molina and Brenda & Cobina.

3. Here's a concert piece called Andulucia and Ray Fischer of Indianapolis wants you to listen and tell us what popular song is based on it. (PLAY) Is there an orchestra leader named "Lou Breeze"? Did he write "Breezing along with the Breeze"?

(QUESTION ROUND TWO - Page 2)

4. I can look into your eyes and tell that you read popular columns in the various newspapers -- So Florence Eldridge of Little Rock, Arkansas wants you to tell us who writes the columns "My Day," "The Baer Facts", "The Brighter Side" and "Hedda Hopper in Hollywood."

5. William Lane of Omaha says a very exciting radio program comes on the air like this (SOUND). Is that John's Other Wife, Life Can Be Beautiful, Buck Rodgers, Gang Busters, or Take It Or Leave It. Who is Warden Lawes? *Walter Winchell asked in his column* Did he write "Ossining and Old Lace"?

6. No doubt you like to play the coin record machines in the ice cream parlors and campus shops. So Margaret Aaron of Columbia, South Carolina thinks it's fair to ask you to name three makes of phonograph records. About how long does the average pop record run? 1 - 2 - 3 - 4 or 5 minutes? (Bobby: A nickel's worth)

(QUESTION ROUND TWO - Page 3)

7. Now just imagine your standing in front of one of those big record machines, you put your nickel in - up comes the record - and what we want you to tell us, is the name of the song -- and whose recording you think it is. (PLAY). That's right and Jimmy Dorsey's record of Amazola sold over plenty of pressings. Now can you tell us who sings with him?

8. Jeepers oreepers, it's a beep-beep beeper. Lyman Gandee is about to play a melody on the piano and every time he makes a mistake in that melody, Gloria Carano of Savannah, Georgia wants you to say "beep". Ready get set -- go!

9. Here's the theme of a very popular band program heard on the radio on Sundays. George Hanson of Dover, New Hampshire wants you to listen and identify the program. (PLAY) "That's right, and right now they're helping many young bands get started up the ladder of success. What's the difference between bandwagon, water-wagon, and tail waggin'?"

SOUND: CLASS BELL

HIESTAND:       Cut the racket, Professor -- no more  
                  quiz.

KYSER:           Gee whiz, time for a decish, Dean Hiestand. (SOUND)  
                  Sure nuff -- and the noble faculty comes through  
                  with the sterling name of Mary Jane Broderick  
                  (APPLAUSE)

KYSER:           Congratulations and kudos are piled high on your  
                  head, my dear Miss Broderick. Light up a Lucky  
                  Strike and look smart till the final exam.  
                  Right now it's time for serious pursuits to take  
                  a back seat -- recess is in order and the band  
                  has the beat -- so be you a swan or be you a goose,  
                  just listen or dance to Alexander the Swoose,

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

FAIR BLUFF, NORTH CAROLINA  
MARTINSVILLE, VIRGINIA

45X  
50%



KYSER:

Now, chillun, Gayne Whitman has a mighty good reason for thinkin' you may be missing something.

WHITMAN:

Yes smokers - unless your cigarette is made of the finer tobaccos you may be missing a whole lot of smoking enjoyment. Mildness, better-taste - whatever qualities you want in a cigarette - it's the tobacco that counts - The better the tobacco the better the smoke. That's why it means so much that The American Tobacco Company consistently 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, America paid \_\_\_\_\_ percent more than the average market price for tobacco at \_\_\_\_\_, \_\_\_\_\_ last season \_\_\_\_\_ percent more at \_\_\_\_\_, \_\_\_\_\_.

So it goes at market after market--and the best we buy goes into Luckies. Yes, smokers, that's why - if you haven't tried a Lucky lately - you may be missing something. Just remember that you get what we pay for - and we pay the price for the milder, better-tasting tobaccos. For more real smoking enjoyment - next time you buy cigarettes - ask for Lucky Strike.

8. YOURS.....GINNY

9. LET'S GET AWAY FROM IT ALL..DUET

FANFARE

KYSER:

Now, chillun, Gayne Whitman has a mighty good reason for thinkin' you may be missing something.

WHITMAN:

Yes smokers - unless your cigarette is made of the finer tobaccos you may be missing a whole lot of smoking enjoyment. Mildness, better-taste - whatever qualities you want in a cigarette - it's the tobacco that counts - The better the tobacco the better the smoke. That's why it means so much that The American Tobacco Company consistently 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, America paid \_\_\_\_\_ percent more than the average market price for tobacco at \_\_\_\_\_, \_\_\_\_\_ last season \_\_\_\_\_ percent more at \_\_\_\_\_, \_\_\_\_\_. So it goes at market after market--and the best we buy goes into Luckies. Yes, smokers, that's why - if you haven't tried a Lucky lately - you may be missing something. Just remember that you get what we pay for - and we pay the price for the milder, better-tasting tobaccos. For more real smoking enjoyment - next time you buy cigarettes - ask for Lucky Strike.

8. YOURS.....GINNY

9. LET'S GET AWAY FROM IT ALL..DUET

RAMPARE

FAIR BLUFF, NORTH CAROLINA  
MARTINSVILLE, VIRGINIA

48%  
58%

HEESTAND: *Wham Wham*  
 The Final Exam! ~~Here is the test of tests~~

*A*  
 -- the searching lurching inquiry into  
 higher musical learning. Here the true  
 colors will show -- now comes the great  
 hurdle that makes or breaks. Yes, into  
 every life a little rain must fall -- and  
 our own personal rain is -- (SOUND: THUNDER STORM)

KYSER: Oh, thunder Dean Heestand I wish  
 you wouldn't say those things --  
 Now I'm soaking wet -- and just when  
 I wanted to look dignified, cause our  
 last round is all about symphonies.

*your right bud, so take it on the lamb*

(FINAL QUESTION ROUND - Page 1)

1. ~~Yes-chillun,~~ right now we're enjoying symphonies under the stars at the beautiful Hollywood Bowl and it's a fine time to pay tribute to this most <sup>eloquent</sup> beautiful of all musical forms. Dr. Sulzbacher of Los Angeles wants you to tell us whether this Largo by Dvorak is from the "Old World Symphony", the "New World Symphony", or "The World Goes Round and Round Symphony". (PLAY) Distinguish between symphony, sympathy and timpani.

2. This famous concerto by Tschaikovsky was recently featured in an important Hollywood Movie. Listen and tell Ethel Myers of Wilmington, Delaware the name of the picture. (PLAY) In the picture, "A Hundred Men and A Girl", when Deanna Durbin sang with the symphony, who directed -- Toscanini, Iturbi, Barbirolli, Stokowsky, or Spumoni? Did Stokowsky direct the music in Fantasia?

(FINAL QUESTION ROUND - Page 2)

3. Harold Hartman of Englewood, California says our symphonic session would be unfinished if we weren't to include this one by Schubert (PLAY). Is that Schubert's Serenade, his Unfinished Symphony, Sonata or Sunshade? ~~Name two baseball terms you think of in connection with the symphonies?~~ Bach, Brahms and Beethoven <sup>were</sup> are known as "The Three Bees". Who <sup>were known as</sup> are the Bees in baseball?

*strain by Rimsky Korsakoff*

4. And now here's a very familiar ~~symphony by Tschaikevesky~~ and Georgia Mostul of Portland, Oregon wants you to listen and tell us ~~what it is (play) Was that the Scherzade, Surprise Symphony or is it~~ <sup>if it's his fourth, fifth or sixth.</sup> (PLAY). Did Deems Taylor write <sup>Death</sup> ~~"The Surprise Symphony"?~~ Does Little Jack Little conduct "The Little Symphony"?

SOUND: CLASS BELL

HIESTAND: The final exam has scherzoed Professor -- cease your  
staccato toccata, grab a cadenza, this is the endza.

KYSER: Presto...<sup>the coda</sup>...and while the Faculty sits in solemn conclave  
on the scores of the two champions -- let's all join in  
listening to Dean Hiestand's opus on the golden leaf.

HIESTAND: When you hear the name Lucky Strike think of fine tobacco  
for remember these two facts....that at market after  
market we pay the price to get the milder better-tasting  
leaf....and that the independent tobacco experts  
themselves smoke Luckies 2 to 1, over all other  
cigarettes combined. Yes, Lucky Strike means fine  
tobacco - and more real smoking enjoyment for you. Make  
that next package you buy Lucky Strike.

(FANFARE)

KYSER: Hot from the charcoal grill comes the big news on the big noise of the evening -- the grand winner of tonight's thirty-five dollars first prize is \_\_\_\_\_.  
 (APPLAUSE)

KYSER: What learning -- what erudition you have spread upon these fields of learning, \_\_\_\_\_  
 Take your thirty-five dollars first prize and retire -- for you have earned the relaxation and life-long financial security it will bring. To our second placer goes the handsome sum of twenty dollars for a great try. Each of the other four contestants get ten dollars -- and all six receive a carton of Luckies. Finally, to each and every member of the student body here tonight -- for that Hollywood hullabaloo and volunteer answers -- a package of better-than-ever Lucky Strike Cigarettes.

10. ("WITH A TWIST OF THE WRIST" . . . . . ORCHESTRA)

*cut on air*  
 NEW KAY KYSER RADIO THEME

-23-

KYSER: Well, das all, chillun -- and school is quietly placed under wraps until next Wednesday night. Don't forget that this week's homework includes Information Please and your Hit Parade. The address for questions is Box 909, Los Angeles, California. 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. . .)

*cut on air*  
(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-



7-30-41

*As Broadcast*

The American Tobacco Company  
KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE  
July 30, 1941

---

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

HIESTAND: That chant is your reminder that Luckies are a milder,  
better-tasting cigarette because we pay the price to get  
the finer, the lighter, the naturally milder tobaccos.  
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 with that man and his pan - who's breaking  
cameras in movieland -- Kay Kyser!

(KYSER THEME.....)

(APPLAUSE)

KYSER: Evenin' folks - how're y'all? And that's not true Dean  
 Hiestand - I'm not breaking any ~~cameras~~ <sup>lenses</sup> ~~Somebody dropped~~ <sup>John Barryman</sup>  
~~a Brownie 2-A yesterday, but I'm allright today. So a~~  
~~nip on the cheek (NIP) - a pat on the noggin (GONK) - and~~ <sup>speaking</sup>  
*of movie. let's* move on chillun cause class is startin'. But before we  
 cast examinations to the winds, let's hot-foot around  
 the hall - make rah-rah around the rostrum -- rumples your  
 romper -- give out with a stomper - and c'mon chillun --  
 let's dance!

1. ("SKATER'S WALTZ".....ORCHESTRA)
2. ("DO YOU CARE".....SIMMS)

FIRST COMMERCIAL

KYSER: Chillun, how'd you like to go shopping for golf clubs with a champion pro - or for a suit with an expert tailor.

HIESTAND: Fine, Professor, because if you shop with an expert you have a better chance of getting real quality. That's because the experts know what's what. For instance, if you were to step up to a cigarette counter with an outstanding tobacco auctioneer like Mr. R. N. Cooper of Washington, North Carolina he would undoubtedly tell you what he told us recently.

MAN: As an auctioneer, I'm in a position to see just what tobacco the various companies buy. And I know this.... Lucky Strike pays the price to get the finer, lighter leaf ....the naturally milder kind. That's why I smoke Luckies myself.

WHITMAN: Yes, smokers, if a typical independent expert like Mr. Cooper helped you select a cigarette, the chances are that you'd buy Luckies. For among independent experts - buyers, auctioneers and warehousemen - Luckies has twice as many *have* exclusive smokers as all other cigarettes combined. At auction after auction they see us pay the price to get the finer, the lighter, the naturally milder tobaccos. That's reason enough for them to smoke Luckies - and their preference is your best tip on how to get more real enjoyment out of smoking. Next time you buy cigarettes, remember, Luckies are milder, better-tasting...because Luckies pay the price to get the finer, milder leaf. So smoke the smoke (the) tobacco experts smoke...ask for Lucky Strike.

*Whitman dropped the "on this word"*

*skipped over on air*

ISH: Once upon a time there was a young man named *Christian Phillips*  
And when he first went to kindergarten, the teachers would  
say to him ..

GINNY: \_\_\_\_\_ (NICKNAME), stop eating that piece of  
red crayon!

ISH: And so he went to grammar school and the principal  
remarked ...

JACK: Young man - if you don't stop squirting ink on the girls  
curls we'll \_\_\_\_\_

ISH: Finally, at the age of twenty-seven, young \_\_\_\_\_  
graduated from High School, and his kindly old teacher  
told him ...

GAYNE: Well, Mr. \_\_\_\_\_ if you want a little knowledge go  
to Kyser College.

HIESTAND: So here you are none the wiser listening to that geyser --  
Kay "Old Faithful" Kyser!

(SOUND: GEYSER SPOUTING)

KYSER: *What Buzzin-Cousin*  
~~"Hi ha Bo" - "lets go."~~

(ADD FIRST ROUND)

(QUESTION ROUND ONE - Page 1)

1. I was talking to one of the boys at March Field which is just a little bit west of Camp Haan and he said everything was fine, but next to flying he'd rather be (PLAY). He'd rather be on his front porch in the moonlight sitting in his (PLAY). Holding hands with (PLAY). Thanks to Bob Whiting of Plymouth Indiana for that question.

2. Here's a cutie from James Middleton of Savannah, Georgia who calculates on catchin' you with this query. He wants you to pick out the one musical term from the following list: pistachio, mustachio, Generalissimo, Fortissimo, patio and whatcha know Joe. What does \_\_\_\_\_ mean, loud or soft. *What does pianissimo mean?*

3. Here's a strain from the second movement of Tschaikowsky's Fifth Symphony. Doreen Belot of Boise, Idaho wants you to listen and tell us what popular song was based on it (PLAY). Can you name three other songs with the word love in their titles?

4. Ray E. Gay of Oklahoma City asks who wrote the best-known book on etiquette. Did she have a program on the air? Who wrote the book "How to Win Friends and Influence People"? Has he been on the air? Who wrote the Marquis of Queensberry rules? Has he been on the air?

5. Here's a popular song played in the style of a popular orchestra and Ruth Cooper of Garden City, Kansas wants you to name the song and the orchestra. (PLAY)

6. Charles Row, Jr., of San Antonio, Texas would like you to tell us what these three notes designate on the radio (PLAY). Now Lyman Gandee is going to change the rhythm of those three notes and you tell us what popular song starts this way. (PLAY).

7. Here are two well-known roundelays and Margaret Mullins of Providence, Rhode Island wants you to listen and tell us which you think is "Alouette" and which is "Frere Jaques". (PLAY) (PLAY).

8. Here are some well-known sounds and Larry Desimone of Lafayette College, Easton, Pa. wants to know what each of them brings to your mind. (SOUND A - Bridge) Now this one (SOUND B - pingpong) and (SOUND C - bowling).

9. Betty Todd of Washington, D. C. says this is the theme of the National Defense Program. (PLAY) That's "Any Bonds Today", and now can you tell us who wrote that song for the Government? Was it Kate Smith, Morton Gould, Irving Berlin, Meredith Willson, or George M. Cohan? Did he write "God Bless America"? - Who wrote "Over There"?

HIESTAND: Ding dong - ding dong -- no more story - no more song --

KYSER: And before you can sing "I love ~~Tea~~ Coffee - I love Tea Tea", we'll have a winner.

VOICE: One or two lumps Mr. Kyser?

KYSER: "Two please."

(SOUND: (BUMP BUMP) (OUCH OUCH)

KYSER: Wham wham, thank you Sam, the candied yam of the first exam is Christie Phillips  
(APPLAUSE)

KYSER: Congratulations, my dear Mr. \_\_\_\_\_...  
Light up a Lucky Strike and relax, for you are now held over by popular demand for the Finals. And now away with your bucolics -- bollix up the melancholics -- and c'on chillun yets rolic and frolic.

3. ("DADDY".....MASON)

4. ("THINGS I LOVE".....BABBIT)



KYSER: Friends, what happens at the tobacco auctions has a lot to do with your smoking enjoyment.

HIESTAND: That's right, folks, no cigarette can be any better than the tobacco that was bought for it at the auctions. Luckies are a milder, better-tasting cigarette because at auction after auction....in open competition...Luckies pay the price to get the finer, the lighter, the naturally milder tobaccos.

(SNEAK IN CROWD NOISE AND CHANT)

Let's show you how it's done....

(CROWD AND CHANT UP - SOLD TO X)

WHSMAN: At 19!

(CHANT)

BISHOP: This is Pat Bishop, ladies and gentlemen, reenacting a tobacco auction at that great resort and tobacco town of Asheville, North Carolina. Row after row of baskets piled high with fragrant leaf fill this big tobacco warehouse ... and each basket is being sold individually. A dozen or so buyers are battling for the baskets as they're being sold.

(CHANT UP -- SOLD AMERICAN)

WHSMAN: At 22!

(CHANT)

BISHOP: Already the warehouseman has called out an opening bid of 22 - 22 dollars a hundred pounds for this next basket ... and another sale is under way. As I was saying that, three buyers bid in rapid succession and the bid's 25 - 25. Now Lucky Strike bids 26 ... a leaf company 27 ... and another cigarette company signals 28. Hear the auctioneer chant it out? It looks like ... but no ... no ... Lucky Strike bids 29 and that tops 'em all. Yes, listen ...

(CHANT UP - SOLD AMERICAN)

(MORE)

SECOND COMMERCIAL Continued

WHITMAN: Smokers, from where you're sitting in your armchairs right now, Asheville, North Carolina may be hundreds of miles away. But what happened at Asheville can make a lot of difference to you right in your own home. You see, in a cigarette, it's the tobacco that counts - and we pay the price to get the finer, the lighter, the naturally milder leaf - the kind you enjoy more. For example, at the auctions last season in Asheville, 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 tobacco sold there - and the best we bought goes into Luckies. You may not remember the figures, but don't forget the facts. You get what we pay for - a milder, better-tasting smoke. So, next time you step up to a cigarette counter, ask for Lucky Strike.

COMMERCIAL TAG

- (5. FREE FOR ALL . . . . . ORCHESTRA)
- (6. INTERMEZZO . . . . . DUET)

REPRISE "FROM AN INDIAN LODGE" by MacDowell.

(BEAUTIFUL INDIAN MUSIC -- "INDIAN LODGE" -- MacDowell)

HIESTAND:  
(POETICAL)

Softly through each sleeping village, quietly in  
country hamlets, Gently in the darkling valleys,  
swiftly o'er the lofty mountains, Murmuring like  
running waters, speaks the little Hiawatha ...  
Speaks the stripling's words of wisdom - voice of  
thunder, voice of exhortation -- And myriad voices  
throughout the nation answer with station  
identification.

...STATION BREAK...

KYSER MARCH

-12-

PRACTICES VERY SLOPPY TUBA - ENDING ON A PINK ONE

HIESTAND: Here, here, young lady -- you can't do that in here.

AUDREY: Aw ~~beat it~~, son, I'm practicing.

HIESTAND: But, our contestants don't have to play musical instruments and besides, the tuba won't ever get you anything.

AUDREY: Well, Phil Spitalny said that if ...

HIESTAND: Shhh -- quiet - play something appropriate cause here comes the old Professor.

(TUBA PLAYS RECOGNIZABLE PORTION OF KYSER MARCH)

KYSER: Why, that's very lovely, \_\_\_\_\_.

I'll bet you didn't know you were so accomplished on the tuba. Now here's your first question.

(ADD SECOND ROUND)

-12-

(QUESTION ROUND TWO - Page 1)

1. When we visited the hospital at Camp Roberts, we saw one boy who looked perfectly well, but he kept saying "Oh, oh." I said, "What are you 'oh-ing' for? Something hurting you?" He said, "It's (PLAY.)" I said, "Oh boy, you've got somethin' the Doctor can't cure - the blues." He said, "Yeah, man, I got (PLAY)."

2. There are quite a few radio personalities and well-known athletes who have the same last name. I'll name a few and Alice Newton of Danbury, Connecticut wants you to tell us which is in radio and what's the sport of the other. Little Jack Little and Lawson Little, Speed Riggs and ~~Bobby~~ Bobby Riggs, Bob Pasteur and Tony Pastor.

3. Here's a theme song of a well-known orchestra and Harold Siegel of Chicago would like you to tell us what orchestra leader it identifies. (PLAY) Now distinguish between Herbie Kay, Kay Francis, ~~Jack Sals~~ <sup>Beatrice Kay</sup>, and Chicken croquet. "Okay, Miss \_\_\_\_\_, Let's Go."

(QUESTION ROUND TWO - Page 2)

4. Let's string along with this one from Lecta Helms of Los Angeles. How many strings has a Ukelele - how many strings on a violin - how many strings on a bassoon - and since you're an angel, I know you know how many strings there are on a harp. <sup>45, 46, 47</sup> Who holds the strings on your heart, Miss \_\_\_\_\_.

5. Jack Hartman of Kansas City says you'll get the bird if you don't tell us who the birds are in the following three songs: (PLAY - PLAY - PLAY) Who is Bob Hawk? - *Walter Pidgeon's cousin?*

6. It's tonight's right or wronger and boy it's a bird! So don't let it hawk you. Juanita Marie Beck of Wheeling, West Virginia says lend your eagle ear and tell us whether the following statements are right or wrong:

- 1) Admiral Byrd ~~was~~ <sup>is</sup> a graduate of West Point.
- 2) Don Ameche was a radio actor before becoming a movie actor.
- 3) A soprano sings higher than a contralto.
- 4) Mary Pickford's husband manufactures silverware.

(QUESTION ROUND TWO - Page 3)

7. Norman Borm of Minneapolis, Minnesota wants you to name the following well-known number and then tell us what type of song it is.

(SING) Can you name one well-known negro concert singer?

8. Anne Louise Wilson of Natchez, Mississippi says let's see if you can tell us who this sounds like. But first we're going to blindfold

you. Now listen closely. *Jack Benny* (IMPERSONATION) And who does this remind you of. *Geo. Jessel* (IMPERSONATION). *Was that Geo. Ralt, Geo. Jessel, Geo. Brown, or Georgie Porgie?*

9. Bill Wilder of Fort Smith, Arkansas says if you're a record fan you'll have no trouble identifying this new one by Duke Ellington. (PLAY)

Now that's Chattanooga Choo-Choo, Tuxedo Junction, Take the A Train, or Slow Freight. *What instrument does Duke Ellington play?*

OPTIONAL: Bill Wilder of Fort Smith, Arkansas says this is the theme of the National Defense Program. (PLAY) That's Any Bonds Today", and now can you tell us who wrote that song for the Government? Was it Kate Smith, Morton Gould, Irving Berlin, Meredith Willson, or George M. Cohan?

*out*

SOUND: CLASS BELL

HIESTAND: Take a powder, pappy - the girls were snappy --  
Exams are over --

KYSER: Well then, das all, girls ---- hold on to your  
laurels while our faculty zip up a decision --

(SOUND: ZIP)

Thank you and the honor girl of the second exam is  
that answer upper Miss \_\_\_\_\_.

(APPLAUSE)

KYSER: Felicitations -- dear Miss \_\_\_\_\_,  
you have squared the circle - you have spelled and  
yelled and now that your answers have jelled --  
light up a Lucky Strike till you are called for  
the final spell -- Right now recess is here.

Harry:  
SIGN

"HOORAY"

KSYER: Yes, suh chillun ---- this is the place to take  
off into space but just listen as Ginny sings  
about a vacation place.

("HUT SUT SONG . . . . . PRODUCTION)

(APPLAUSE)



KYSER: Now, chillun, here's Dean Hiestand, who's been thumbing through the dictionary.

HIESTAND: Yes, Professor, ~~the dictionary~~. I was looking for the definition of a cigarette and here it is: quote - tobacco rolled in thin paper - end quote. So you see, smokers, when you buy cigarettes - you're really buying tobacco. The better the tobacco, the better the smoke. That's why it means so much that The American Tobacco Company consistently pays the price to get the finer, the lighter, the naturally milder leaf. For example, at Huntington, West Virginia last season, American paid 30 percent more than the average market price for tobacco - at Abingdon, Virginia, 36 percent more - at Weston, Missouri, 41 percent more. So it goes at market after market - and the best we buy goes into Luckies. So, smokers, next time you buy cigarettes, remember: it's the tobacco that counts and Lucky Strike means fine tobacco - and more real smoking enjoyment for you. With men who know tobacco best, it's Luckies 2 to 1. Make that next package you buy Lucky Strike.

(8) MARIA ELENA.....ORCHESTRA

(9) COWBOY SERENADE.....BABBITT

FANFARE

HIESTAND: The final exam! *The winner of the final exam Mr. Christian Phillips*

MALE AUDIENCE: Yeah *chis*

*Bud: — and Eva Alexander*

WOMEN IN AUDIENCE: Yeah *Eva*

KYSER: Ah -- <sup>*me*</sup> ~~and~~ -- ~~This is no time for solitaire.~~ This is when you whiff the old salt air.

(FINAL QUESTION ROUND - Page One)

1. When the July sun beats down at full speed, thousands rush full speed to America's beaches, lakes, and rivers. One of the most popular things at those spots is a boat. So we'd like to dedicate our final round to all those who like boating and sailing. Charles Burritt of Cheyenne, Wyoming says that every day thousands are (PLAY). Which of these would be a motor-boat: a clipper ship, a Chris Craft or a schooner? What is a clipper ship?

2. Here's a wind-<sup>jammer</sup>~~jumper~~ from Ernestine Waldron of Spokane, Washington. She says "skif from the small to the big boats and see what y'all know." Ketch on? Who played the part of tug-boat Annie in the picture "Tug-boat Annie" with Wallace Beery? What popular blonde movie star is quite a skipper or boatsman -- He was in the picture "Virginia" -- It's either Sterling Young, Sterling Ford, Sterling Hayden, or Sterling Silver.

3. Don't be so stern -- you'll keel over -- smile and take a bow,  
because <sup>Peter Lynd Hayes of Hollywood</sup> ~~Gerald Cooper of Detroit~~ asks is a speed boat made of Garwood?  
Who is Gar Wood? A famous English challenger who competed for many  
years in the America's Cup races was Sir Thomas who? (He had Shamrock  
1 - 2 - 3 and I wouldn't tell you who he is for all the tea in England.)  
This is nautical but nice -- What's a <sup>buccaner</sup> ~~wind-jammer~~? (BOBBY)

4. Virginia Dorman of Salisbury, North Carolina says if you don't own  
a yacht, a sailboat or a motor-boat, you can have lots of fun and  
get swell exercise if you'll just (PLAY). Can you spell \_\_\_\_\_?  
Did Barnacle Bill write the Ferryboat Serenade? Were the \_\_\_\_\_  
Club Boys, singers or what?

SOUND: CLASS BELL

HIESTAND: Exams are over ---- school is out.

HARRY: (HOORAY)

KYSER: Hold on, chillun and while our faculty makes out the graduation diplomas --- sit with me in brief convocation while Dean Hiestand delivers this week's valedictory address.

HIESTAND: When you hear the name, Lucky Strike, think of fine tobacco. For remember these two facts: that at market after market we pay the price to get the milder, better-tasting leaf - and that the independent tobacco experts themselves smoke Luckies 2 to 1 over all other cigarettes combined. Yes, Lucky Strike means fine tobacco - and more real smoking enjoyment for you. Make that next package you buy, Lucky Strike.

(FANFARE)

KYSER: The diplomas have arrived and by unanimous faculty vote -- the starborder of the final exam - is that old out-boarder ~~the~~ "Put Put" Alexander

(APPLAUSE)

KYSER: Dear -- (~~THE~~) (MISS) Alexander Your ship has come in and the fleet will echo your name down through the ages.

(SOUND: ECHO CHAMBER EFFECT AND ECHOING CONTESTANTS NAME)

Here take this first prize of \$35.00 -- and get a crew haircut. To you dear second placer this ~~stern~~ <sup>beam</sup> light and \$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 salty tears and scholastic cheers --- a package of better than ever Lucky Strike cigarettes.

*cut on air*

(~~"FRIENDLY TAVERN POLKA"~~ . . . . . ORCHESTRA)

("KYSER RADIO THEME . . . . .)

-23-

KYSER: Well, das all, chillun -- the old college is sorta gonna take it easy till next week --- until then --- have fun. Meanwhile remember to tune in Information Please and Your Hit Parade. The address for questions to the College is Box 909, Los Angeles, California. 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 . . .)

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-

AUGUST



ROUTINE

KAY KYSER

AUGUST 6, 1941

- |                                      |           |
|--------------------------------------|-----------|
| 1. When You and I Were Young, Maggie | Orchestra |
| 2. I Went Out of My Way              | Simms     |

COMMERCIAL I

ROUND ONE

- |                       |         |
|-----------------------|---------|
| 3. I've Been Drafted  | Sully   |
| 4. Taps 'Til Reveille | Quartet |

COMMERCIAL 2

- |                     |       |
|---------------------|-------|
| 5. Little Bit South | Band  |
| 6. Yours            | Simms |

STATION BREAK

ROUND TWO

- |                    |            |
|--------------------|------------|
| 7. Any Bonds Today | Production |
|--------------------|------------|

COMMERCIAL 3

- |                          |  |
|--------------------------|--|
| 8. Friendly Tavern Polka | <del>Orchestra</del><br><del>Quartet</del> |
| 9. Green Eyes            | Babbitt                                    |

FINAL ROUND

- |  |                      |
|--|----------------------|
| 10. Frenesi                              | Orchestra            |
| <del>11. At A Georgia Camp Meeting</del> | <del>Orchestra</del> |

The American Tobacco Company

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - No. 176

August 6, 1941

BOONE: (CHANT ... "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 - and here comes that man and his band who's  
making movieland quake with <sup>his</sup> those Shakesperian <sup>clam bake</sup> takes -  
that romeo of RKO - KAY (Quiet Please) Kyser.

(CHEERS)

(KYSER THEME . . .)

KYSER: Evenin' folks - how y'all? Welcome again to our  
~~Sunrise~~ California school of sharps and flats.  
 Reelin' around on the rostrum are six scholars  
 rarin' to go for honor degrees and ninety-five  
 green United States <sup>money</sup> ~~dollars~~. But before we pass  
 out the first platter of posies, let's twinkle  
 the toesies. So up out of your seats and onto  
 your feets and ... c'mon chillun, ~~let's~~ dance.

1. ("WHEN YOU AND I WERE YOUNG, MAGGIE" . . . . . ORCHESTRA)
2. ("I WENT OUT OF MY WAY" . . . . . SIMMS)

KYSER: Now, chillun, Dean Hiestand tells us of big doings down in Georgia and Florida yesterday.

HIESTAND: That's right, folks. August 5th was the opening day of the tobacco auctions in important Florida and Georgia markets. Many tobacco experts from all over the South were there to buy, sell and handle the leaf. Every year at the auctions these experts get a real preview of cigarettes. For they see who buys what tobacco and the prices paid. Ask them how all this affects you as smokers and you'll probably get an answer like this one. Mr. James N. Edwards, tobacco auctioneer of Farmville, North Carolina said:

MAN: In a cigarette, it's the tobacco that's important. The reason most tobacco men like myself smoke Luckies is just because we see them pay the price to get the better tobacco - the finer, milder leaf.

WHITMAN: Smokers, there you have an expert's explanation of why he smokes Luckies. Can you give as good reasons for choosing your cigarette? Just remember that Mr. Edwards is typical of the overwhelming majority of independent experts - auctioneers, buyers and warehousemen. They smoke Luckies 2 to 1 over all other cigarettes combined. For they know that Lucky Strike means fine tobacco. It all adds up to this: Luckies are milder and better-tasting because we pay the price to get the finer, the lighter, the naturally milder leaf. So, for more real cigarette enjoyment, ask for Lucky Strike and....smoke the smoke tobacco experts smoke.

SOUND: FANFARE

ORCHESTRA REPRISE: SCHERAZADE

WHITMAN: Honorable people - the highly exalted first round is about to commence. Squatting on the ridiculous floor with their legs over their ears sit three thinking yogis on the brink of the sink of learning. And coming up the most dusty road with a fez on his head and an old rug over his shoulders, is our most silly instructor - Professor Abdul Abulbul Akyser.

(GONG)

KYSER: Come before me, chillun, and Singapore your supper.

Set upper Mr. \_\_\_\_\_

(ADD FIRST EXAM)

OPTIONAL LEAD

NOT USED

(CLASS BELL)

KYSER: And now our first three contestants are coming up to the microphone.

AUDREY: What I wanna know is -- "How do they pick the contestants" --

GAYNE: Why, here, young lady, let me show you.

SOUND: (GENERAL EFFECT AND AD LIBS OF PEOPLE COMING TO PROGRAM)

HARRY: May I see your ticket please - thank you - you keep this half.

GAYNE: And then before we go on the air, six tickets stubs are picked out at random and their numbers called out.

KYSER: 120 -- 120

VOICE: Me.

KYSER: 286 -- must have been awfully hungry -- 286.

VOICE: I got it.

KYSER: (CONTINUES)

GAYNE: (OVER KYSER) And that's the way the contestants are chosen every week, on the College of Musical Knowledge.

AUDREY: Gee, ... thank you.

KYSER: (CONTINUES -- UP)

BOBBY: Hey, boss, we got seven contestants.

KYSER: Ummm -- seven -- huh?

SOUND: (SHOT) (GOON LAUGH)

BOBBY: Okay, boss, now we gotta six.

(LAUGHS, ETC.)

KYSER: Ah, that's fine, and our first contestant is \_\_\_\_\_

NOT USED

1. This one from Edith Turner of Pittsburgh concerns two gals who were in love with the same fellow. One was named Dinah and the other was named (PLAY). Dinah had blue eyes and Ida had (PLAY). These gals had a fight to the finish over their man and Dinah won. When she got through with Ida her green eyes were (PLAY).

2. Here's one from Pat Hirsh of Mamaroneck, New York. She wants me to put the bee on you by asking you who the producer is whose name is Cecil B? What radio commentators' names are John B? What movie stars name is Ba-be? What ~~maker of men's hats name is John B?~~ *story of the silent days was Henry B. - who is Lady B*

3. Howard Everett of Tacoma, Washington wants you to listen and tell us what orchestra usually ends their arrangements this way. (PLAY)  
Now tell us what orchestra features the trumpets playing this way (PLAY)

(QUESTION ROUND ONE - Page 2)

4. Here's one from Mrs. Scottie Goddard of San Antonio, Texas. She asks who wrote the "Flight of the Bumble Bee" -- Rachmaninoff, Boris Karloff, Rimsky-Korsakov or Lou Novikoff. <sup>Novikoff</sup> Lou is really batting that old ball around <sup>like he won last year in the Pacific Coast League</sup> ~~in the miners this year~~ - so just for fun, name us two songs that have the word ball in their titles.

5. You are about to hear two well-known nursery rhymes and Russell Walker of Macon, Mo. wants you to tell us the names of both of them. (PLAY). In what nursery rhyme was there a cat and a fiddle?

6. It's tonight's right or wronger and Hazel Sawyer, of Marion, Indiana wants you to say right or wrong to the following statements:

- a) Caruso was a bass singer and Jenny Lind was a blue singer.
- b) There are more black than white keys on a piano.
- c) Walter Winchell says "and I do mean you."
- d) Gladys Swarthout, Helen Jepson, and Lily Pons sang Minnie the Moocher at the Metropolitan Opera House.



(QUESTION ROUND ONE - Page 3)

7. We have taken 1, 2 and 3 songs on Your Hit Parade list of last Saturday. We have jumbled them up and ~~Iring Becker~~ <sup>Orchestra leader Chuck Porter</sup> of New York City wants you to listen and name two of them, and then tell us which you think was Number one. (PLAY).

*one of the*

8. Here are the words to ~~the~~ nursery rhyme we played a minute ago and Frances Mae Rooney of Fort Stockton, Texas wants you to take 'em and sing a bit for us. (PLAY) That was fine and now let's have a little musical arithmetic class. While you repeat that song I'll call out a few figures and we'd like for you to add and subtract for us - but don't stop singing the song. (PLAY). 5 plus 3 - subtract 2 - add 4 - subtract 2 times 5 - that's where I came in.

9. Paul Davis of Chicago, Illinois is sure you've heard this theme on your radio some Thursday night. (PLAY) Now is that the theme of "Open House" - "Maxwell House" - "White House" or Billy House? What's a hot house? And this is the what house (SOUND) Have you ever been in the \_\_\_\_\_ house, Mr. \_\_\_\_\_.

SOUND: CLASS BELL

HIESTAND: You're all in clover, the round is over. No more questions, Rover.

KYSER: That's keen, dean, and now here's the faculty report card telling us the name of the honor-bright man of the first exam. It's \_\_\_\_\_.

(APPLAUSE) (SOUND: COLLEGE BELLS)

KYSER: Dear Mr. \_\_\_\_\_, the college bells ring out with joy. Your name is on the tip of every tongue.

(HARRY & JACK: CHATTER)

And you are hereby promoted to the senior class. So mop your brow and prepare yourself for the final row. Right now, it's time for a Lucky and good old recess.

HARRY: SIGNS (HOORAY)

KYSER: So three, four, out on the floor ... let's start to sway and rock away ...

("I'VE BEEN DRAFTED".....SULLY)

("TAPS 'TILL REVEILLE".....QUARTET)

(CHANT ESTABLISH & FADE)

KYSER: Now, friends - here's that game smokers are talking about. Let's go, Dean Hiestand, with another session of "Lucky Markets!"

(CHANT UP: SOLD AMERICAN)

HIESTAND: Folks, in a cigarette it's the tobacco that counts. The better the tobacco, the better the cigarette. Well, this game of ours 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 Betty Fenton of Springfield, Mo., 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 last season for tobacco...and then (SOUND: CASH REGISTER) see what happens. All right, Miss Fenton will you draw the first name please? Thank you - it's

Johnson City, Tenn.  
39% percent more.

MAN OR  
WOMAN:

JOHNSON CITY TENNESSEE	39%
Blackshear Ga.	44%
SANFORD N.C.	4%
MT. PLEASANT TENN.	221%
NEW ALBANY INDIANA	140%
WALLACE N.C.	67%

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  
 goes into 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, everyone. Now here's Gayne  
 Whitman.

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  
 goes into 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, everyone. Now here's Gayne  
 Whitman.

JOHNSON CITY TENNESSE	39%
Blackshear Ga.	44 %
SANFORD N.C.	4 %
MT. PLEASANT TENN.	22 1/2 %
NEW ALBANY INDIANA	140 %
WALLACE N.C.	67 %

WHITMAN: Ladies and gentlemen, the percentages you heard speak for themselves. They prove that Luckies pay the price for the finer, milder tobaccos at market after market. Remember every one of those tobacco markets was drawn completely at random. In fact, at one hundred and nineteen 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 well above the average market price for tobacco and the best we buy goes into Luckies. Well, smokers, you get what we pay for. Luckies are milder and better-tasting because we consistently pay the price to get the finer, the lighter, the naturally milder leaf. No wonder that with independent experts - with men who know tobacco best, it's luckies 2 to 1. Make that next package you buy Lucky Strike.

5. A LITTLE BIT SOUTH OF NORTH CAROLINA.....ORCHESTRA

6. YOURS.....SIMS

(APPLAUSE)

LUCKY STRIKE TIME

KYSER: And now our 3 and 4 letter men. Wherever they may be we'll break in with "Station Identity".

....STATION BREAK.....

LUCKY STRIKE TIME...UP & OUT.....ORCHESTRA

HIESTAND: The second exam comes to Kyser College like hungry  
silk worms to a stocking counter -

(WOMEN'S VOICES - one pair - two pair - three pair -  
four - umh, I hope I can get some more)

(GOCN LAUGH IF NECESSARY)

KYSER: And me with nothing left but my garden hose.

Here turn it off Dean (SOUND: LOTS OF FORCE)

NO! - THE OTHER WAY.....and you three young  
ladies come this way -



1. We've all heard the expression, "Mama knows best" but when it comes to the dirty work such as applying the hairbrush to Junior, <sup>IT'S</sup> ~~mom~~ usually ~~turns to~~ <sup>who does it</sup> popper, but in this particular family that Frederick Simons of St. Paul is thinking of, Junior's punishment was inflicted by (PLAY). Yes Junior, she says, "This is going to hurt me more than it does you." Then she <sup>yells</sup> ~~yells~~ (PLAY).

~~1. (ALTERNATE) Jack Arno of Los Angeles wants to know do you know "What Did The Fishing Rod said to The Line? Umh, you don't know? Well listen, "The Fishing Rod said to the line" (PLAY) Miss \_\_\_\_\_ What does it mean when they say, "He's Got A Pretty Good Line"?~~

2. Miss E. M. Halkard of Passaic, N.J. would like you to give us the first names of any three of the following composers: Berlin, Romberg, Carmichael, Porter (~~Bobby Hoppers~~) Grofe, De Rose.

3. The following theme identifies one of radio's oldest Sunday evening hours and Ernest Schaefer of Denver would like you to identify the program. (PLAY) <sup>Did Henry Ford found it then</sup> ~~The commentator on that program is named wells.~~

~~Is it Orson, H. G., Linton or all's well that ends well?~~

*Is Walter Ford his son*

(QUESTION ROUND TWO - Page 2)

4. Ken Nikolaieff of Vancouver, British Columbia says name the orchestra leader in the following movies: "Las Vegas Nights," "Second Chorus", "Pot o' Gold", "Strike Up The Band". ~~And by the way, we're sure working on ours. (Bobby Hrollers)~~

5. Here are two beautiful ballads that sound somewhat alike. Albert Hoffman of Wichita, Kansas would like you to listen and name both of them. (PLAY - PLAY)

6. Beaver, Beaver!! I'm going to name a few men and every time I mention one that's associated with a beard, Ann Gray of Cleveland, Ohio wants you to yell "Beaver." Rip Van Winkle, John Garfield, President Garfield, Nelson Eddy, Man Mountain Dean, Jerry Colonna, the Smith Brothers.

~~7. Here's the theme of one of America's great new bands and Robert Graham of San Diego wants you to tell us if it's Johnny Long, Charlie Spivack, Vaughn Monroe or Bob Chester (PLAY). Does Lucy \_\_\_\_\_ sing with him? He plays trumpet - can you name another orchestra leader who plays trumpet?~~

7. (ALTERNATE) Here's the theme of Johnny Long and his Orchestra who have been doing lots of broadcasting from the Hotel New Yorker (PLAY). Now, Robert Graham of San Diego says that's either "The White Star of Sigma Nu" - "The Sweetheart of Sigma Chi" or "Phi Delta Bumpelow". If that's a fraternity song what's a sorority?

8. I'm about to mention the lyrics to some well-known songs and Carrie Belle Taylor of Columbia, S. Car. would like you to tell us from what songs they are taken. "You take the high road and I'll take the low road," "A tulip garden by an old Dutch Mill", "Do I Give a Bag of Beans - Do I stay home every night and read my magazines", "~~Pretty Little Poppy~~", "Daddy".

9. With the Hut Sut as our means of transportation, Anna Callaway of Miami, Florida wants us to take a little trip and by the way we play it, you tell us where we are (PLAY). Now where are we (PLAY) And now where are we (PLAY).

SOUND: CLASS BELL

HIESTAND: Hold on, Professor, the round is finished.

KYSER: Righto, dean, let's listen in on the judges as they calculate the winner.

~~(SOUND)~~ (RECORD) *Jack's Harry*

EDDIE: No, you're wrong. Tink - a forsic form a side. *(Jack's Harry)*

GAYNE: Well, if you thir a foogit clem o fall, okay. Here you are Professor.

KYSER: Thank you, Judge Thistlebottom, and the name handed me belongs to that elegant lass, Miss \_\_\_\_\_!

(APPLAUSE)

KYSER: Ah, my dear Miss \_\_\_\_\_. You are indeed a leader of women, ~~and you advance to the senior class.~~ Go rake out your tresses and puff on a Lucky Strike and wait for the final exam. Right now, recess is on.

HARRY SIGN: (HOORAY)

("ANY BONDS TODAY" . . . . . PRODUCTION)

KYSER: Now Dean Hiestand ventures a guess....

HIESTAND: My guess is just this - that most people when you mention Luckies, will think right away of tobacco auctions - and the auctioneer's chant - and, in one word, tobacco. Well, you know, that's just as it should be. For, in a cigarette, it's the tobacco that counts! The better the tobacco, the better the smoke - and Lucky Strike means fine tobacco. At market after market we pay 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, last season we paid 39 percent more than the average market price for tobacco at Johanna City, Tenn., 67 percent more at Wallace, North Carolina and so on - and the best we buy goes into Luckies. Now, smokers, here's what that means to you....It means you get in Luckies the real smoking enjoyment that comes only from the milder, finer, better-tasting tobaccos.....So, smoke the smoke tobacco experts smoke. Make the next package you buy Lucky Strike.

8. FRIENDLY TAVERN POLKA.....QUARTET

9. GREEN EYES.....BABBITT

FANFARE

(FANFARE)

KYSER: The Final Exam! Dean Hiestand, are the scholars primed, limbered, pert and alert?

HIESTAND: Yes, Professor, and not only that, they are flexed and fortified and prepared to stand the gaff. So shoot the quips, Mr. Chips.

(ADD FINAL EXAM)

1. Everyone has his hobby - his favorite foods, pet hates, etc - so we'd like to dedicate our final round tonight to the things and people that you and I love best. John Barrett of Buffalo Gap, South Dakota says that the theme of this final round should be (PLAY) Who does Eddie Cantor love best? Who does Judy Garland love best? ~~What do babies love best?~~ (Bobby Hollers)

2. When it comes to food, Jeanne Mason of New Orleans says the thing she loves best is (PLAY). ~~What's a shortcake?~~ What dish does "Jiggs" <sup>from Coconut Grove</sup> love best? Popeye? If you had your choice of any dish at ~~Ciro's~~ <sup>Take</sup> what would you like best. (Bobby Hollers) *Hedy La Mass*

3. I don't know why, but Archib Morris of North Bend, Oregon says  
~~some of the boys sure do love~~ (PLAY) Does Joe E. Brown run the Brown  
 Derby? Who loves to wear a Brown Derby? ~~Is there a Brown University?~~

4. Miss Marion Leonard of Kansas City says the time of day the soldier  
 boys likes best is from (PLAY) ~~When is "Taps"?~~ ~~When is Reveille"?~~  
~~What time of day do you like best, Miss \_\_\_\_\_?~~

SOUND: CLASS BELL



HIESTAND: The faculty forces say hold your horses ... that's all Professor. (AD LIBS BY BAND)

KYSER: While our aging sages brood in the corner to determine the winner, let's listen to Dean Hiestand's tobaccolaureate address.

HIESTAND: When you hear the name Lucky Strike, think of fine tobacco. For remember these two facts: that at market after market we pay the price to get the milder, better-tasting leaf - and that the independent tobacco experts themselves smoke Luckies 2 to 1 over all other cigarettes combined. Yes, Lucky Strike means fine tobacco - and more real smoking enjoyment for you. Make that next package you buy, Lucky Strike.

FANFARE

KYSER: The scores are in, and the faculty figures show the winner of tonight's examination to be *-with a perfect Score*  
*all the way - Miss Jean Cunningham*  
 (APPLAUSE)

KYSER: Tons of congratulations to you, dear \_\_\_\_\_.  
 Your brilliant scholastic achievement has added two hundred watts to the torch of wisdom. For your accomplishments, I now place in your chubby mit the sum total of thirty-five dollars in crisp new currency. Go up the Coast, young man, (OR WOMAN) and buy the Golden Gate Bridge. To you, *Mr. M. Dermott* worthy second placer, goes this *\$35* second prize of ~~twenty~~ dollars, and to the four other scholars ten dollars each and to all six a carton of Luckies. And to each and every member of our student body here tonight for cheerful chortles and big-time razzmatazz, a package of better-than-ever-Lucky Strike Cigarettes.  
 (CHEERS)

("FRENESI".....ORCHESTRA)

NEW KYSER RADIO THEME

KYSER: Well das all, chillun ... the old schoolhouse collapses in a heap until next week. And remember, next Wednesday is Ladies' Day at the College and we're looking forward to lot's of fun with six women contestants.

(SOUND: CACKLES ETC.)

~~And let the news hold the news - till next week~~

Don't forget your homework for the week is a mighty 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. 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.

*Handwritten scribble*

The American Tobacco Company  
KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - No. 177  
August 13, 1941

---

BOONE: (CHANT....."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 dollar chips, scholarships, fellowships  
and Mr. Chips - "Kay Kyser"

(KYSER THEME.....)

KYSER: Evenin' folks -- how're y'all? Once again we extend our finest academic lunch-hook to bid you welcome to ....

HIESTAND: Say - Professor - They have them at the baseball parks ...

KYSER: I know, Dean Hiestand - but not here.

ISH: They have one every week down at the bowling alley --

KYSER: ~~It's not dignified~~ ... *Is that so*

AUDREY: --- and at the roller skating rink.

JINNY: And say, Professor --

(BABBLE OF WOMEN'S VOICES)

KYSER: All right, all right -- you've convinced me -- I hereby proclaim that tonight is Ladies Night in the College of Musical Knowledge.

(WOMEN: HOORAY) (WOMEN AD LIBS)

KYSER: That's right sisters, it's "Ladies Night in the College" -- So start right out with a leap-year leap - grab your men and sweep 'em off their feet.

(1. HUT SUT SONG . . . . . ORCHESTRA)

(2. IT'S SO PEACEFUL IN THE COUNTRY . . . . . SIMMS, ORCHESTRA)

KYSER: All right, Dean Hiestand, tell 'em what happened ~~yesterday~~  
"just a little bit south of North Carolina" ~~yesterday~~.

HIESTAND: Well, folks - among the great tobacco markets opening  
August 12th, was Mullins, South Carolina. These openings  
are a big occasion for tobacco experts who buy, sell, and  
handle many millions of pounds of leaf yearly. But the  
auctions are important occasions for you smokers, too.  
You want to know who buys what tobacco because your  
smoking enjoyment depends on getting the milder, better-  
tasting leaf in your cigarette. Now no-one could be better  
informed on tobacco purchases - prices - quality - than the  
tobacco experts themselves....Why do independent buyers,  
auctioneers, and warehousemen smoke Luckies 2 to 1 over all  
other cigarettes combined? Mr. Fred E. McLaughlin, who's  
selling at Mullins this season, said recently:

MAN: It's my business as an auctioneer to know who's buying  
what leaf and how much they pay for it. At market after  
market I've seen Luckies pay the price to get the finer,  
milder tobacco. That's why I smoke Luckies.

WHITMAN: Smokers, isn't that just why you should smoke Luckies, too?  
For, in a cigarette, it's the tobacco that counts.  
If you want a milder, better-tasting cigarette, remember  
Lucky Strike means fine tobacco. So smoke the smoke  
tobacco experts smoke. Next time ask for Lucky Strike.

ORCHESTRA PLAY OFF

(QUICK SEGUE TO B.G. MUSIC ALA GILBERT & SULLIVAN)

-4-

ISH: Who's to be King of the May, mother,  
 Who's to be King of the May?  
 Will I be dressed  
 In Sunday best  
 Am I to be King of the May -  
~~(BAND)~~ I say - hey hey -  
 the May - today?

JACK: You won't be King of the May - nay nay ...  
 No man gets a look-in today  
 But ladies six  
 Will be up to the tricks  
 Of the Prof who signs K K  
 (BAND) I say - hey hey -  
 (AUDIENCE) Hooray - K K!

(AUDIENCE APPLAUSE)

KYSER: Ah - what wonderful pagentry by the faculty.

*Sound (girls giggles)*

-4-

1. Since this is ladies night in the College, Betty Piper of Spokane says it's most fitting to lead off with one of radio's leading ladies. Here's the theme of the hour show she MC's on the air. (PLAY). She is also heard on a daytime program five times weekly, and she's known as "The song bird of the South." From the following list pick 2 ladies who have ~~or had~~ programs on the air: Mary Astor, Mary Margaret McBride, Helen Mencken, Bess Johnson, Nellie Revel, ~~Eleanor Roosevelt~~.

2. For a moment let's turn our thoughts slightly to love. Billy Russell of Atlanta wants you tell us who were the lady loves of Romeo, Anthony, Napoleon, Sampson and Popeye.

3. George M. Cohan said "Mary Is A Grand Old Name," but Nellie Campbell of Rye Harbor, New Hampshire says Nellie is a pretty fine name, too. So let's see if you can pick out a "Nellie" song from the following three. (PLAY) (PLAY)(PLAY). And now what's the name of this one? (PLAY)



4. Lester Meadows of Los Angeles asks you to distinguish between Ma Perkins, Ma He's Making Eyes at Me, Ma Ferguson and Mah Jong.

5. Here's the theme of the first lady of swing. Sadie Bartlett of Lisbon Falls, Maine, wants you to name the song and the singer associated with it. (PLAY). The Bailey Sisters sing with Ben Bernie - is \_\_\_\_\_ one of them?

6. Statistics ~~certainly~~ prove that you lovely creatures go in for cosmetics in a big way so Joseph Connors of Rochester, New York wants you to provide the last names of four of these famous beauticians.

Elizabeth \_\_\_\_\_, Helena \_\_\_\_\_, Harriet Hubbard \_\_\_\_\_,  
Lady \_\_\_\_\_, Peggy \_\_\_\_\_, Barbara \_\_\_\_\_ . *ROSEMARY* \_\_\_\_\_

(QUESTION ROUND ONE - Page 3)

7. Many talented women are married to equally talented men. Lily Pons who sang at Hollywood Bowl last night is married to a famous musician who conducts this theme on the radio (PLAY). Bertha Davis of Phoenix, Arizona wants you to tell us who he is -- and what program he appears on?

8. Here's a little one Ish has cooked up, Miss \_\_\_\_\_. He wants you to sing the words to this little nursery rhyme. (SING) That's fine Miss \_\_\_\_\_ and now we'd like you to sing em over again, and at the same time break these eggs and beat em eight to the bowl. Ready now, no poaching from the audience. (SING)

9. Mary McDermott of Casper, Wyoming, says any ladies' man could tell you who these three girls are: However all you have to do is identify two. Listen (PLAY, PLAY, PLAY) What's a lady killer?

SOUND: CLASS BELL

HIESTAND: Hey - Professor - hold the inquisition - The ladies feel it's an imposition.

KYSER: Why Dean Hiestand, it's merely a supposition -- Snap out of it - ask the faculty for a decision -- They'll find it in the closet in my winter overcoat.

SOUND: (ABOUT FIVE BOMBERS FLY BY VERY LOW AND IN A HURRY - THEY DISAPPEAR)

BOBBY: Sorry, boss -- "Nothing but Moths".

BAND: "MOTHS MOTHS" "FLYING UP AND DOWN AGAIN" "MOTHS MOTHS" ETC.

KYSER: Ah yes -- the little cedar chest of the first exam is Miss \_\_\_\_\_ (APPLAUSE)

KYSER: Congratulations, my dear ~~\_\_\_\_\_~~  
*Sorry for OTHER 2 MOTHS got caught in the flame*

SOUND: (KNOCK ON WOOD)

~~CAYNE: "Is the Doctor In?"~~

~~JACK: "No - come in".~~

KYSER: Ah, there's so many things to see in Hollywood Miss \_\_\_\_\_  
~~\_\_\_\_\_~~ -- Go light up a Lucky Strike *SEE THE SIGHTS ON THE WAY BY CALLED FOR* and relax until the Finals. Right now, it's our ladies' night recess.

AUDIENCE: (GIRLS ONLY) (GOODY, GOODY)

KYSER: So rustle your bustle - glue on your wig - it's time for a tussle to the tune of a jig ....

(3. DADDY . . . . . MASON)

(4. THE THINGS I LOVE . . . . . BABBITT)

r

(CHANT ESTABLISH & FADE)

KYSER: Now, friends, here's that game smokers are talking about. Let's go, Dean Hiestand, with another session of "Lucky Markets!"

(CHANT UP....SOLD AMERICAN)

HIESTAND: Folks, in a cigarette it's the tobacco that counts. The better the tobacco, the better the cigarette. Well, this game of ours 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 last season bought over 96 percent of all the cigarette tobacco sold at auction in this country. Now a member of our audience, Miss Maurine Ryan, of San Diego, 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 last season for tobacco...and then (SOUND: CASH REGISTER) see what happens. All right, Miss Ryan will you draw the first name, please? Thank you -- it's Multrice, Sh.  
45 percent more.

MAN OR  
WOMAN:

MARKET PERCENTAGES QUOTED ON LUCKY MARKETS COMMERCIAL 8-13-41

F AZELHURST G.A. 42%  
MOU LIRIE, GA. 45%  
ROXB ORO, NC 22%  
AB ERDEN N.C. 10%  
HUGHESVILLE MD. 28%  
KENN R RIDGE VA. 27%

HIESTAND: 45 percent more in Moultrie, Ga (CASH REGISTER) and Lucky Strike pays the LADY with the Moultrie, Ga. card 45 dollars. Now friends, that means that at tobacco auctions in Moultrie, Ga, last season, 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 tobacco sold there....and the best we bought goes into Luckies. All right - next market being drawn from the goldfish bowl and it's ROANOKE, N.C..

(CROWD MURMURS UP)

(ETC.)

(BELL)

HIESTAND: Oh - oh, there's the bell, ending this session of Lucky Markets. Thanks, very much, everyone. Now Gayne Whitman points out why this game of ours is swinging more and more smokers to Luckies.

HIESTAND: 45 percent more in Moultrie, Ga (CASH REGISTER)  
 and Lucky Strike pays the LADY with the Moultrie,  
Pa. card 45 dollars. Now friends, that means  
 that at tobacco auctions in Moultrie, Ga, last  
 season, 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 tobacco sold there....and the best we bought goes  
 into Luckies. All right - next market being drawn from the  
 goldfish bowl and it's ROXBORO, N.C..

(CROWD MURMURS UP)

(ETC.)

(BELL)

HIESTAND: Oh - oh, there's the bell, ending this session of Lucky  
 Markets. Thanks, very much, everyone. Now Gayne Whitman  
 points out why this game of ours is swinging more and more

MARKET PERCENTAGES QUOTED ON LUCKY MARKETS COMMERCIAL 8-13-41  
 N AZELHURST G A. 42%  
 NEW LITRIN, GA. 45%  
 ROXBORO, NC 23%  
 AS BROOKEN N .C. 10%  
 HUGHESVILLE MD. 26%  
 KEW B RIDGE VA. 27%

WHITMAN: That's because smokers see for themselves how important all these percentages are. Yes, ladies and gentlemen, your own good sense will tell you that the actual figures from market after market are the best possible proof that Luckies pay the price to get the finer, the lighter, the naturally milder tobacco. And remember, every one of those tobacco markets was drawn completely at random, yet 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. Now in a cigarette it's the tobacco that counts. The better the tobacco, the better the smoke, and Lucky Strike means fine tobacco. No wonder that with independent experts -- with men who know tobacco best -- it's Luckies 2 to 1. Make the next package you buy, Lucky Strike.

5. AT A GEORGIA CAMP MEETING.....ORCHESTRA

6. DO YOU CARE.....SIMMS

(AUDIENCE APPLAUSE)



LUCKY STRIKE TIME.....BAND

KYSER: Stand by your stations, ~~men~~.

It's time for local identifications.

~~AUDIENCE: (Women) MEN.~~

LUCKY STRIKE TIME.....UP & OUT

-12-

~~HIESTAND: The second exam comes to Kyser College like women to  
the Isle of Man!~~

~~(WOMEN SCRAMBLE) (GOON LAUGHS)~~

~~KYSER: "I'm sorry -- you'll just have to wait your turn."  
And now quicker than you can say "Gocna Goona" our  
first contestant is \_\_\_\_\_.~~

( or )

HIESTAND: The second exam comes to Kyser College like a kiss  
in the dark.

(Smack - "Um Professor")

KYSER: "Umm - night schools not so bad" --

SOUND - GIRLS GIGGLE

-12-

1. Here's a little domestic story from Gene Duckwell of Hollywood who says it all started when he met a girl named (PLAY). He says "I fell hook line and sinker when she gave me (PLAY). Then I was puny and pathetic but I'm glad I fell because now I'm well. After ten years of wedded bliss (PLAY).

2. Anna Ravencroft of Baltimore, Md says a recently popular stage play and movie was about women, women everywhere and not a man in sight! What was it called? Can you name one who was in that picture?

~~The play Lysistrata was about Amazons - what type of woman is an "Amazon." Did they dig the Amazon River?~~ *what type of woman is an Amazon?*

3. *have very prominent girl vocalists*  
 Nowadays many orchestras ~~are equally known by their girl vocalists.~~  
 Eddie Garven of Wilkes Barre, Pa. says see if you can tell us who this sounds like. (PLAY) <sup>Now</sup> Is it Connie Boswell, Judy Star, Nan Wynn, Bonnie Baker or Sophie Tucker. Now what orchestra does she sing with? Can you tell us who any one of the following sings with: Helen O'Connell, Connie Haynes, ~~Gingy Simms~~ <sup>Rose Blue</sup>, ~~Marion Hutton~~ <sup>Harriet Hilliard</sup>, Paula Kelly, ~~Alice King, Ruth Robbins~~, Helen Forrest, etc.

(QUESTION ROUND TWO - Page 2)

4. For Evelyn Klein of Memphis, Tenn. would you be so kind as to distinguish between Aunt Jemima, Charlie's Aunt, Aunt Pitty Pat, and Aunt Hill?

5. Giles Souther of Portland, Oregon asks what this lovely lady's name is (PLAY). Which of these is a singer - Martha Scott or Martha Tilton? Can you name another "Martha" who is a comedian in the movies and who is also a mighty fine singer? And Martha by the way is gonna captain the Comedians when they meet the Leading Men tomorrow night in Hollywood's Annual Charity Base Ball Game. It's a great cause and I know it will be a terrific turnout.

6. I know it's an ordeal for you gals to have to make up your minds in a hurry, but Doris Wrigley of Sioux City wants you to quickly say right or wrong to the following statements.

1) Mama Dionne wrote "The Children's Hour."

2) *Est. correct* It's a woman's privilege to change her mind.

3) ~~Ziegfeld~~ said, "Thru these portals pass the most beautiful girls in the world."

~~4) Woman's place is in the home.~~

4) A woman's work is always done.

(QUESTION ROUND TWO - Page 3)

7. Ed Deneken of St. Louis says you oughta be able to get this one (PLAY). Our forefathers \_\_\_\_\_ for their food, but today super markets and neighborhood groceries make my lady's marketing easy. So from the following hints tell us what you're getting at market? By the leg...by the head...by the ear...~~by the foot~~...by the rib...

~~How do you buy sardines?~~ (BOBBY) *By the foot*

8. Charlotte Sanders of East St. Louis says you housewives are forever hearing ~~that back~~ door bell ring. (SOUND) Who's at the ~~backdoor~~ now.

ISH: "Madam, I have a little brush for you".

JACK: "A quart or a pint today?"  
*2 1/2 - 2 1/2 or 75 lbs*

EDDIE: "~~A large or a small piece?~~"

MAX: "I came to read the meter today lady."

GAYNE: "I'm a workin' my way through College." ~~KAY~~ ~~who's~~ ~~that?~~ (BOBBY)

9. Here's the theme of one of radio's popular domestic programs and Sam Wolner of Sanborn, North Dakota wants you to name the song and the program. (PLAY) Now that's either "The Battle of the Sexes," "The Marriage Club," Double Pneumonia, or "Double or Nothing" -- Is it customary for the bride to carry the groom over the threshold?

SOUND: (FIGHT GONG)

-16-

HIESTAND: That's the end of the round Professor.

WHITMAN: Ah, I wish you could have been here folks. It was a great fight. A left and a right and a frillard and a troldaloff right into the quanos.

KYSER: Never mind the double talk McCarthy - Who Won!

BOBBY: The Winner and champeen of the second round is

*Roy*

*Mrs. Madred Frankel*

(AUDIENCE APPLAUSE)

WINNER: "I'll be Home right after the finals Ma".

KYSER: Ah it's a woman's world - take off your kid gloves Miss \_\_\_\_\_, light up a Lucky Strike and relax cause Recess is here!

HARRY: (SIGN - "HOORAY")  
*Students*

KYSER: And ~~now~~ <sup>And as Now Being</sup> here's the number we play in the new LUCKY STRIKE MOVIE that's just out - and that Lucky Strike Salesmen ~~are~~ <sup>is</sup> showing all over the country - ~~We hope you like it.~~

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

(AUDIENCE APPLAUSE)

KYSER: ~~Yes sir~~ - and if you see a Lucky Strike salesman showing the new ~~Lucky Strike~~ movie at your cigarette counter - <sup>TAKE TIME TO SEE IT</sup> ~~go right ahead and have a look~~ - I think you'll get a great kick out of it - ~~and now Dean Hiestand, says:.....~~

-16-

KYSER: Now Dean Hiestand has a question.

HIESTAND: If somebody asked you to name the one thing about a cigarette that's most important, what would you answer? Well surely what counts is...tobacco. The right kind of leaf can make a cigarette milder, better-tasting, more enjoyable all around. In fact, to put it in a nutshell, the better the tobacco, the better the smoke. That's why our Lucky Markets Game that you heard a few minutes ago is so important to every cigarette smoker, for it actually lays proof on the line that we consistently pay the price to get the finer, the lighter, the naturally milder leaf. For example, as you recall, The American Tobacco Company last season paid <sup>23</sup>... percent, more than the average market price at Real Bona <sup>N.C.</sup> ~~W.C.~~ <sup>Hoyt Hunt</sup> ~~42~~ percent at Hoyt Hunt Ma. So it goes at market after market. The best tobacco we buy goes into Luckies. Yes, smokers, Lucky Strike means fine tobacco. That's why if you want a milder, better-tasting cigarette, smoke the smoke tobacco experts smoke. Make the next package you buy Lucky Strike.

- 8. MARIA ELENA.....ORCHESTRA
- 9. YOU AND I.....DUET

FANFARE

(FANFARE . . .)

HIESTAND: The final exam!

(MOANS FROM BAND AND AUDIENCE)

KYSER: Aah ----- woman's work is never done. Are our two  
surviving honey bees ready, Dean?

HIESTAND: Yeah, Professor.

KYSER: Are they combed, brushed and primped?

HIESTAND: They're bustin' with beauty.

KYSER: Well then --- put a fire under em and send them  
up here.

(BURLESQUE SCRATCHING ... SKYROCKET HISSING ...)

PAUSE AND ROCKET POP

(BAND AND AUDIENCE ON THE POP GO "AHHHHHHHHHHHHHHHHHHHHHH")

KYSER: Well, my high-flying co-eds ---- come right down  
in my well and ring my bell.

VOICE: (ON ECHO) Okay, boss (BELL RINGS)

KYSER: Away with fun and hand me my gun ... let's have  
cogitation and recitation ----

(ADD FINAL EXAM)

(OR)

HIESTAND: The final Round comes to Kyser College like an  
apple to the teacher.

KYSER; "Oh, two pippins."

(OR)

HIESTAND: The Final <sup>exam</sup> Round comes to Kyser College like a  
Pretty Maid milking her cow. (SOUND)



(FINAL QUESTION ROUND - Page 1)

1. Today women have come into their own and have taken a mighty important place in this world of ours so tonight we want to dedicate our final round to some of the career women. In the field of popular music here are two best sellers by a woman. (PLAY). What are the songs? That's right, written by Joan Whitney. Can you name another famous woman composer?

2. Dorothy Lawson of Birmingham, Alabama says to place these well known women in their respective fields. Helen Wills and Alice Marble? Dorothy Parker and Fanny Hurst? Katherine Cornell and Ethel Barrymore? Madame Curie? Frances Perkins. Florence Nightingale? Jacqueline Cockrane? *The first woman to ferry a timber to England* And incidentally, *all over America* Chillun, next week we're gonna salute *were gonna be* the defense workers who keep 'em flying by *ing* doing our broadcast from *Aircraft* a Lockheed Service Hangar at Burbank, California. *home of the P-38's*

(FINAL QUESTION ROUND - Page 2)

3. Women in the news - they make the news and report it - therefore, Marilyn Terhune of Youngstown, Ohio thinks it should be easy for you to give the last name of the following columnists:

Dorothy  
Eleanor  
Prudence  
Louella  
Hedda

4. Yes, today women are in all walks of life, medicine, government, politics, the arts and sciences. Everett Kennedy of Albuquerque says who was the first woman? Was there a picture called "The Lady Eve?" Is there one called "Kiss the Boys Goodbye?" What's this one called? (PLAY). That's right!

Sound- 9/99/ES

SOUND: GLASS BELL

-21-

HIESTAND: Exams are over.

HARRY: (HOORAY)

KYSER: The facultys off to faculty hall.

(MOUTH SIREN AND DOOR SLAM)

Yes and while they mull and skull and make out the report cards, chillun, sit with me in brief convocation while we hear a ~~summer session~~ ~~session~~ dissertation on ~~that required subject -~~ <sup>fine tobacco</sup> ~~finer tobaccos~~ - the speaker - ~~Dean Hiestand.~~

HIESTAND: When you hear the name Lucky Strike, think of the enjoyment you get from fine tobacco. For remember these two facts: that at market after market we pay the price to get the milder, better-tasting leaf - and that the independent tobacco experts themselves smoke Luckies 2 to 1 over all other cigarettes combined. Yes, Lucky Strike means fine tobacco - Make that next package you buy, Lucky Strike.

(FANFARE . . .)

-21-

KYSER: The faculty's back from Faculty Hall (REVERSE MOUTH SIREN) Yes and they hand the official tidings ---- the news that the queen bee -- the sweetest honey in the hive is Melba Frankel

(APPLAUSE)

KYSER: Ah, dear Miss Frankel you are the delight of Ladies' Night ... I kiss you chastely on the cheek and squeeze your little hand. Here, take this \$35 first prize and have the time of your life. To you dear second placer this second prize of \$20 stocking money ----- 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 wiggles, giggles, shimmys and shams -- a package of better-than-ever Lucky Strike Cigarettes!

(CHEERS)

(FREE FOR ALL at . . . . . ORCHESTRA)

(KYSER THEME . . . )

-23-

KYSER: Well das all, chillun -- the old school says thanks to all you ladies for being such good sports and making our ladies night such a success. And we're mighty grateful to all you women listners too for your loyalty to the College. Next week we'll be broadcasting from a huge airplane hanger and saluting the thousands of defense workers engaged in aviation.

**607  
ON  
AIR**

~~In the meantime have fun and hone up on your home work with an ear to Your Hit Parade and Information Please. The address for questions is Kay Kyser, Post Office Box 909, Los Angeles, California.~~

Until next Wednesday -- this is Kay Kyser . thinkin' 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. This is the Red Network of the National Broadcasting Company.

-23-

KAY KYSER MUSICAL ROUTINE

August 20, 1941

---

- |                                 |            |
|---------------------------------|------------|
| 1. PARA VIGO ME VOY             | ORCHESTRA  |
| 2. I WENT OUT OF MY WAY         | SIMMS      |
| COMMERCIAL #1                   |            |
| <u>ROUND ONE</u>                |            |
| 3. SOUTH OF NORTH CAROLINA      | ORCHESTRA  |
| 4. GREEN EYES                   | BABBITT    |
| COMMERCIAL #2                   |            |
| 5. I'VE BEEN DRAFTED            | MASON      |
| 6. YOURS                        | SIMMS      |
| STATION BREAK                   |            |
| <u>ROUND TWO</u>                |            |
| 7. I WANNA MAKE MUSIC ON A COMB | PRODUCTION |
| <u>COMMERCIAL #3</u>            |            |
| 8. CONGA                        | ORCHESTRA  |
| 9. TILL REVEILLE                | QUARTET    |
| FINAL ROUND                     |            |
| 10. FREE FOR ALL                | ORCHESTRA  |
| 11. AMAPOLA                     | ORCHESTRA  |

The American Tobacco Company

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - No. 178

August 20, 1941

BOONE: (CHANT 23--26. "SOLD AMERICAN")

HIESTAND: That chant is your reminder that Luckies are a milder, better-tasting cigarette, because we pay the price to get the finer, the lighter, the naturally milder tobaccos. With men who know tobacco best - it's Luckies 2 to 1.

(LUCKY STRIKE TIME.....)

AUDIENCE: "Keep 'em Flying"

HIESTAND: *yes keep 'em flying*  
Lucky Strike presents Kay Kyser's College of Musical Knowledge....~~and tonight, we're~~ broadcasting from a giant airplane hangar at Burbank, California.

AUDIENCE: (HOORAY)

(THEME)

(APPLAUSE)

KYSER: Evenin' folks....how y'all?

AUDIENCE: "Fine, Kay."

KYSER: You're fine - hey! Then everything's OK - because tonight our College of ~~Musical Knowledge~~ is saluting defense workers in aviation all over the U.S.A..... We're holding class in <sup>the big</sup> ~~one of the biggest~~ airplane ~~service~~ hangars at Lockheed Aircraft <sup>out here</sup> - Burbank, California.... where they're working night and day to "Keep 'em Flying". It is now six o'clock on the Pacific Coast and at midnight tonight these workers will be going on duty on their regular shifts. Between now and then we're gonna pep 'em up with some quizzes that are dizzes....some jokes that are fizzes and some tunes that are whizzes -- So come on, chillun -- yet's dance!

- (1. "PARA VIGO ME VOY".....ORCHESTRA)
- (2. "I WENT OUT OF MY WAY".....SIMMS)



KYSER: Now Déan Hiestand's going to tell you about a man from my own home state....

HIESTAND: Yes, folks....he's from Washington, North Carolina. His name is Cooper - Bob Cooper - and, smokers, he's a man you ought to know. For, as a tobacco auctioneer, he sells an average of 18 million pounds a year of that precious leaf on which your smoking enjoyment depends. Now Mr. Cooper sells to all tobacco buyers alike....but of the leaf "Sold American" he said:

MAN: As a tobacco man I know that the kind of smoke you get out of a cigarette depends on the kind of tobacco you put in it. At the auctions I see Lucky Strike pay the price to get the finer milder leaf. That's why I smoke Luckies for my own enjoyment.

WHITMAN: Ladies and gentlemen, as Mr. Cooper points out, in a cigarette it's the tobacco that counts. So surely it's worth your while to take a tip from tobacco experts like him....men who spend their lives, buying, selling and handling tobacco. They know that Luckies are milder and better-tasting because at auction after auction they see us pay the price to get the finer, the lighter, the naturally milder leaf. Yes, Lucky Strike means fine tobacco. That's why with independent experts - auctioneers, buyers, and warehousemen - with men who know tobacco best, it's Luckies 2 to 1. Make the next package you buy, Lucky Strike.

ORCHESTRA PLAY OFF

SOUND: SCHOOL BELL

-4-

HIESTAND: Class is about to begin -- and ~~now~~ over 5000 of the 42,000 National Defense Workers at the great Lockheed and Vega Plants are gathered here during their time off, ~~to witness a session of the old College.~~ High up on the lecture platform our first three scholars are ready to take their exams for degrees and \$95 in prizes. -- I press a button and from a scout plane ten miles over-head our old Professor bails out.

(BUZZER)

WHITMAN: He's just a dot -- now he gets bigger -- he's comin' in fast -- he's getting bigger -- bigger -- bigger - faster - faster -- hold that glass of water steady - here he comes.

~~(TINKLE .. OF LITTLE GLASS .. PAUSE AND SMALL SPLASH OF WATER)~~

KYSER: I made it, I made it. Quick, hide me, fellers, I'm a new secret <sup>Army</sup> Lockheed model.

(ADD FIRST EXAM)

-4-

1. Bert Hollaway said he overheard a couple of boys in the hangar talking about a blind date they had the night before. The first feller said - "Say, your girl turned out to be a honey - where does she live?" The second fellow replied, "Right close by at (PLAY) The first feller said, "Say, you sure were lucky, I ran out of gas taking my girl home - she lived (PLAY)

2. In school we learned our "ABC's" - in life our "P's and Q's" - but when it comes to flying, Grace Cain of Cleveland says you have to know your "B's and P's." What plane is known as the B-19? What plane is known as the P-38? ~~They're the most photographed planes in the world.~~

~~What is the meaning of Vega Ventura?~~ *Eves Boeing make "The Flying Forties"*

3. Richard Arkland of Des Moines, Iowa...says one of America's favorite orchestras. went "Flying Down to Rio" this summer. See if you can tell us who he is from this theme (PLAY) He's known as "The Magic Piano Fingers of Radio". ~~Is~~ *There* a picture called "Flying Down To Rio"? Name one of the stars.

(QUESTION ROUND ONE - page 2)

4. Mary Alstatt of Louisville, Kentucky says for you to distinguish between Test Pilot, Co-Pilot, <sup>Pilot Boat</sup> ~~Stunt Pilot~~, and Gas Pilot. ~~Does the Air Corps use Air Rifles?~~

5. F. J. Siebert of Topeka, Kansas says this one is about a flier who left New York and was heading for California where everyone is wearing a coat of tan. But something went wrong and much to his surprise where he landed the folks were (PLAY). Who was he? When you go blind flying do you get air tight?

6. Boy when you get up in that good old sky you have to know right from wrong and no maybe! So tell Jenny Foster of Kensington Pa...

which of these statements are right or wrong:

*Roosevelt holds the official U.S. speed record in the air*

1) ~~The Lightning or P-38 is regarded as the fastest airplane in the world.~~

*D dirigibles are filled with helium*

2) ~~Skywriting is done sideways.~~

3) The Hudson Bomber was named by the British after the Hudson River.

4) A Boston Barber is called a Yankee Clipper.

7. Here's a popular song played in the style of an Orchestra Leader who calls his music "Skyline Rhythms" and Betty Reich of Milwaukee wants you to name the song and the Orchestra Leader (PLAY). First the song?

MR \_\_\_\_\_ Now the Orchestra Leader? It's either Rio Rita, Rita Rio, Ted Fio Rita, or Chicken Fricasse-ta? Are airplane propellers known as "Gay Young Blades"?

8. It's a terrific thrill when you hear the sounds of the propellers twirling and Arthur Livingston of North Hollywood, California wants you to listen closely and from the following sound effects tell us whether this plane is taking off or landing? (SOUND) <sup>RB8 Take off</sup> What's this plane doing now? (SOUND) <sup>starting</sup> Now from the sound of this motor would you say this was a Bomber or a Pursuit ship? (SOUND) <sup>Bomber</sup>

9. All over America you see posters reading "LET'S GO U.S.A. KEEP 'EM FLYING". Can you tell us how many planes are shown in that poster? One, Two, Three, Six or Nine? Now from these three songs tell us the one you think is "The Spirit of the Air Corps" (PLAY) (PLAY) (PLAY) That's right Number \_\_\_ composed by Major Wm. Clinch of Randolph Field, Texas - The West Point of the Air..

SOUND: CLASS BELL

HIESTAND: Stop stop, Professor - your fuselage is shaking and the scholars are quaking -

KYSER: Zipper your airpocket Dean Hiestand. The Faculty declares the Lodestar of the first exam is \_\_\_\_\_

(APPLAUSE)

Well, kick my rudder and call me backwash if you aren't a credit to the old school Mr. \_\_\_\_\_.... ~~clutch your power drill~~ -- I promote you to the senior class -- go, light up a Lucky Strike and idle your engine until you are called for the final exam -- right now students get on the Beam -- give it the gun and ~~come on~~ <sup>right</sup> have fun.

(AUDIENCE HOORAY)

- 3. (SOUTH OF NORTH CAROLINA.....ORCHESTRA
- 4. (GREEN EYES.....BABBITT

(APPLAUSE)

(MUSIC ESTABLISH THEN FADE)

VOICE #1: Lake City, South Carolina, Tuesday, August 12th. Today the 1941 tobacco auctions begin in Lake City.

VOICE #2: Any one can bid - any one can buy - as thousands of pounds of tobacco come up for sale!

VOICE #3: Excitement is running high among farmers and buyers alike as they crowd into the big tobacco warehouse.

(MUSIC UP - TAKEN OUT BY CROWD NOISE - CHANT - SOLD AMERICAN)

WHSMAN: At 22! (CHANT)

CARPENTER: This is Ken Carpenter, ladies and gentlemen, reenacting this year's opening on Tuesday, August 12th, of one of the country's great tobacco markets - Lake City, South Carolina. There must be at least 3,000 baskets of tobacco in this one warehouse alone. Standing between the long rows of baskets are scores of spectators. They're in a holiday mood but everyone listens intently as the auctioneer chants out the bids. Hear him? All this tobacco is sold, basket by basket, you know. A dozen or more buyers are bidding for the fragrant leaf that's now being sold...and I think ... yes ... here comes the sale.

(SOLD TO X)

d

WHSMAN: At 25!

CARPENTER: 25 - 25 dollars a hundred pounds - that's the warehouseman's opening bid for this next basket. It's fine, mild leaf and already the bid's been raised by three different buyers. It's up to 28 ... 28. Now Lucky Strike makes it 29 ... an export company 30 ... and right away a leaf company bids 31. 31 - 31 chants the auctioneer. Are they all done? No ... no ... another cigarette company bids 32 ... a leaf company 33 ... and Lucky Strike makes it 34! Any more bids? No ... this basket's going ... going to Luckies at 34.

(CHANT UP - SOLD AMERICAN)



WHITMAN: Smokers, you get what we pay for! Yes, you get a milder, better-tasting smoke in Luckies because we pay the price to get the finer, the lighter, the naturally milder tobaccos. That's true at auctions this year, as every year, and the proof is in actual reports from the tobacco markets. For example, on Tuesday, August 12th, opening day of this year's auctions in Lake City, South Carolina, The American Tobacco Company paid 26 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products - yes, 26 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. Yes, Lucky Strike means fine tobacco. No wonder that with independent experts - with men who know tobacco best, it's Luckies 2 to 1. Next time you buy cigarettes, ask for Lucky Strike.

5. I'VE BEEN DRAFTED.....MASON

6. YOURS.....SIMMS

GLEE CLUB -- STATION BREAK

(GLEE CLUB AND BAND VOCAL)

(FADE FOR)

WHITMAN: The old school looks into the darkening sky tonight and smiles with pride at a wondrous sight (FADE IN FORMATIONS OF PLANES OFF) (HOLD THEM IN UNTIL THE BREAK) Planes that roar over in endless procession ... planes for defense -- for every national need ---- and the old school comes to a full salute for every man in the airplane industry who is in there tryin' and keepin' em flyin' as pulling back our stick we hit a lick across the nation to roar over every station.

.....STATION BREAK.....

~~LUCKY STRIKE TIME~~ *Kyren March*

ORCHESTRA

HIESTAND: The second semester comes to Kyser College like our class  
poet with a chance to recite.

(PITCH PIPE)

ISH: Planes for defense and not one cent for spinach  
Says me, Patrick Henry Kabibble  
And I'm a goon who ain't goona quibble,  
These defense guys are the best I ever seed  
The ones who work for old Lockheed  
Guys who're in there kiakin it around  
To get those airplanes offn the ground.

(CHEERS) & KYSER MARCH

KYSER: Pitch your propellers - and step up <sup>live your</sup> your fellers - this is  
the second exam.

(QUESTION ROUND TWO - page 1)

1. C. B. West of Charlotte, North Carolina says he knows a man who's always up in the air, yet ~~who does very little~~ <sup>he does no</sup> actual flying. He's the (PLAY). He glides through the air with the greatest of ease -- What's meant by gliding or soaring? Do gliders have motors?

*No how to they get off the ground?*

2. Angeline Wiegand of Chicago says she's sure you can tell us the difference between a seaplane, a monoplane, an aquaplane, and "Living On A Higher Plane"?

3. Just a few seconds ago we told you about the flight of the man on the flying trapeze. Now M. A. Graham of El Paso, Texas would like you to tell us whose flight this is (PLAY) The males are called drones - what's an airdrome? What does it mean when a fellow worker puts the B on you?

(QUESTION ROUND TWO - page 2)

4. Throughout America interest in aviation is tremendous - and every day in every way more planes are taking to the air from Flying Fields all over the country. Lillian Razzar of New Orleans says being on the West Coast here where so many planes are made it should be a simple matter for you to tell us three well known makes of planes? What kind of planes have wings like a windmill? ~~What make of plane is The Stratoliner?~~

5. Here's the theme of an orchestra that keeps 'em dancin' on the beam. Listen and tell Frank Robinson of St. Petersburg, Florida who he is (PLAY) Do you know what musical instrument he plays? ~~The~~ *What make of plane is the stratoliner? Is there a plastic plane? is called a licorice stick - what's an airplane stick?*

6. Janice M. Davis of Terre Haute, Indiana says "All Gods Chillun Got Wings" but she wants you to name - three things that have wings? Who was the blonde girl introduced in the picture "I Wanted Wings"? Do carpenter's planes have wings?

(QUESTION ROUND TWO - page 3)

7. Ann Cauley of Portland, Oregon says imagine you're doing a little flying on your own and from the following music cues you tell us just ~~whether we're over land or sea~~ <sup>land</sup> ~~what states you're flying over~~ (PLAY) And now ~~where are you~~ <sup>what are we flying over</sup> (PLAY) ~~→ sea~~ <sup>Islands</sup>

And now are you over continent, sea or the Islands (PLAY)

8. Mr. \_\_\_\_\_ I've hardly heard a beep or a peep out of you all night so we're going to take the advice of Harold Decker of Pittsburgh and have Lyman Gandee play \_\_\_\_\_ and everytime he makes a mistake I want you to say "Beep" (PLAY) ~~What's the meaning of the expression "The Sky's the Limit?"~~ <sup>What's the difference between altitude & altitude?</sup>

9. When we look at the progress aviation is making, it's something to marvel at. Martha Havers of San Francisco says it represents (PLAY) Is there a March Field? ~~What's the name of the big air field in New York?~~ <sup>Do planes take off into the wind or against it.</sup>

SOUND: CLASS BELL

HIESTAND: The Exam is over - ground the contestants Professor.

KYSER: Deed <sup>I will</sup> ~~it is~~ Dean Hiestand - and <sup>we'll have a decision</sup> just as soon as the Faculty comes out of the wind tunnel ~~we'll have a decision~~. (SOUND: WIND GUSH-AND STEAMSHIP WHISTLE) Say, what kind of a ship they got in there anyhow?

ISH: A scholar ship Professor - and it goes to \_\_\_\_\_

KYSER: MR. \_\_\_\_\_

(APPLAUSE)

KYSER: Ah the factory wheels keep turnin - MR. \_\_\_\_\_ <sup>assembly</sup>  
and you have tooled up for the finals - you're on the line  
- so light up a Lucky Strike and shine up your bombsight  
for the final questions. <sup>music</sup> Right now recess is officially  
<sup>you know at one time or another I guess everybody's made music</sup>  
here ~~so swing open the hangar gates and let in the dotes -~~  
<sup>tissue paper & a comb - Bro. Parsoning & Bill Hampton have written a song</sup>  
~~there's noppin and stompin - so let's syncopate.~~  
<sup>it, so let the birds again & make music on a comb</sup>

7. I WANNA MAKE MUSIC ON A COMB -----PRODUCTION

AUDIENCE APPLAUSE

THIRD COMMERCIAL

KYSER: Now, smokers, Dean Hiestand points out something it'll be worth your while to remember.

HIESTAND: It's just this, ladies and gentlemen ... better tobacco makes a better cigarette. Yes, better in every way ... mildness - better taste - whatever qualities you're looking for ... it's the tobacco that counts. And Lucky Strike means fine tobacco. You have proof of this! For we bring you reports from market after market all over the South - reports that show we pay the price to get the finer, the lighter, the naturally milder leaf. For example, last season, The American Tobacco Company paid 32 percent more than the average market price for tobacco at Lawrenceville, Virginia, 37 percent more at Live Oak, Florida, 44 percent more at Danville, Virginia. So it goes at market after market - and the best tobacco we buy goes into Luckies. Now surely you want a milder, better-tasting smoke - so why not buy a cigarette you know is made of fine tobacco. Yes, smoke the smoke tobacco experts smoke. Make your next package Lucky Strike.

- (8. CONGA . . . . . ORCHESTRA)
- (9. TILL REVELLE . . . . . QUARTET)

r



(FAST TRAIN HEARD COMING AND IT ROARS IN BLOTTING OUT EVERYTHING)

KYSER: Hey --- what's a train doing in this airplane hanger?

(TRAIN GRINDS TO A STOP PUFFING AND SCREECHING)

TRAIN: Sorry, Professor -- I was listening to your program and I got lost Choo --- choo --- wheuuuuuu - wooo ---- wooooo

(TRAIN PULLS OFF WITH BELL RINGING)

KYSER: Silly world -- what's next.

(FANFARE)

*cut*

( or )

(FANFARE)

HIESTAND: The final Exam comes to Kyser College -- like a photo finish.

(SOUND)

KYSER: Bend those joints and toss a toe --  
Bend them ears and come on let's go.

*Hiestand: "The final exam"*

(FINAL QUESTION ROUND - page 1)

1. Tonight our final round deals with birds and birdmen - and is dedicated to all who took part in making flying what it is today. Miss Carolyn Maddox of Atlanta, Georgia says for a starter suppose you tell us the name of the bird in this song (PLAY) What bird flew over both the north and south pole? Who made the first successful air plane flight and where?

2. When you see so many beautiful planes in the sky you're reminded of all the beautiful birds that fly. Martin Hayes of Salt Lake City says here's one you should get quickly (PLAY) That's either La Golondrina, the Swallow, or La Cumparsita. From the following list pick three birdmen who flew across the Atlantic -- Richard E. Byrd, Amelia Earhart, Wiley Post, Dick Merrill, Clarence Chamberlin, Jacquelin Cochrane?

3. May Marsh of Bridgeport, Connecticut says if you're a record fan - or listen to the record programs on your radio you've most likely heard this bird song (PLAY) ~~Now is that Flamingo, Fandango or Let's Go?~~ Who are the Junior Birdmen of America? Is the Pursuit of Happiness a new type of pursuit plane?

4. And now here's one about a bird that flies high and is symbolic of strength and courage. (PLAY) That's Under the Double Eagle, the double dollar, double duty, or double or nothing? Did Howard Hughes fly around the world in 3 days, nineteen hours and nine minutes. ~~And when you see a star on a plane in the sky - what country does it represent?~~ *what symbol is placed on U.S. army & navy planes*

SOUND: CLASS BELL

-22-

HIESTAND: Exams are over.

(CHEERS)

KYSER: Hold it, chillun ---- our faculty retires to the wrangling room to make out your reports --- while they are gone, sit with me in brief convocation while Dean Hiestand delivers a scholarly dissertation on the finer leaf.

HIESTAND: When you hear the name Lucky Strike, think of fine tobacco. For remember these two facts: That at market after market we pay the price to get the milder, better-tasting leaf - and that the independent tobacco experts themselves smoke Luckies 2 to 1 over all other cigarettes combined. Yes, Lucky Strike means fine tobacco. Make that next package you buy, Lucky Strike.

FANFARE

-22-

-23-

KYSER: And now here they come - Our Faculty from the Sky!  
(SOUND ALA POWER DIVE)

KYSER: B-T-9's  
(SOUND)

KYSER: B-T-14's  
(SOUND)

KYSER: And the one who B-T all the rest - that Flexible Flyer  
from Lockheed - Mr. \_\_\_\_\_  
(AUDIENCE APPLAUSE)

KYSER: AH MR. \_\_\_\_\_, You have taxied your  
way into "Big Money". Take these dollars with wings  
and fly the coop to the tune of \$35. ~~To you dear second-~~  
~~placer \$20 zipper supper money and a rubber parachute~~  
~~to help you bounce your way home.~~ To the other four  
scholars ten dollars each and to all six a carton of  
Luckies. Then to each and every member of our Lockheed  
and Vega family here tonight - for those swell cheers  
and good old flying sport a package of better-than-ever  
Lucky Strike Cigarettes.

(AUDIENCE APPLAUSE)

~~KYSER THEME~~ *Free For All*

-23-

-24-

KYSER: Well - das all chillun -- the old classroom has  
 sure been happy to be ~~pitched~~ here in <sup>this</sup> the big hanger  
 of the Lockheed Airplane plants <sup>at Burbank, Calif</sup> --- happy and honored  
 to dedicate this session of the College to all the  
 chillun throughout the country who make our planes  
 for defense. We'll be back, set up and rarin' to  
 go in Los Angeles next Wednesday night at the same  
 time ---- in the meantime brush up on your larnin'  
 by attending Your Hit Parade and Information Please.  
 The address for questions is Kay Kyser, Post Office  
 Box 909, Los Angeles, California. Until next  
 Wednesday, this is Kay Kyser thinkin' 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.

THIS IS THE RED NETWORK OF THE NATIONAL BROADCASTING  
 COMPANY.

-24-

ROUTINE

KAY KYSER

AUGUST 27, 1941

- |  |           |
|--|-----------|
| 1. Hut Sut Song                        | Orchestra |
| 2. I Guess I'll Have To Dream the Rest | Simms     |

COMMERCIAL 1

ROUND 1

- |                    |         |
|--------------------|---------|
| 3. Daddy           | Sully   |
| 4. Cowboy Serenade | Babbitt |

COMMERCIAL 2

- |                |           |
|----------------|-----------|
| 5. By Heck     | Orchestra |
| 6. Do You Care | Simms     |

...STATION BREAK...

ROUND 2

- |                         |            |
|-------------------------|------------|
| 7. Alexander the Swoose | Production |
|-------------------------|------------|

COMMERCIAL 3

- |                |           |
|----------------|-----------|
| 8. Maria Elena | Orchestra |
| 9. You and I   | Duet      |

FINAL ROUND

- |                               |           |
|-------------------------------|-----------|
| 10. With a twist of the Wrist | Orchestra |
| 11. Amapola                   | Orchestra |

- 1 -

LUCKY STRIKE "KAY KYSER"  
Opening - August 27, 1941

(CHANT ENDING "SOLD AMERICAN")

ANNOUNCER: Let that chant remind you that Lucky Strike means fine tobacco. At market after market we pay the price to get the milder, better-tasting leaf. 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 - class in the class room - rumpus <sup>from</sup> in the rumpus room - and ~~here comes the cut up from the cutting room - "The old Professora from RKO-la"~~ <sup>dynamite from the powder room</sup>

KAY KYSEROLA: *KAY (TNT) KYSER*

(KYSER THREE AND AUDIENCE APPLAUSE)

- 1 -



KYSER: Evenin' folks - how're y'all? <sup>Is</sup> ~~Let's see if~~  
~~everybody's~~ <sup>everybody</sup> ready for tonight's class  
session.

VOICES: "Yes Teacher".

KYSER: Ish Kabibble - did you get the scholarship  
prize money?

ISH: (CROSS FADE) 92 - 93 - 94 - 95! All here,  
Professor.

KYSER: Then open the door, and see if our six  
contestants are safe under lock and key.

SOUND DOOR OPENS - WAILS AND GROANS - DOOR CLOSES

AUDREY: All safe and sound.

KYSER: Then wind up the band, (RATCHET) Things are gonna  
be grand - Push the switch (BIG SPARK GAP) and get  
yourself hitched. Ready Chillun yets dance.

1. (HUT SUT SONG . . . . .ORCHESTRA)
2. (I GUESS I'LL HAVE TO DREAM THE REST. . . . . STIMMS)

A

Commercial #1 -

KYSER: Go ahead, Dean Hiestand, tell the folks what all the shoutin' was about <sup>Yesterday</sup> ... ~~Down North Carolina way ... just yesterday.~~

HIESTAND: Well, folks, yesterday, August 26th, was the opening day of the tobacco auctions in Greenville, North Carolina. Farmers from miles around crowded into Greenville's ten big tobacco warehouses to greet old friends and chat with the tobacco experts who were there to buy, sell and handle the leaf. These tobacco experts, you know, are on hand at every tobacco auction. They see who buys what tobacco and the prices paid. That's why their opinion of cigarettes is mighty valuable to you smokers. One of these experts, Mr. Ray Oglesby, an auctioneer at Greenville, said recently:

MAN: The finer, milder leaf costs more at the tobacco auctions. And that's the kind of tobacco I've seen Lucky Strike buy at markets where I've sold ... so naturally I pick Luckies for my own cigarette.

WHITMAN: Smokers, if you could see what Ray Oglesby sees at the tobacco auctions, chances are you'd smoke Luckies too. For experts like Mr. Oglesby know that Luckies are milder and better-tasting because at market after market they see us pay the price to get the finer, the lighter, the naturally milder leaf. Yes smokers, Lucky Strike means fine tobacco. That's why with men who know tobacco best, it's Luckies 2 to 1. So next time you buy cigarettes, ask for Lucky Strike.

(PLAY OFF. . . . . ORCHESTRA)

A

-4-

SOUND: (ROLLING DICE)

VOICES: 'Let 'er ride" - "Six" "Come on Six" "Seven"

BLESTAND: Now now - no more skull practise in the gym. You first  
three scholars cut out the messin' and start the lesson --  
here's Professor Kyser -

(KYSER MARCH . . . ) (AUDIENCE APPLAUSE)

KYSER: Step up, \_\_\_\_\_... nurse your bruises and  
lean on the Muses. Here's your first question.

(ADD FIRST ROUND)

-4-

d

1. This one from Winston Wallace of Montclair, New Jersey concerns the love letter of an Army boy to his sweetheart back home. Her name was (PLAY) In this letter he says \_\_\_\_\_ I think of you all during the day and then dream of you (PLAY). All I want to know from you is (PLAY).

2. There were so many endearing salutations this soldier boy might have used to start his letter to Marie Elena <sup>and</sup> ~~that~~ from the following list Mary Paulsen of Des Moines, Iowa wants you to pick out three that are the names of hit songs: "My Dear", "My Darling", "~~Dearest~~", "Honey", "My Own", "<sup>My Dizzy Dane</sup> ~~Stupid Brains~~", "Sweetie Pie", "<sup>Pan</sup> ~~Pickle Puss~~".  
*and "I'll be glad when you're dead you ~~hate~~ you"*

3. Continuing the love-letter of this khaki who's whacky over Marie Elena, he wrote in his last paragraph "Marie, you're all (PLAY). I'm Thinking of You' and I want you to know I'm (PLAY)." By the way, how do you start and close your letters to your sweetheart?

4. Marian Roder of Pittsburgh says that Hayes is such a well-known family name, he's sure you won't be hazy about the following "Hayes" - distinguish between Helen, Will, Grace, Rutherford, ~~Birchard~~, and Sam Hayes. *and Will Hay?*

5. R. J. Sullivan of San Francisco wants you to name this well-known nursery rhyme (PLAY). Complete this well-known adage for us - "A bird in the hand is worth \_\_\_\_\_." In baseball, what is meant by "The Bush League"? *Is the Home of David baseball team in the Bush League*

6. Madge White of Peru, Ind. wants you to give us the first names of three of the following well-known composers: Gershwin, Kern, Foster, Van Heusen, Sousa, Bond. *(or you could say any bonds today)*

(FIRST QUESTION ROUND - Page 3)

7. Here's the theme song of a very popular singing cow-boy and Herbert Martin of New Orleans wants you to listen and tell us who he is. (PLAY) Did Gene Autry or Gene Austin popularize "My Blue Heaven"? Who is Gene Tierney?

8. The boys in the band are going to give some imitations now and Angie Sherwood of McAlester, Okla. wants you to listen and tell us where we are and what they're imitating. Don't Look Back. (SOUND A) (SOUND B)(SOUND C)

9. Bing Crosby is having some great horse races down at his Del Mar track, but H. S. Palmer of Waco, Texas wants you to tell us where the races are in this song. (PLAY) Now tell us where in Kentucky they have the Kentucky Derby; where in Indiana they have the Memorial Day Auto Races and where in Ohio they have the Soap Box Derby.

SOUND: CLASS BELL

HIESTAND: No more questions Professor - the bell has sounded and the contestants have floundered.

KYSER: Yes, yes and the faculty <sup>90%</sup> ~~will~~ report with a winner before you can say Jack Robinson.

JACK: (DRAWL) Ja-a-ack Roo-bin--sssssss

KYSER: Hold it - Thank you, Faculty, and ~~the~~ the winner of the first exam is \_\_\_\_\_!

(APPLAUSE)

KYSER: The record book has been re-written here tonight, my dear Mr. \_\_\_\_\_ ... you are hereby graded A and sealed in a quart bottle until the Final Exam. Light up a Lucky Strike and relax. Repose on the rostrum while the rest of the scholars ramble with the rippy-tippy -- rassel with the rhythm -- and recreate to the rollicking rondelays. What I mean chillun - is come on let's dance.

(3) DADDY.....MASON

(4) COWBOY SERENADE.....BABBITT

d

(CHANT ESTABLISH AND FADE)

KYSER: Now, friends, here's that game smokers are talking about. Let's go, Dean Hiestand, with another session of "Lucky Markets!"

(CHANT UP - SOLD AMERICAN)

HIESTAND: Folks, in a cigarette it's the tobacco that counts. The better the tobacco, the better the cigarette. Well, this game of ours 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 last season bought over 96 percent of all the cigarette tobacco sold at auction in this country. Now a member of our audience, Miss Joyce Smith, of San Gabriel, 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 last season for tobacco ... and then (SOUND - CASH REGISTER) see what happens.

All right, Miss Smith will you draw the first name please? Thank you - it's South Boston, Mass V.2.

MAN OR  
WOMAN:

2/0 percent more.



LIST OF LUCKY MARKETS -AUGUST 27, 1941

a- SOUTH BOSTON, VA.	40%	-a
b- SMITHFIELD, N. C.	6.5%	-b
CHADWORTH, N. C.	55%	
OXFORD, N. C.	30%	
HAMIRA, GA.	38%	
PAMPLICO, SOUTH CAROLINA	54%	

HIESTAND: a percent more in a, \_\_\_\_\_,  
(CASH REGISTER) and Lucky Strike pays the \_\_\_\_\_ with  
the \_\_\_\_\_, \_\_\_\_\_ card \_\_\_\_\_  
dollars. Now friends, that means that at tobacco auctions  
in a, \_\_\_\_\_, last season, The  
American Tobacco Company paid a percent more per pound  
for the tobacco it bought for its cigarettes and other  
tobacco products - yes a 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. All right - next market being drawn from the  
goldfish bowl and it's b, \_\_\_\_\_.

(CROWD MURMURS UP)

(ETC.)

(BELL)

HIESTAND: Oh - oh - there's the bell, ending this session of Lucky  
Markets. Thanks very much everyone. Now Gayne Whitman  
says he can sum up the real meaning of this game in just  
five words.

HIESTAND: a percent more in a, \_\_\_\_\_,  
 (CASH REGISTER) and Lucky Strike pays the \_\_\_\_\_ with  
 the \_\_\_\_\_, \_\_\_\_\_ card \_\_\_\_\_  
 dollars. Now friends, that means that at tobacco auctions  
 in a, \_\_\_\_\_, last season, The  
 American Tobacco Company paid a percent more per pound  
 for the tobacco it bought for its cigarettes and other  
 tobacco products - yes a 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. All right - next market being drawn from the  
 goldfish bowl and it's b, \_\_\_\_\_.

(CROWD MURMURS UP)  
 (ETC.)

(BELL)

HIESTAND

of Lucky  
 Whitman  
 in just

LIST OF LUCKY MARKETS -AUGUST 27, 1941

a - SOUTH BOSTON, VA.	40% - a
b - SMITHFIELD, N.C.	6.5% - b
CHADE OURN E, N.C.	55%
OXFORD, N.C.	30%
H AH IRA, GA.	38%
PAMPLICO, SOUTH CAROLINA	54%

a

-11-

WHITMAN: The five words are: Lucky Strike means fine tobacco ...  
 That's what this game of ours proves! For, ladies and gentlemen, the percentage figures you heard show that, at market after market, we pay the price to get the finer, the lighter, the naturally milder leaf - the kind that gives you a milder, better-tasting cigarette. For remember, at every one of those tobacco markets, drawn completely at random, The American Tobacco Company paid well above the average market price for tobacco - and the best we bought goes into Luckies. So, smokers, there's the proof that Lucky Strike means fine tobacco. No wonder that with independent experts - with men who know tobacco best, it's Luckies 2 to 1. When you buy your next package of cigarettes ask for Lucky Strike.

(5) BY HECK.....ORCHESTRA

(6) DO YOU CARE.....GINNY

REPRISE LUCKY STRIKE TIME

-11-

LUCKY STRIKE TIME

ORCHESTRA

HIESTAND: Now, <sup>Notion</sup>~~students~~, our musical education  
takes a brief vacation for station  
identification

\*\*\* STATION BREAK \*\*\*

(LUCKY STRIKE TIME UP AND OUT)

COLLEGE CHIMES.....SOUND

HIESTAND: Ah it's so peaceful on the campus - three lovely maids  
with narry a care - but first thing you know out of  
nowhere - comes Professor in his long underwear.

(SOUND: SLIDE WHISTLE)

(GOON LAUGH)

KYSER: "~~Ah fancy our meeting" -- Hurry now,~~  
~~time's a fleeting~~

*Summer underwear is right -  
You can't pull the wool  
over my thighs*

HIESTAND: The second semester comes to Kyser College  
like a woman being sawed in half!

(SHE GETS SAWED IN HALF WITH A SAW)

WOMAN: Are you through now?

ISH: Not yet -- but we will be in a minute.

(GOES ON SAWING)

(THERE IS A SCREAM AND A BUMP)

HIESTAND: Hold everything Ish --- what did you do to  
that poor woman.

ISH: Sawed her in half -- it's a trick

HIESTAND: Why did you do it?

ISH: We had 4 girls (GIGGLES)

HIESTAND: Then let these three beautiful maidens who  
are in one piece stay in one piece --- and if  
anybody gets to take them apart it's the  
old professor.

KYSER: Yes suh -- just step right up and throw your arms  
around some higher musical culture.

(ADD SECOND EXAM)

CUT

(SECOND QUESTION ROUND - Page 1)

1. This one from Eleanor Gray of Kansas City, Mo. concerns one of radio's popular babies who's always asking "Why". (PLAY) In this question \_\_\_\_\_ is asking \_\_\_\_\_ (PLAY) ~~In that song, what are they made of?~~  
*(where, oh where has my little dog gone)*

2. Speaking of \_\_\_\_\_, Fergus Fay of Helena, Mont. thinks it would be dandy to ask you to distinguish between Daddy-Long Legs, My Heart Belongs to Daddy, ~~The Daddy of them all,~~ <sup>Soxy Daddy</sup> and the Daddy of our Country.

3. Here's the theme song of a popular West Coast orchestra leader opening tomorrow night at the Biltmore Bowl, here in Los Angeles and Karl Schullinger of Needles, California wants you to listen and then tell us who he is (PLAY). ~~It's either Carl Hoff, Carl Ravazza, Carl Stanton, or Boris Karloff.~~ <sup>OR CAROLINA MOON</sup> What orchestra plays "the sweetest music this side of Heaven"? What orchestra leader is known as "The Waltz King".

b

(SECOND QUESTION ROUND - page 2)

4. It's tonight's right or wronger and Gordon Stimson of Omaha, Nebr. wants you to tell us whether the following statements are right or wrong:

- 1) Who's Yehudi Menuhin is the name of a song.
- 2) The Defense ~~Band~~ program replaced Fred Allen this summer.
- 3) The Sextet from Lucia is sung by six voices.
- 4) Abbott and Costello are an adagio dance team.

5. The middle strain of a song is called "the bridge" and Claire Sorenson of Brooklyn, N.Y. wants you to listen to the bridge of this popular number and see if you can name it. We are not going to play the first strain. We are going to play the middle or bridge. (PLAY)  
 Now listen to this bridge, and name this song. (PLAY)

*Name 3 bridges*

6. Speaking of bridges, Gene Rhodes of Denver, wants you to distinguish between draw-bridge, toll bridge, contract bridge, <sup>*Zummy Bridges*</sup> ~~bridge of sighs~~, and <sup>*Riding Bridges*</sup> ~~upper bridge~~.



(SECOND QUESTION ROUND - page 3)

*Warren Paper of Chicago would like to know*

7. ~~Tell Mary Rupe of Knoxville, Tenn.~~ 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?

*Mary Winner of Hollywood*

8. ~~Peter Wick of Cleveland~~ is sure you have heard the expression

"what's cooking".- We're going to give you a very simple recipe and

then my dear you tell us "what's cookin'": Flour, shortnin, baking

powder, sugar and eggs and milk. *Put 'em all together and spell MULLIGAN* Beef, carrots, potatoes, onions -

and let it stew on the stove. Eggs, milk, butter, salt ~~and~~ pepper and

the frying pan. *and then beat it.*

9. Here's a very catchy song played in the style of a certain orchestra and Evelyn Estes, Asheville, N.C. wants you to listen and name the song and the orchestra. (PLAY) We play a kind of cute arrangement of that song in the new Lucky Strike movie which is now being shown by Lucky Strike salesman at Cigarette counters all over America.

SOUND: SCHOOL RACKET

b

(SCHOOL RATCHET)

HIESTAND: The exam is over, professor.

KYSER: What's the idea of waving your arm?

HIESTAND: The bell wouldn't ring so I wrung my hand.

(BAND MOANS)

KYSER: Yes -- well might you groan -- for our faculty has ground out a report on the ~~second exam~~ <sup>2<sup>nd</sup> exam</sup> naming the best-grounded girl of the event to be \_\_\_\_\_.

(APPLAUSE)

KYSER: Dear Miss \_\_\_\_\_, if you have a husband prepare to shed him now -- if you haven't one you'll find one on your doorstep when you go home -- for you are smart -- you have what it takes - Go light up a Lucky Strike and bake a cake. Right now it's time to shamle and shake-- ~~cause recess is here!~~

HARRY: (SIGN) (AUDIENCE HOORAY)

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

(APPLAUSE)

KYSER: Now here's Dean Hiestand with a question and an answer.

HIESTAND: The question's a perfectly simple one, folks. It's just this: what makes a good smoke? And the answer, equally simple, is: fine tobacco. Yes, mildness, better taste ... whatever qualities you're looking for in a cigarette ... it's the tobacco that counts. That's why our "Lucky Markets" game that you heard a few minutes ago is so important to every cigarette smoker. For it proves that Lucky Strike consistently pays the price to get the finer, the lighter, the naturally milder tobaccos. For example, as you recall, The American Tobacco Company last season paid 30 percent more than the average market price at offord, N.C., 54 percent more at Pinebluffs, S.C.. So it goes at market after market - and the best tobacco we buy goes into Luckies. Smokers, Lucky Strike means fine tobacco. That's why ... if you want a milder, better-tasting cigarette ... smoke the smoke tobacco experts smoke. Make the next package you buy Lucky Strike.

(8) MARIA ELENA.....ORCHESTRA

(9) YOU AND I.....DUET

FANFARE

d

KYSER: Don't say it -- don't say it -- why else would our bearded trustees be sitting in the front row -- why else would doting parents be doting -- why else would the doors be locked and barred -- why else would we have these two champion scholars up here on the old lecture platform?

HIESTAND: Let me see --- that's pretty tough.

KYSER: Come on now, Dear Hiestand ... it's --  
 (GIVES ONE OF HIS TYPICAL HINTS) --- it's a fine ol' custom -- the final --- the final -- the final pound -- the final -- wound

HIESTAND: The final round!

KYSER: That's right -- you're right -- I knew you'd get it --- so step right up chillun and try to graduate.

(ADD FINAL EXAM)

*Hiestand - The final exam - and our two champion scholars are ready to let the nail on the head -*

(FINAL QUESTION ROUND - page 1)

1. Here in California we're just a stone's throw from Mexico and tonight we'd like to devote our final round to our neighbors "South of the Border". Ernie Klossner of Salt Lake City says this is a well-known Mexican Song - see if you can name it? (PLAY) What's a Mexican Chihuahua? Who is known as "The Mexican Spitfire"?

2. The name of this song is Chiapanicas - and Dorothy Evans of Prescott, Arizona says from the way we play it - you tell us whether it's "The Mexican Hat Dance", "Jumping Bean" or "Hand Clapping Song"? (PLAY) What makes a Mexican Jumping Bean Jump? What's a serape?

(FINAL QUESTION ROUND - page 2)

3. N. S. Johnson of Winston Salem, says many a Mexican Troubadour has hummed and strummed this number (PLAY). Can you tell us whether it's Chiquita, Conchita, Senorita Estrellita or Santa Anita? What's the difference between a Fiesta and a siesta?

4. And now for Clara Smith of Wichita, Kansas, see if you can get this Hot Tamale from down Mexico way (PLAY). And now quicker than you can say "Hasta Luego", pick out three Mexican dishes from the following - Enchiladas, ravioli, tortillas, spunoni, frijoles, crepe suzette and chile con carne.

SOUND: CLASS BELL

KYSER: The faculty report is here -- and by unanimous vote  
 the winner of the week -- the book worm of the term  
 who was firm and didn't get alarmed is \_\_\_\_\_  
 (APPLAUSE)

KYSER: Your light shines bright indeed, my dear  
 \_\_\_\_\_. You are bedecked in  
 shining green -- these thirty-five dollars first  
 prize in guaranteed folding money. Take them, go  
 home, and meet your relations, waiting in the front  
 hall with open hearts and open hands. To our  
 second placer goes twenty dollars worth of shoulders  
 to cry on. Each of the other four contestants gets  
 ten dollars and all six receive a carton of Luckies.  
 And finally to every member of the student body  
 here tonight -- for that West Coast zest and Pacific  
 terrifics -- a package of better-than-ever Lucky  
 Strike Cigarettes.

(CHEERS)

10  
(WITH A TWIST OF THE WRIST. . . . . ORCHESTRA

(KYSER RADIO THEME)

A

8/27/41

HIESTAND: Exams are over!

HARRY: (AUDIENCE HOORAY)  
(SIGN)

KYSER: Now --- now ----- hold everything, chillun --  
while our faculty grades the reports sit with  
me for a brief address by Dean Hiestand.

HIESTAND: When you hear the name Lucky Strike, think  
of fine tobacco. For remember these two  
facts: that at market after market we pay  
the price to get the milder, better-tasting  
leaf - and that the independent tobacco  
experts themselves smoke Luckies 2 to 1  
over all other cigarettes combined. Yes,  
Lucky Strike means fine tobacco. Make that  
next package you buy, Lucky Strike.

PANFARE



KYSER: Well, chillun, that fills the blackboard for this evening, but we'll have it all rubbed out and ready for next Wednesday night. In the meantime, don't forget that required listenin' is Information Please and Your Hit Parade....and that the address for questions to the College is Kay Kyser Box 909 - Los Angeles, California. And now this is Kay Kyser - thinkin' of you - thanks a lot for bein' with us and so long everybody.

*Best wishes  
for a happy  
vacation  
weekend -  
Labor Day  
Sunday etc -*

(LUCKY STRIKE TIME)

HIESTAND: The famous tobacco auctioneer heard on tonight's program was Mr. F. E. Boone of Lexington, Kentucky. This is the Red Network of the National Broadcasting Company.

SEPTEMBER

*As Broadcast*

KAY KYSER MUSICAL ROUTINE

SEPTEMBER 3, 1941

---

- |                                    |           |
|------------------------------------|-----------|
| 1. EL RANCHO GRANDE                | ORCHESTRA |
| 2. IT'S SO PEACEFUL IN THE COUNTRY | SIMMS     |

COMMERCIAL #1

ROUND ONE

- |                 |         |
|-----------------|---------|
| 3. WHY CRY BABY | MASON   |
| 4. 'TIL REVELLE | QUARTET |

COMMERCIAL #2

- |          |           |
|----------|-----------|
| 5. IDA   | ORCHESTRA |
| 6. YOURS | SIMMS     |

..STATION BREAK..

ROUND TWO

- |              |            |
|--------------|------------|
| 7. DARK EYES | PRODUCTION |
|--------------|------------|

COMMERCIAL #3

- |               |         |
|---------------|---------|
| 8. YO TE AMO  | QUARTET |
| 9. GREEN EYES | HARRY   |

FINAL ROUND

- |                        |           |
|------------------------|-----------|
| 10. A LITTLE BIT SOUTH | ORCHESTRA |
| 11. AMAPOLA            | ORCHESTRA |

\* \* \* \*

-1-

The American Tobacco Company  
KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - No. 180  
September 3, 1941

BOONE: (CHANT ENDING " SOLD AMERICAN" )

HIESTAND: Let that chant remind you that Lucky Strike means fine tobacco. At Market after market we pay the price to get the milder, better-tasting leaf. 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!

(APPLAUSE)

-1-

-2-

KYSER: Evenin' folks - How y'all?

HARRY SIGN: (AUDIENCE: SWELL - KAY)

KYSER: Swell, hey...<sup>swell</sup>das good...and who are these six handsome, scrumptious, photogenic fugitives from a casting director?

HIESTAND: Why Professor - these are our six scholars who were selected from the studio audience before we went on the air tonight. Their numbers were drawn from a goldfish bowl completely at random - and now they're ready to try for top degrees and \$95 in prizes.

KYSER: Why, bless my soul - <sup>so they're the</sup> ~~it's certainly peachy to begin school~~ <sup>well</sup> ~~with such~~ lucky scholars - ~~But~~ before we try for the dollars - let's give out with a few hollers and come on chillun yet's dance.

1. ("Alla En Rancho Grande" .....Orchestra)
2. ("It's So Peaceful in the Country.....Simms)

-2-

KYSER: ~~Now~~ Dean Hiestand, <sup>may be</sup> wishes you could just sit down and talk a while with a few tobacco men.

HIESTAND: That's right, folks....If you could step into a big tobacco warehouse, fragrant with the aroma of the leaf - and just sit and chat with tobacco experts, you'd get what might be a new viewpoint for you on smoking. You'd find that those experts have you very much on their minds. For instance, a veteran tobacco auctioneer like Otis Grey Rucker of Kinston, North Carolina might offer you a Lucky and say - as he said recently:

MAN:  
(LEW  
MERRILL) We know what smokers want in a cigarette - the finer, lighter tobacco. That's because it's milder. So as a matter of course this milder leaf is bid up higher here at the auctions. Well, Lucky Strike pays the price to get it. That's why I smoke Luckies myself.

WHITMAN: Ladies and gentlemen, Mr. Rucker and you are alike in wanting a milder, better-tasting cigarette. Well, he knows that Luckies will give him what he wants, because he sees us pay the price to get the finer, the lighter, the naturally milder leaf. Yes, Lucky Strike means fine tobacco. That's why the overwhelming majority of independent experts like Mr. Rucker - auctioneers, buyers, and warehousemen - choose Luckies for their own smoking enjoyment. In fact, with men who know tobacco best, it's Luckies 2 to 1. Make the next package you buy, Lucky Strike

ORCHESTRA PLAYOFF

-4-

SOUND: CLASS BELL (Off and coming closer)

AUDREY: Hey - who put the flies in my ink well?

ISH: Hey - who stole the apple jack outa my desk?

*whitman*  
~~HESTAND~~: Hey hoy scholars - go easy on the hollers - here comes  
 teacher with ninety-five dollars.

BAND: (Bump da da da da - *"Hi Kay"*  
~~"Good Evening Teacher"~~)

KYSER: Evenin' class - our first contestant Mr. \_\_\_\_\_

-4-

(FIRST QUESTION ROUND - Page 1)

1. Here's one about a happy-go-lucky lady who didn't have a care in the world, and Woodrow Besson of Los Angeles says from the following song you should be able to tell us who this light-hearted lass is.

(PLAY). This \_\_\_\_\_ only had one request to make.

She said, "When I die (PLAY).

2. Speaking of "Merry" we are going on our merry way with this question from Mary Wilshire of Dayton, Ohio. She wants you to distinguish between Merry-Go-Round, the Merry Macs, the Merry Wives of Windsor, *Merry Mile Minter* ~~Merry Christmas~~ and Marigold?

3. Here's a popular *recording as played by* ~~song played in the style of~~ a popular orchestra, *Henman* Tommy ~~Heroman~~ of Atlanta wants you to name the song and the orchestra we are imitating. (PLAY). First the song --- now the orchestra.



4. The National Convention of the Letter Carriers Association is in full sway here in Los Angeles, so Harrison Cowell of Santa Monica wants us to dedicate the following question to them. What priced stamp is used to mail a letter in the city? Out of the City? How much to go faster than by train? To be delivered immediately after arrival? What's the meaning of the expression "A Postman's Holiday"?
  
5. Anna McCluse of New York City says in all kinds of weather Uncle Sam's mail men are busy delivering our mail. In other words day after day (PLAY) What does R. F. D. mean? What is black and white and red all over and mailed second class. Is Your Father A Mail Man?
  
6. It's tonight's right or wrongers and John Black of St. Paul says to say right or wrong quickly or sit right down and write yourself a letter and lick stamps after school.
  1. Orchestra leader Woody Herman is baseball Babe Herman's song
  2. American Composers Stephen Foster, Sousa, Victor Herbert, McDowell and Ethelbert Nevin have their pictures on stamps.
  3. There's a book and a Play called "The Postman Always Rings Twice"
  4. Rome was built in a day.

7. Listen and tell Robert Covert of Washington, D. C. who the lovely lady is in this song (PLAY). Is she Irish, Dutch, Mexican, Scottish or an American girl? And we're looking forward to seeing lots of sun-kissed California gals and boys at the California State Fair in Sacramento Saturday. Ginny, Harry, Sully, Ish, and all the Gang will be on hand to see that Great Fair and play a concert and dance this Saturday night.
  
8. Betty Pope of St. Louis wants you to look straight ahead and listen and tell us what instruments you hear (PLAY) (PLAY)
  
9. Here's the theme of one of radio's well-known shows and Harold Martin of Dodge City, Kansas wants you to listen and tell us what the program is (PLAY) It featured Gabriel Heatter for a long while. Is Burgess Meredith the MC now?

CLASS BELL

HIESTAND: Das all, professor the exam is over - unhand the brothers we've got complaints from their mothers -

KYSER: And timed to a split second comes the report from our faculty -- naming the official honor man of the first exam to be \_\_\_\_\_.

(APPLAUSE)

KYSER: Ah, dear Mr. \_\_\_\_\_, your head is wavy with bumps of wisdom -- phrenologists will beat a path to your skull (Sock: ouch) ---- go, light up a Lucky Strike and be frivolous and gay until you are called for the finals. Right now students put on your paper hats and beat a shine on the old school slats -- grab them babes and make them prance -- yes suh, chillun -- come on, yet's dance.

3 ("WHY CRY BABY". . . . . MASON)

4 ("TIL REVEILLE" . . . . . QUARTET)

(APPLAUSE)

(ORCHESTRA....MUSIC ESTABLISH THEN FADE INTO MONTAGE OF TRAFFIC NOISES....RUMBLE OF TRUCKS, MOTOR HORNS, etc.....SUSTAIN UNDER)

VOICE #1: Greenville, North Carolina - Tuesday, August 26th. It's long before daybreak, but roads are already crowded with trucks, trailers, wagons and buggies....for this is the big day of the year - the opening day of the 1941 tobacco auctions!

VOICE #2: Farmers from miles around are coming to town with their precious cargoes of fragrant tobacco leaf.

VOICE #3: All roads lead to Greenville's big tobacco warehouses where sales will begin promptly at 9A.M. Anyone can bid...anyone can buy....and thousands of pounds of tobacco will be sold.

(MUSIC UP....TAKEN OUT BY CROWD & AUCTIONEER)

(CHANT QUICK SALE SOLD AMERICAN)

WHSMAN: At 25!

MANNING: This is Knox Manning, ladies and gentlemen, re-enacting the opening day excitement in one of Greenville's big tobacco warehouses. Row after row of baskets piled high with tobacco cover the warehouse floor. Sales have just started and a dozen or more buyers are grouped around the auctioneer as he chants out their bids. He's selling each basket of the fragrant leaf individually....to the highest bidder. Listen - here comes another sale! (END CHANT.... SOLD TO BELVIN)

WHSMAN: At 27!

MANNING: 27 - 27 dollars a hundred pounds....that's the warehouseman's opening bid for this next basket. But Lucky Strike and three other buyers have already raised the bid in rapid succession. Looks like everybody wants this fine, mild leaf. The price is at 31 now - 31. Now an export company bids 32 - a leaf company 33 and Lucky Strike 34. Are they all done? No...another cigarette company bids 35....and there's still another bid from Lucky Strike.... 36. I think...yes....this basket's going....going to Luckies at 36!

(CHANT UP SOLD AMERICAN)

WHITMAN: Smokers, it's worth your while to know what is happening at the tobacco markets because, in a cigarette, it's the tobacco that counts. Well, latest reports show that this year, as every year, Lucky Strike is paying the price at market after market to get the finer, the lighter, the naturally milder tobacco....the kind that gives you a milder, better-tasting cigarette. For example, during the first week's sales of this year's auctions in Greenville, North Carolina, the American Tobacco Company 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 goes into Luckies. Smokers, Lucky Strike means fine tobacco. So if you want a cigarette that's consistently milder, better-tasting...next time, ask for Lucky Strike. Remember, with independent experts, with men who know tobacco best....it's Luckies 2 to 1.

(5. "IDA".....ORCHESTRA)

(6. "YOURS".....SIMMS)

REPRISE: GLEE CLUB SINGING GRIM OLD PALISADES

(SCHOOL SONG . . . . . Grim Old Palisades (N.Y. University)

HIESTAND (OVER SCHOOL BELLS):

As Sweet September bells peal out, and the  
night gives promise of nut brown Fall, the  
old school wrapped in thought, softly remembers  
those she has taught, and to you go her thoughts  
so dear, as going not without a tear, we pause  
to speak to you across the nation - a friendly  
nod to every station.

...STATION BREAK...

KYSER MARCH --- UP AND OUT

HIESTAND: The second exam comes to Kyser College like Miss America  
to Atlantic City!

(BAND LOW WHISTLE)

KYSER: Keep your eyes on the music boys - This is not Miss America  
but Miss Margaret Norman 57 5 109 6<sup>th</sup> Ave. Los Angeles  
Telephone Hollywood 6265.

(SOUND: LOTS OF PHONE BELLS)

KYSER: Hold the phone - hold the phone - Miss \_\_\_\_\_  
will be right home after she answers a few questions

(or)

HIESTAND: The second exam comes to Kyser College like a Bee to Honey!

(BUZZIN')

ISH: "Hi ya Babe"

*put*  
(SLAP)

GIRL: Fresh!

KYSER: Come Come my little honey bunch - "my what a beautiful  
vocabulary"



(SECOND QUESTION ROUND - Page 1)

1. Jack Armo of Los Angeles <sup>says</sup> ~~says~~ do you know what the fishing <sup>rod</sup> ~~pole~~ said to the line? Well the fishing <sup>rod</sup> ~~rod~~ said to the line (PLAY).  
~~Do you have to pay a poll tax to go fishing?~~ Miss \_\_\_\_\_  
 what does it mean when they say "He's got a pretty good line"?

2. Here's a little query fostered by Miss Carrie Cooper of Downey, Illinois. She wants you to distinguish between Stephen Foster, Chuck Foster, Preston Foster, foster <sup>goodwill</sup> ~~parents~~ and walk <sup>a little</sup> ~~faster~~?

<sup>this number is used as a theme by a famous orchestra leader</sup>  
 3. ~~Here's the theme of an orchestra leader now broadcasting from~~  
~~the Hotel Astor in New York, and Harry Beeler of Hollywood wants you~~  
 to listen and tell us who he is. (PLAY). Is it <sup>Jessie James, Harry James</sup> ~~Bobby Burns, Bobby~~  
<sup>Jessie James or Home James?</sup>  
~~Hollers, Bob Chester, Chester Morris or Chester Minute?~~  
 What instrument does he play?

(SECOND QUESTION ROUND - Page 2)

4. Here's a sentence containing the names of many magazines and Miss Hester Mathew of Nashville wants you to listen and then pick out four of the magazines: "A fellow named Ken had the time of his life taking a look at College Humor and he picked a thousand jokes, started to clique and was a success, providing there's a fortune in gags."

5. Tom Winston of Durham, N.C., says that from the title of this song you should be able to tell us what instrument is playing. (PLAY). Now listen to this one and tell us who is putting the kettle on. (PLAY).

6. Carol Christiansen of Racine, Wisconsin says by their names ye shall know their programs. Clifton Fadiman, F.P.A., Oscar Levant and John Kieran? John *J.* Anthony? Ezra Stone? Julia and Frank?

(SECOND QUESTION ROUND - Page 3)

7. We've taken the No. 1, 2, and 3 songs from last Saturday's Hit Parade and scrambled them up. John Whatley of San Antonio wants you to listen and name two of the three songs and tell us which you think was No. 1.

8. Now we're going to see how well you know your sound effects. From what you hear, Margaret Mills of Redmond, Oregon wants you to tell us where you are. (SOUND A). And now where are you. (SOUND B). And where are you now? (SOUND C)

9. Here's a good old time song I'm sure you'll recognize and Vera Bowman of Ogden, Utah wants you to tell us whether it's "By Heck", "By Ripley", "By Cracky", "Music By Golly", or "Body By Fisher".  
*Is hector a pup?*  
 (PLAY) Who is Ben Hecht?

SOUND: CLASS BELL

HIESTAND: Take your mittens offn the kittens, professor -- the exam is o'er,

KYSER: Why, certainly, Dean Hiestand collapse gals (SOUND) -- our faculty hands in their official report and the honor girl of the second exam is declared to be \_\_\_\_\_ (APPLAUSE)

KYSER: Dear Miss \_\_\_\_\_, you are a minx who think .. your hair is curly -- your eyes are bright -- go, light up a Lucky Strike and have a heart to heart with the Dean of Women. Right now students its time for -----

HARRY SIGN (AUDIENCE: RECESS) *that's right Recess*

KYSER: ~~Why catch my breath -- you done took the words right out of my mouth, come on chillum yets go.~~

HARRY SIGN: (AUDIENCE: HOORAY)

7. ("DARK EYES" . . . . . PRODUCTION) (APPLAUSE)

KYSER: Now chillun, Dean Hiestand has a suggestion to make....  
a very easy one for you to follow.

HIESTAND: It's this, folks....Next time you step up to that cigarette  
counter....at the very moment you're buying cigarettes....  
just think of tobacco....That's really worth remembering  
because, in a cigarette, it's the tobacco that counts....  
The better the tobacco, the better the smoke.  
And, ladies and gentlemen, Lucky Strike means fine  
tobacco. We furnish you proof of this in actual reports  
from market after market all over the South - proof that  
Lucky Strike consistently pays the price to get the finer,  
the lighter, the naturally milder leaf. For example,  
last season, The American Tobacco Company paid 27 percent  
more than the average market price for tobacco at Franklin,  
Tennessee, 34 percent more at Lebanon, Kentucky, 40 percent  
more at Greenville, Tennessee. So it goes at market after  
market....and the best we buy goes into Luckies.  
Yes, Lucky Strike means fine tobacco. That's why....if  
you want a milder, better-tasting cigarette...smoke the  
smoke tobacco experts smoke. Next time ask for Lucky Strike

(8. "YO TE AMS.....QUARTET)

(9. "GREEN EYES".....HARRY)

FANFARE

-19-

HIESTAND: The final exam! .... is Miss \_\_\_\_\_ ready?

GIRL: I'm ready.

HIESTAND: Is Mr. \_\_\_\_\_ ready?

MAN: I'm ready.

HIESTAND: Then pull up your socks, kids -- this is for the jackpot.

(SOUND)

KYSER: Yes suh -- this is the pay-off exam -- so ~~keep those~~  
~~answers spinnin'.~~

*get to whom whom*  
*at suh and man*

(ADD FINAL EXAM)

-19-

FINAL ROUND, PAGE ONE

This week Los Angeles is entertaining over 4,000 members of the Florist Telegraph Delivery Association who are holding their Convention here - therefore in our final round tonight we'd like to say it with flowers.)

1. ~~The birds, the bees, the animals and the trees wouldn't be much without the beauty of mother nature's flowers,~~ and so Wm. Brewer of Fort Wayne, Indiana says Edward McDowell really sang mother nature a lullaby when he wrote (PLAY). Who was Eva Lovelace in the picture Morning Glory? Is a pawn shop in Hollywood called a hollyhock?

2. Marie Rourke of Iowa City says an "Orchid to you" if you tell us the <sup>Rose</sup> ~~flower~~ mentioned in this song. (PLAY). Do daisies keep a secret? What flowers do you tip-toe thru? Where do the Lilies grow? Do Carnations give milk?

FINAL ROUND, PAGE TWO*Come my handy perennial*

3. ~~Listen~~ and tell Frank Hoover of Philadelphia what delicate little flower the flower vendor is trying to sell in this song. (PLAY). What's a cauliflower ear? ~~What are cut flowers?~~ *What's the difference between a boutonner & a corsage?*

ISH: Boo Boo

Kay: What's that Ish?

ISH: That's a Boo - Kay

4. California has its poppys, Texas its Bluebonnet, and "for you a rose in Portland grows" but Miss Adrian Hafferty of Ashland, Kentucky says right now this one's mighty appropriate (PLAY). Is there a Rose of Tralee? What's a ~~bachelor's~~ *wall flower* button? This ~~doesn't~~ *doesn't* count Miss \_\_\_\_\_ but how do you spell \_\_\_\_\_?

SOUND: CLASS BELL



-22-

HIESTAND: Exams are over!

HARRY: (SIGN) (AUDIENCE - HOORAY) (BAND ADLEBS AS IF MAKING  
UP A DECISION)

KYSER: Tut - tut - chillun ---- the faculty departs for faculty  
hall to mull over the grades and whilst they are gone, Dean  
Hiestand has a message of importance for the entire student  
body.

HIESTAND: When you hear the name Lucky Strike, think of fine tobacco.  
For remember these two facts: That at market after market  
we pay the price to get the milder, better-tasting leaf --  
and that the independent tobacco experts themselves smoke  
Luckies 2 to 1 over all other cigarettes combined. Yes,  
Lucky Strike means fine tobacco. Make that next package  
you buy, Lucky Strike.

FANFARE

-22-

KYSER: The faculty hands out the grades (RATCHET) And they name as ~~honor student~~ <sup>the big Petunia</sup> of the week -- the ~~big finance and~~ <sup>Furchase of the</sup> ~~degree scholar~~ <sup>final year</sup>

(APPLAUSE)

KYSER: Dear ~~you are a foreigner truly,~~ <sup>you are a foreigner truly,</sup> ~~I clutch you to my bosom~~ <sup>I clutch you to my bosom</sup> ~~I grip your hand in mine~~ <sup>(Everybody sneeze)</sup> (BERRY BOX BREAKING).

~~(BOY SAYS OUCH)-(GIRL SAYS "OH PROFESSOR")~~ Take this

<sup>and this</sup> first prize of \$35 -- and get a pot full of century plants. To you dear second placer ~~this \$20 second prize~~ <sup>worth of forget me not</sup> ... 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 joyful squeals -- those volunteer answers -- those hearty bellows -- a package of better-than-ever Lucky Strike Cigarettes.

(APPLAUSE)

10. ("A LITTLE BIT SOUTH OF NORTH CAROLINA".....ORCHESTRA)

~~NEW KYSER RADIO TUNE~~

-24-

KYSER: Well, das all chillun -- the old schoolhouse is closed for study and open for Bingo until next Wednesday night at the same time when we will dispense culture and finance again in the interests of interest. In the meantime keep awake to what goes on in entertainment by attending sessions of Information Please and Your Hit Parade ... and don't forget that the address for questions to the College is Kay Kyser -- Box 909 -- Los Angeles, California. And now this is Kay Kyser "thinking of you" - thanks 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.

THIS IS THE RED NETWORK OF THE NATIONAL BROADCASTING COMPANY.

-24-

*A Broadcast*

KAY KYSER

ROUTINE

September 10, 1941

- |                         |           |
|-------------------------|-----------|
| 1. Cielito Lindo        | Orchestra |
| 2. I Went Out Of My Way | Simms     |

COMMERCIAL 1

ROUND 1

- |              |         |
|--------------|---------|
| 3. Yo Te Amo | Quartet |
| 4. Time Was  | Babbitt |

COMMERCIAL 2

- |  |       |
|--|-------|
| 5. Daddy                               | Sully |
| 6. I Guess I'll Have To Dream The Rest | Simms |

...STATION BREAK...

ROUND 2

- |                     |            |
|---------------------|------------|
| 7. Too Much Mustard | Production |
|---------------------|------------|

COMMERCIAL 3

- |                |           |
|----------------|-----------|
| 8. Conga Conga | Orchestra |
| 9. You and I   | Duct      |

FINAL ROUND

- |             |           |
|-------------|-----------|
| 10. Hut Sut | Orchestra |
| 11. Anapola | Orchestra |

\* \* \*

The American Tobacco Company

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - No. 181

September 10, 1941

---

BOONE: (CHANT ENDING "SOLD AMERICAN") *at 30*

HIESTAND: Let that chant remind you that Lucky Strike means fine tobacco. At market after market we pay the price to get the milder, better-tasting leaf. 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 - your Wednesday night skull drill for fun, prizes and makes you want to dance music and now quicker than you can say you oughta be in pictures comes your own professor -- Kay Kyser!

(APPLAUSE)

KYSER: Evenin' folks - how y'all? Tonight we're holding class again in the Little Red Schoolhouse at the end of Movie-land lane. And the students sure do look nice and bright. All ready to take their screen tests for \$95 with options. But...before we give out with the Quizzes fix up your fizzes...powder up your noses, pretty up your clotheses - twinkle your toeses - and come on yet's dance.

- (1. "CIELITO LINDO".....ORCHESTRA)
- (2. "I WENT OUT OF MY WAY".....SIMMS)

*yesterday*

KYSER: Chillun, ~~it~~ was a red-letter day in Durham, down in my own home state, ~~yesterday~~ ... and here's Dean Hiestand to tell you about it...

HIESTAND: Well, folks, yesterday was the opening day of the 1941 tobacco auctions in Durham, North Carolina. If you'd been there I know you'd have joined the crowds that pushed into the big tobacco warehouses to watch the excitement. And you'd have seen something mighty interesting to you as a smoker. Let Charles Belvin an independent tobacco buyer of Durham tell you what happens at auctions not only in Durham but all over the South ... Mr. Belvin said:

MAN: Year in and year out, I see Luckies pay the price to get the finer, milder tobacco. Well, that kind of leaf makes a better cigarette. That's why I smoke Luckies myself - have for twelve years.

WHITMAN: Smokers, as Mr. Belvin points out, better tobacco makes a better cigarette ... and Lucky Strike means fine tobacco. Independent tobacco experts know this well. For at auction after auction, they see us pay the price to get the finer, the lighter, the naturally milder leaf. They see - and for their own cigarette - they pick Luckies by an overwhelming majority. In fact, with independent experts - auctioneers, buyers, and warehousemen - with men who know tobacco best, it's Luckies 2 to 1. That's your best tip on how to find a milder, better-tasting cigarette. Next time ask for Lucky Strike.

ORCHESTRA PLAY OFF

SOUND: CLASS BELL

SOUND: CLASS BELL

HIESTAND: And now youngsters back to school --  
Time to learn the golden rule. No  
eating lunches - no talking in bunches.  
Here comes teacher so follow your hunches.

KYSER MARCH AND AUDIENCE APPLAUSE

KYSER: Step right up and toe the mark - you're back  
to school and that's no lark.



1. Jane Billing of College Point, N.Y. 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! That sounds like --" (PLAY). He took her hand, looked into her eyes and said, "This time I mean it - I swear it - in fact (PLAY)

2. Now Bud here's one from Eddie Keating of Hamilton, Ohio, and we want you to Bud right out with an answer. Distinguish between Bud Abbott, Bud Hiestand, Budd Hulick, My Buddy, and Buttinsky.

*a Singing*

3. Here's the theme of an Orchestra Leader who calls his music "Slide Music". Listen and tell Emily McKee of Pittsburgh who it is (PLAY). He's now broadcasting from the Palace Hotel, San Francisco - is it Will Bradley, Will Hudson, Will Osborne or where there's a will, there's relatives! ~~Who was Will Rogers? Do you have much will power,~~

~~Mr. \_\_\_\_\_?~~ *Is Tyrone Power related to Will Power*

b

(QUESTION ROUND ONE - Page 2)

4. Walter Thomas of Lebanon, Pa. has enough brass to ask you which of these is a brass instrument. The English Horn, ~~Gape Horn~~, the Matterhorn, French Horn, ~~Trader Horn~~ or acorn? What's the Horn of Plenty? What's it mean to "horn in"?

5. Here's a beautiful song and Elvira Miller of Newark, N.J. says you should be able to name it. (PLAY) Now we're going to play the same song and three different instruments are going to take turns playing the melody. We want you to listen and identify <sup>2 of THE 3</sup> each instrument as <sup>THEY</sup> it takes the lead. (PLAY)

6. Duke Hall of Helena, Mont. asks who was the feminine star of the picture Tom, Dick and Harry?, Now can you give us 3 orchestra leaders named Tom, Dick and Harry?

(QUESTION ROUND ONE - Page 3)

7. Here's a beautiful song that was the theme of a beautiful picture by the same name and Katherine Cabell of Salt Lake City wants you to name it. (PLAY) Who was the star of that picture?

8. ~~Look straight ahead now - don't look back.~~ Bob Tallenau of <sup>May Williams</sup> Cheyenne, Wyo. wants you to ~~stop, don't look, and listen to the~~ *play the trombone and every time he makes a mistake you say "Bap!"* ~~following instruments and tell us what instruments they are.~~ <sup>Ready Now -</sup> (PLAY)  
(PLAY) (PLAY)

9. Listen and tell Jane Baker of Dayton, Ohio what type of dance you do to this song. (PLAY) And what type of dance would you do to this one? (PLAY) Where's the Congo River?

SOUND: CLASS BELL

HIESTAND: Lay off the scholars, teacher -- the poor tots are tottering -

KYSER: Well then, - let the faculty tote out a decision.

FACULTY: (SINGS) Toting Tonight - Toting Tonight  
Toting On The Old School Grounds.

KYSER: Ay yes, the Faculty declares that the High Man On  
The Totem Pole is Jack Show!

AUDIENCE APPLAUSE

*Total Tops All*

KYSER: Ah Mr. \_\_\_\_\_, Your ~~toten~~ hangs high in Kyser Hall. Congratulations and make way for the finals. Right now light up a Lucky Strike and relax in your glory. Class is out - so come on and shout and let's find out what the music's about".

~~HARRY: (SIGN - HOORAY)~~

(3. "YO TE AMO".....QUARTET)

(4. "TIME WAS".....BABBITT)

AUDIENCE APPLAUSE

(CHANT ESTABLISH AND FADE)

KYSER: Now, friends, here's that game smokers are talking about. Let's go, Dean Hiestand, with another session of "Lucky Markets!"

(CHANT UP ... SOLD AMERICAN)

HIESTAND: Folks, in a cigarette it's the tobacco that counts. The better the tobacco, the better the cigarette. Well, this game of ours 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 last season bought over 96 percent of all the cigarette tobacco sold at auction in this country.

Now a member of our audience, Miss Rosemary Lyons of Hollywood, 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 last season for tobacco ... and then (SOUND: CASH REGISTER) see what happens. All right, Miss LYONS will you draw the first name please? Thank you - it's Henderson, N.C.

Ray Eysar Lucky Markets Sept. 10/1941

a - HENDERSON NORTH CAROLINA	---22%	- a
b - JOHNSON CITY, TENN	---39%	- b
MT. PLEASANT TENN.	---21%	
WENDELL, NORTH CAROLINA	---35%	
ROCKY MOUNT VA	---23%	
KINSTON NORTH CAROLINA	---59%	
HARTSVILLE TENN	---20%	

-10-

MAN OR  
WOMAN:22 percent more.

HIESTAND:

a percent more in a,(CASH REGISTER) and Lucky Strike pays the body with  
the a, card 22dollars. Now friends, that means that at tobacco auctions  
in a, last season, The AmericanTobacco Company paid a percent more per pound forthe tobacco it bought for its cigarettes and other tobacco  
products ... yes a 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.

All right - next market being drawn from the goldfish

bowl and it's b.

(CROWD MURMURS UP)

(ETC.)

-10-

MAN OR WOMAN: 22 percent more.

HIESTAND: a percent more in a, body  
 (CASH REGISTER) and Lucky Strike pays the body with  
 the a, 22 card 22  
 dollars. Now friends, that means that at tobacco auctions  
 in a,                     , last season, The American  
 Tobacco Company paid a percent more per pound for  
 the tobacco it bought for its cigarettes and other tobacco  
 products ... yes a 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.  
 All right - next market being drawn from the goldfish  
 bowl and it's b,                     .

(CROWD MURMURS UP)

Ray Byser Lucky Markets Sept. 10/1941

- a - BEIDERSON NORTH CAROLINA --- 22% - a
- b - JOHNSON CITY, TENN --- 39% - b
- MT. PLEASANT TENN. --- 21%
- WENDELL, NORTH CAROLINA --- 35%
- ROCKY MOUNT VA --- 25%
- KINSTON NORTH CAROLINA --- 33%
- HARTSVILLE TENN --- 20%

d



HIESTAND: Oh - oh - there's the bell, ending this session of Lucky Markets. Thanks very much everyone. Now Gayne Whitman says this game of ours is a mighty good guide for smokers...

WHITMAN: Yes. Ladies and gentlemen, that's because it shows you the way to a milder, better-tasting smoke. For remember - better tobacco makes a better cigarette, and this game of ours proves that at market after market we consistently pay the price to get the finer, the lighter, the naturally milder leaf. Yes, smokers, at every one of those tobacco markets, drawn completely at random, The American Tobacco Company paid well above the average market price for tobacco - and the best we bought goes into Luckies. That's why Lucky Strike means fine tobacco. No wonder that with independent experts - with men who know tobacco best, it's Luckies 2 to 1. For more real smoking enjoyment, make the next package you buy, Lucky Strike.

(5) DADDY.....SULLY

(6) I GUESS I'LL HAVE TO DREAM THE REST.....SINMS

~~REPRISE SCHOOL SONG "FOR OLD RESERVE"~~

Lucky Strike Time

CUT

(SCHOOL SONG) Dear Old Reserve (Western Reserve)

HIESTAND: Everywhere everyone who can walk and can talk are  
goin' back to school to get covered with chalk...the old  
school is happy but the chillun are grim for vacation  
is over and they're out of the swim...teacher is frantic  
and teacher is grim and blubbering junior is locked in  
the gym....and pencils to be sharpened and erasers to  
beat and now little Audrey jumps out of her seat.

(AUDREY SNAPS FINGERS)

AUDREY: "Teacher teacher is it time to go home now"?

HIESTAND: Yes -- go ahead -- go right across the nation but don't  
forget to pause and identify each station.

...STATION BREAK...

CUT

KYSER MARCH

OPTIONAL -12-

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

HIESTAND: We pause for station identification --

( S T A T I O N B R E A K )

("LUCKY STRIKE TIME"...UP AND OUT)

OPTIONAL -12-

-13-

HIESTAND: The second exam comes to Kyser College like

"Love On A Dime"

~~JACK:~~ *90yhe* "What'll It Be Folks - ~~One or Two Cokes?~~ *a large or a small coke*"

GIRL: Two small ones -

~~JACK:~~ *Goyne* Okay - (SOCK - SOCK - VIRGIL "OOH" "OOH")

AUDIENCE LAUGHS

*Okay Jack - That's the joke --*

KYSER: Ah, three little girls in Tweeds -

Step up Tweedy-pie and look me in the eye.

(OR)

HIESTAND: The Second Exam comes to Kyser College like Admission Day  
to California.

SOUND: (SHAKING OF METAL DOORS)

VOICE: "I'm sorry - the Bank's closed".

-13-

(QUESTION ROUND TWO - Page 1)

1. Gladys Wilkinson of Hollywood wants to know what <sup>the</sup> ~~you're doing~~ <sup>are</sup> when ~~you're doing it~~ <sup>in this question</sup> 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. Speaking of hunting, Jerome Casper of Baltimore, Md would like for you to distinguish between Marsha Hunt, Treasure Hunt, Ian Hunter, Man Hunt and snipe hunting - and don't leave me holding the bag on this one.

3. A certain orchestra made a very popular record of <sup>one of</sup> Tschaiikowsky's ~~Piano Concerto~~ <sup>Famous Compositions</sup> in B Flat and we are about to approximate a bit of that record. Listen and tell Alta Evans of Eugene, Ore. whose recording we are imitating. (PLAY) That was the theme of the picture, "The Great Lie". Who was the star of that picture?

b

(QUESTION ROUND TWO - Page 2)

4. We all love the Red, White and Blue, and Schuyler Hill of Detroit says you should be able to name us a song for each color in the Flag. Red, white, blue.

*(Legion Plug)*

5. Here's the way the theme song of the Daytime Serial "Romance of Helen Trent" is played and Rowena Hoffman of Boise, Idaho wants you to name it. (PLAY) Can you spell it? If \_\_\_\_\_ is a song, what's Uneda?

6. It's tonight's right or wronger and Dan Stephens of Chicago wants you to say right or wrong to the following statements:

- 1) Orson Welles is H. G. Wells's son.  
*have attached*
- 2) The Yankees <sup>Legion</sup> won the pennant in the American League.  
*Brooklyn ~~won~~ the pennant in the National League*
- 3) ~~The American Legion Convention is next week.~~
- 4) Information Please is not sponsored by the Telephone Company.

(QUESTION ROUND TWO - Page 3)

7. Here's a good old song that Coleen Lambert of St. Petersburg, Fla. says everybody loves and is sure you can name. (PLAY) Is that the time of day that inspired (PLAY).

8. Now let's compare notes. The boys are going to play five notes and C. E. Gowan of Roanoke, Va. wants you to listen, then tell us two songs that start with those five notes. (PLAY) You named 'em, now pick the one you like best and sing a bit of it for us - Ready - (PLAY). Is \_\_\_\_\_ the theme of the Red Hot Stove Company?

9. Jennie Gilker of Kansas City, Mo. asks "Do you know what the nightwatchman said as he left home to go to work? Well as he went off to work, the night watchman said (PLAY) What's it mean to punch the clock? What's a clock watcher?

SOUND: CLASS BELL

SOUND:        CLASS BELL

HIESTAND:      Watch out Professor - time and tide wait for no man.  
And the coeds have already got their feet wet.

KYSER:          Then it's high tide for the Faculty to wade out with  
an answer. Ah yes, riding on the crest of a permanent  
wave is Miss Nelson.

AUDIENCE APPLAUSE

KYSER:          Ah Miss \_\_\_\_\_, you tread water so  
easily. You have won your water wings. Float away and  
light up a Lucky Strike until you are called for the Finals.  
But <sup>we're gonna play a song that was real hot jazz a</sup> Right now ~~students recess is here so let it ride.~~ We're  
<sup>few years ago and its still hot stuff</sup> ~~gonna take this solid sander right in stride!~~

HARRY: ~~(SIGN - "HOORAY")~~

(7. "TOO MUCH MUSTARD".....PRODUCTION)



KYSER: Now Dean Hiestand points out that knowing what you want is one thing ... getting it quite another.

HIESTAND: Yes, ladies and gentlemen, you're all looking for more real smoking enjoyment. But how to get what you want .. Well, that isn't so easy .. unless you remember this simple fact. In a cigarette, it's the tobacco that counts .. the better the tobacco, the better the smoke. And, ladies and gentlemen, Lucky Strike means fine tobacco. We furnish you proof of this in actual reports from market after market all over the South - proof that Lucky Strike consistently 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, The American Tobacco Company last season paid 22 percent more than the average market price at Henderson, North Carolina, 39 percent more at Johns City, Tenn. So it goes at market after market - and the best tobacco we buy goes into Luckies. Yes, Lucky Strike means fine tobacco. So if you want a milder, better-tasting cigarette .. smoke the smoke tobacco experts smoke. Next time, ask for Lucky Strike.

(8. "CONGA CONGA .....ORCHESTRA)

(9. "YOU & I".....DUET)

(FANFARE.....)

-19-

WILSTAND: The final exam comes to Kyser College like the  
Floradora Girls to the Gay Nineties.

(LOTS OF GIRLISH LAUGHTER)

KYSER: Rustle your bustle - this is the final tussle --

-19-

1. One of the most inspiring eras in American History was the "Gay Nineties" - and so for our final round tonight we're going back to the days of the Gay Nineties when this was the Hit Song of The Day (PLAY). <sup>Who was Steve Brody</sup> John Laughlin, Bremerton, Wash. says those were the days when women wore ~~hobble skirts and bustles~~. Describe a bustle <sup>Mr. How-would you</sup> Mr. Plene.

2. Mary Toghane of Ontario, Canada says some famous names of the day were Lillian Russell, John L. Sullivan, Weber & Fields and Diamond Jim Brady? <sup>Who were they?</sup> And now what's the name of this Gay Ninety song (PLAY) <sup>What was the theme of?</sup> ~~What motion picture was that the theme of?~~

(FINAL QUESTION ROUND - Page 2)

3. In 1893 a prize fight went 110 rounds and ended in a draw. Those were horse and buggy days, but sweethearts often <sup>to</sup> used <sup>went</sup> to go riding (PLAY). Bud Potter of St. Paul, Minn. wants to know what form of transportation got its start in those days and used to scare the horses ~~so badly?~~ Did we have trains in the Gay Nineties?

4. Phyllis Brown of Columbus, Ga. says America was gay hearted in the Nineties and danced to the waltz and <sup>the</sup> (PLAY) The Jim Dandies of the day were most particular about their dress and went in for handle bar mustaches. What radio comedian of the present day has a Gay Ninety mustache? Did they have Singing Waiters in those days?

SOUND: CLASS BELL

-22-

HIESTAND: Exams are over -- pass out the clover.

HARRY: (SIGN "HOCRAY")

KYSER: The faculty crawls for faculty hall and whilst they are gone -- sit with me in brief convocation while Dean Hiestand addresses the entire student body.

HIESTAND: When you hear the name Lucky Strike, think of fine tobacco. For remember these two facts: That at market after market we pay the price to get the milder, better-tasting leaf -- and that the independent tobacco experts themselves smoke Luckies 2 to 1 over all other cigarettes combined. Yes, Lucky Strike means fine tobacco. Make that next package you buy, Lucky Strike.

(PANFARE.....)

-22-

KYSER: The faculty smoke leads to the faculty fire --  
and the hottest grades of the week go to

Jack Show

(APPLAUSE)

KYSER: Ah, dear \_\_\_\_\_, ~~I clutch your hand~~  
~~in mine~~ -- I give you the old school grip (RATCHET AND  
BELL) ~~with tears dimming these tired old eyes, I graduate~~  
~~you from the Old School~~ -- I wipe your fingers with this  
federal broccoli -- this \$35. first prize -- go -- go  
forth into the sinful world and buy a lolly pop. To you  
dear second placer -- this consolation ~~second~~ prize of  
\$20. And to the other four scholars ten dollars each.  
All six get a carton of Luckies and then to each and  
every member of our student body here tonight for those  
volunteer answers and that swell school spirit -- a  
package of better than ever Lucky Strike cigarettes.

(APPLAUSE)

("HUT HUT SONG"..... *cut on air* .....ORCHESTRA)

(SEGUE THEME)

-24-

KYSER: Well, das all chillun -- the old college is trundled off to bed until next Wednesday night at the same time when ~~we shall measure another set of needles for the hall of musical fame.~~ Until then have fun and brush up on your hep talk by attending sessions of Information Please and Your Hit Parade ... and don't forget that the address for questions to the College is Kay Kyser -- Box 909 -- Los Angeles, California. And now this is Kay Kyser thinkin' 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.

THIS IS THE RED NETWORK OF THE NATIONAL BROADCASTING COMPANY.

*Lots of our students went back to school this week - They're making them good marks and good habits!*

-24-

ROUTINE  
KAY KYSER

*As Broadcast*

September 17, 1941

- |                 |           |
|-----------------|-----------|
| 1. Mama Inez    | Orchestra |
| 2. Til Reveille | Quartet   |

COMMERCIAL I

ROUND 1

- |                                    |       |
|------------------------------------|-------|
| 3. I've Been Drafted               | Mason |
| 4. It's So Peaceful In the Country | Simms |

COMMERCIAL 2

- |                 |                         |
|-----------------|-------------------------|
| 5. Free For All | Orchestra or<br>Quartet |
| 6. Green Eyes   | Babbitt                 |

....STATION BREAK....

ROUND 2

- |                 |            |
|-----------------|------------|
| 7. Popocatepetl | Production |
|-----------------|------------|

COMMERCIAL 3

- |                |           |
|----------------|-----------|
| 8. Maria Elena | Orchestra |
| 9. Do You Care | Babbitt   |

FINAL ROUND

- |                           |           |
|---------------------------|-----------|
| 10. Friendly Tavern Polka | Orchestra |
| 11. Amapola               | Orchestra |



The American Tobacco Company  
KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE  
No. 182  
September 17, 1941

BOONE: (CHANT ENDING "SOLD AMERICAN")

HIESTAND: Let that chant remind you that Lucky Strike means fine tobacco. At market after market we pay the price to get the milder, better-tasting leaf. That's why 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!

(APPLAUSE)

(KYSER THEME.....)

KYSER: Evenin' folks - how y'all? Welcome to <sup>our mid-September</sup> another session of the old school....put your feet on the desks....munch your apples....spread your lunch....have fun while we count noses.

(XYLOPHONE COUNTS UP SCALE TO SIX....THEN FLAT *into horn*)  
~~UNMUSICAL CRASH~~

KYSER: Hey - we can't have seven noses up here - whose nose is that last one?

HIESTAND: Why, that's yours, Professor, and we got to cut it off.  
*Saw Block fall off*  
 (SLICE AND WHISTLE NIPS AWAY)

KYSER: That's better now we have six noses left....the beautiful - handsome - *snazzys* ~~fetching~~ ~~prebeseises~~ of our six scholars who held the lucky numbers we drew. *They're* ~~They are~~ ready to take their examinations for top degrees and \$95.00 in prizes. Scholars be seated.

~~(RATCHETS)~~ *(a slow strawberry box)*

And now while our candidates ~~for degrees~~ collect their wits....the old school session opens on a bright and happy note of get-together -- what I mean to say is take a stance and come on yets dance.

(1. MAMA INEZ.....ORCHESTRA)

(2. TIL REVEILLE.....QUARTET)

(APPLAUSE)

KYSER: Chillun, Dean Hiestand wonders if you've ever stopped to think that you're tobacco buyers.

HIESTAND: That's right, folks. Every time you buy cigarettes you're really buying tobacco - and it's important for you to get the better quality leaf for your money - the kind of tobacco that gives you a milder, better-tasting smoke. So it'll pay you to take a tip from a man whose purchases of tobacco have averaged a full hundred thousand pounds a year for many years. He's Mr. Reuben G. Fleming, tobacco buyer, of Middleburg, North Carolina, and recently he had this to say about cigarettes:

MAN: I'm an independent tobacco buyer and it's part of my business  
(FRANK MARTIN) to know who buys what tobacco. Well, at market after market, I see Lucky Strike pay the price to get the finer, milder leaf. So it's not surprising that I smoke Luckies.

WHITMAN: Smokers, Mr. Fleming is well-informed on the tobacco facts that you should know, if you want a milder, better-tasting cigarette. At the auctions he sees us pay the price to get the finer, the lighter, the naturally milder leaf. So he knows that Lucky Strike means fine tobacco. Yes, ladies and gentlemen, with independent tobacco experts like Mr. Fleming - auctioneers, buyers, and warehousemen - with men who know tobacco best; it's Luckies 2 to 1. Make the next package you buy, Lucky Strike.

ORCHESTRA PLAYOFF

SOUND: CLASS BELL

HIESTAND: Children -- tchk --- tchk --- come out of the  
wraproom ... take your benches ... class is  
now in order ---- Before we begin our lessons  
I want to tell you what is going to happen.  
Professor is going to take the boys first and  
then the girls -- So ----

(LOON LAUGH)

What's the matter with you?

BOBBY: I can hardly wait.

(LOON LAUGH AGAIN, RUDELY INTERRUPTED BY SHOT)

KYSER: (IMMEDIATELY) You don't have to (LAUGH) --bury  
him next to Horticulture Hall. ~~And~~ step right  
up freshmen -- and git educated.

(ADD FIRST EXAM)

(FIRST QUESTION ROUND - page 1)

1. This one is from Albert Osterman of Albuquerque, N. Mexico. It's about two soldier boys and their Saturday night dates. It was getting kind of late and one of the gals had to go home so her soldier boy friend said (PLAY). The other Khaki Casanova said "I guess I'll go too, and I'll meet you back in the barracks because while you're seeing Katie home, I'll be (PLAY).

2. Speaking of Romeos, Agnes Finlay of Pomona, California asks whom did Romeo see home? Whom did Anthony see home? Whom did Rhett Butler see home? Whom does Popeye see home? *Who saw Sherlock Holmes?*

~~Whom does the F.H.A. see home?~~  
*(Nobody, he's a detective - he slipped in)*

3. This one from Bobbie Collins of Arkansas City, Kansas 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, Hasta la Vista, or toodle-co-- what would they have meant?)

b

(FIRST QUESTION ROUND - page 2)

4. It's tonight's right or wronger and Bernice Karp of Cleveland, Heights, Ohio wants you to say right or wrong to the following statements:

- 1) In the team Abbott and Costello, the fat one is Bud Abbott.
- 2) *Brooklyn & St. Louis both won today*  
~~(Joan Fontaine is Clivia de Havilland's sister.)~~
- 3) Bing Crosby was one of Paul Whiteman's rhythm boys.
- 4) Fairies magic wands are made by Tony Wons.

5. Here's the theme of one of radio's most popular Sunday night shows, which returned to this network a couple of weeks ago, and Pvt. Lawrence Gillooly of Fort Bragg, N. Carolina wants you to listen and tell us whom it identifies. (PLAY). There's a very noble orchestra on that program. Is it Leighton Noble, Ray Noble, or Noble Sissie?

6. Tell Ruby Allen, of Chicago, ~~Ill.~~, what instrument Bob Burns plays. ~~What instrument did the Pied-Piper play?~~ What instrument does Jack Benny play? What instrument does an angel play? What instrument did piccolo Pete play?

b.

7. In this one from Victor Davis of Columbus, Ga., "The Eyes Have it".

We are about to play a couple of songs at the same time, both of which are about eyes. Listen and tell us the name of both of them. (PLAY).

Who was the star of the picture "Bright Eyes?" Who is known as "Banjo Eyes"?

8. Robert Goerner of Los Angeles says here's a question he hopes will get your number. He's sent us three well-known expressions and all you have to do is fill in the right number. Ready now ... How many sheets to the wind? Here's a familiar one - What come what? And as the newspaper boys say - "That's what for tonight". (By the way, Mr. \_\_\_\_\_ do you have the number for today?)

9. Here's one of Rubinstein's best-loved melodies and Thomas Holt of New York City wants you to tell us whether it's Prelude in C, Melody in F, Harmony in L, or trouble in A Flat? (PLAY) Who's Helena Rubenstein?

SOUND: CLASS BELL

HIESTAND: Desist, professor -- questions have been muffed and scholars must be stuffed -- exam is over.

KYSER: Over and someone's in clover 'cause our first report card gives top grades to Martin Stern.

(APPLAUSE)

KYSER: Ah, dear Mr. Stern, you ~~got~~<sup>have</sup> an IQ to play pool with ... ~~you have a fast tongue and a nimble wit~~ --- go, light up a Lucky Strike and grow a beard for commencement. Right now "Old man recess" is with us. Evenin' Recess.

VOICE: Good evening, everyone -- have a cookie.

KYSER: Thank you, recess. Yes -- have a time and dance on a dime ... ~~grab a doll and rock the hall~~ -- slap them slippers and shine, chillun - shine.

(3. I'VE BEEN DRAFTED . . . . .MASON)

(4. IT'S SO PEACEFUL IN THE COUNTRY . . . . .SIMMS)

r



(MUSIC ESTABLISHES AND FADES)

KYSER: Chillun, a week ago yesterday was a big day down in Sanford,  
North Carolina.

(BAND OVERLAPS)

(EXCITED CROWD'S VOICES AND CHEERS - ESTABLISH AND FADE)

MAN #1: (NORTHERN VOICE) Say, what's all the excitement in town?  
(Eric Rolf)

MAN #2: (SOUTHERN VOICE) Didn't you know? It's the opening day  
of this year's tobacco auctions!

(MUSIC UP - OUT - CROWD NOISE - CHANT - SOLD AMERICAN)

WHSMAN: At 22! (CHANT)  
(Maguire)

COMM: Hello everybody, this is \_\_\_\_\_. We're  
reenacting the opening on Tuesday, September 9th, of a  
great tobacco market, Sanford, North Carolina. And, say,  
you never saw such excitement as there is in this big  
tobacco warehouse. Sales started awhile ago and the  
farmers and buyers are following every bid the auctioneer  
chants. Each basket of tobacco, you know, is sold  
individually - sold to the highest bidder. Here comes a  
sale now...

WHSMAN: At 26!  
(Maguire)

COMM: The warehouseman calls out the opening bid on the next basket. It's 26 - 26 dollars a hundred pounds. But this is fine, mild leaf - so the dozen or more buyers all want it. Hear that? ... The bid's already up to 28 - 28 dollars, bid by Lucky Strike. And now another cigarette company makes it 29 - a leaf company 30 - Lucky Strike 31 - an export company 32 - Lucky Strike 33 - The export company still wants this leaf. It bids 34. But right away Lucky Strike tops that with 35. 35 - 35 chants the auctioneer but there are no more bids now. So Lucky Strike gets it...

(CHANT UP - SOLD AMERICAN)

WHITMAN: Smokers, in a cigarette it's the tobacco that counts - the better the tobacco the better the smoke - and this year as every year, at auction after auction Luckies are paying the price to get the finer, the lighter, the naturally milder leaf - the kind that gives you a milder, better-tasting cigarette. For example, on the opening day of this year's auctions at Sanford, North Carolina, Tuesday, September 9th, 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 there - and the best we bought goes into Luckies. Smokers, that's why Lucky Strike means fine tobacco. So if you want a cigarette that's consistently milder, better-tasting, next time ask for Lucky Strike.

FREE FOR ALL .....ORCHESTRA

GREEN EYES.....BABBITT

REPRISE GLEE CLUB COLLEGE SONG

-11-

(SCHOOL SONG . . . GLEE CLUB)

HIESTAND: On college hill all is still and in  
 fraternity row the lads are low ...  
 in sorority lane there's a sigh of  
 pain and sophmores sob and freshmen  
 ball for nobody's allowed out beyond  
 campus wall ... but suddenly a siren  
 screams (SIREN GOES) and word gets  
 out by some foul means ----- Station  
 Break - Station Break! --- on guard  
 across the nation -- <sup>wake up</sup> ~~what~~ you guys  
~~hidin~~ in every station?

...STATION BREAK...

KYSER MARCH

-11-

-12-

HIESTAND: The second semester comes to Kyser College ...

(A HOWLING PACK OF HOUNDS OVERRUN THE AIR .. THE CLASSROOM AND  
KEEP ON GOING FOR SOME TIME)

KYSER: Hey -- Dean -- what are those dogs doin' in here?

HIESTAND: I don't know -- somebody left the door open I guess.

KYSER: Well shut it -- we got to get started with these three  
beautiful gals -- *Now shut the door*  
~~our second three candidates for~~  
~~finance and paperoo.~~

(HIESTAND - OFF MIKE - "OKAY" - DOOR SLAMS, DOGS STOP SIMULTANEOUSLY,  
EXCEPT ONE WHICH HOWLS IN PAIN)

KYSER: (OVER END OF LAUGH) Must have got his tail caught.

Greetings, dolls -- you look like pretty bright & pretty *two*.  
~~mells ... our first contestant is \_\_\_\_\_~~

(ADD SECOND EXAM)

-12-

ROUND 2, Page 1

1. Harriet Beach of Salem, Oregon wants us to tell you about an experience we had in one of the camps we visited recently. An officer was questioning a new recruit. He asked him what part of the daily schedule he liked best and he replied (PLAY). The officer saw he wasn't trying to be fresh, so he asked him why, and the recruit explained "That part of the 24 hours is mine. Most of the rest is (PLAY).

2. Several movie actresses decided to have a foot race and Whitney Whitman of Providence, Rhode Island, wants you to name the girls after hearing a description of the race. Wendy's away at the barrier, Andrea leads, Rosemary - second in the outside lane, Janet - third, a gainer on the turn, Gloria - it's her swan song if she loses. -- Emily was left at the Post.

3. Rowena Stoner of McNeal, Arizona says this song is called "Whistler's Mother-In-Law." Listen and tell us whose theme it is. (PLAY). The orchestra leader who uses it, used to feature "Rhapsody in Blue." ~~Is it Paul Martin, Paul Whitman, Paul Gallico or Paul Pry?~~  
Can you name an orchestra that features a whistler?

ROUND 2, Page 2

4. For Perry Owens of Chanute Field, Illinois, we'll see how well you know your lyrics. What is the flower in the song "Amapola."

In the song Loch Lomond, if you take the high road and I take the low road, who gets to Scotland first? *If you ask for a diamond ring*  
~~What song is about~~  
*broclets & everything whom are you asking?*  
~~half swan and half goose.~~

5. We've taken the #1, #2, and #3 songs on last Saturday's Hit Parade and jumbled them up. Patricia Prague of Wilmington, Delaware wants you to listen and name 2 of the 3 songs, and then tell us which one you think was #1. (PLAY).

6. For no reason at all, Harry Gibbs of Helena, Montana wants you to distinguish between Colonna, Pomona, Ramona and Kimona. (You might say that Colonna in a kimona wooed Ramona in Pomona).

ROUND 2, Page 3

7. Listen to this good old-time song and tell Phyllis Brown of Lexington, Kentucky, whether it's Porgie and Bess, Gallagher and Sheen, Frankie and Johnnie, or Hart Schaffner and Marx. (PLAY). In that song which is the girl?
  
8. We're about to blindfold you for a couple of seconds - we want you to think hard and tell Kathleen Michael of Omaha, Nebraska, whom we're impersonating. Ready now, listen (PLAY) (Gerry Mohr as Charles Boyer, to be seen soon in "Hold Back the Dawn" and "Appointment for Love") And now who is this? (PLAY) (Benny Kroeger as Orson Welles, now on air for Lady Esther).
  
9. Louise Dick of Minnick, North Dakota says this song identifies one of the barracks of the service. Listen and tell us whether it's the Army, Navy or Marines? (PLAY) That's the - Hymn or Halls of Montezuma. If that's Montezuma, what's Mazuma? (Who's Zuma Palmer?)

SOUND: CLASS BELL

HIESTAND: Professor unhand the female gender and put an end to this intellectual bender.

KYSER: Why shore, Dean ~~collapse~~ <sup>females collapse</sup> ~~collapse, females~~ -- while I'll read the report ~~and~~ <sup>It</sup> says that the winning gal of the second exam is Jean Glen.  
(APPLAUSE)

KYSER: ~~Prep up this comely lass~~ (RATCHET) ~~Yes~~

*oh* dear goldie locks you have a brain that tears along like a choo choo train (CHOO CHOO TRAIN)  
I salute you -- ~~enable~~ <sup>and</sup> you -- promote you to the senior class -- go, light up a Lucky Strike and wait till you're called up for the finals.  
"Old man recess" is here again.

RECESS: Evening, everyone ---- have a hot dog.

KYSER: Thank you recess. And now here is a beautiful new song by George Dunning and Bill Hampton based on the

Mexican Legend of "Popocatepetl" *the mountain of flame*  
*In this song a little Mexican boy is singing to the mountain.*

(7) POPOCATEPETL. . . . . PRODUCTION)

(APPLAUSE)



LUCKY STRIKE "KAY KYSER"  
Commercial #3

KYSER: Now Dean Hiestand calls your attention to a very important fact.

HIESTAND: Well it's just this, in a cigarette it's the tobacco that counts. The better the leaf the better the smoke. Yes, ladies and gentlemen, mildness - better taste - whatever qualities you're looking for depend on the kind of tobacco that's in your cigarette. Now you know that Luckies are made of fine tobacco - because we bring you actual reports from market after market all over the South - reports that prove we pay the price to get the finer, the lighter, the naturally milder leaf. For example, last season, The American Tobacco Company paid 27 percent more than the market average at Bowling Green, Kentucky, 34 percent more at Asheville, North Carolina - 43 percent more at Madison, North Carolina. So it goes at market after market, year after year - and the best we buy goes into Luckies. Yes, smokers, Lucky Strike means fine tobacco. That's why, if you want a milder, better-tasting cigarette....smoke the smoke tobacco experts smoke. Remember, with men who know tobacco best, it's Luckies 2 to 1. Make your next package Lucky Strike.

- (8) MARIA ELENA. . . . . ORCHESTRA
  - (9) DO YOU CARE. . . . . BABBITT
- FANFARE

A

HIE STAND: The final exam!

(THE DOGS COME BACK YOWLING - QUICK FADE FOR:)

BOBBY: (LOON LAUGHS) I can hardly wait.

*Old man* SINGLE SHOT ENDING WITH DOG YIPPING AGAIN)

KYSER: Bury <sup>him</sup> ~~them~~ again, boys <sup>that's where I come in</sup> and pass up my champion

~~scholars~~ <sup>love is when our two winners come in again</sup> commencement lies before them --

~~relatives lie in wait... and top honors lie~~

~~ahead. Step up, chillun, and get the works.~~

(ADD FINAL EXAM)

→ (Hello everyone - Have a jolly B...)

A

FINAL ROUND

1. This week in Milwaukee, the American Legion is holding it's annual convention and therefore we think it's appropriate to dedicate our final round tonight to them. James Payne of Detroit says this body of men really typify the spirit of (PLAY). And the Star Spangled Banner has an anniversary this week too. It was written September 14th, way back in 1814 ~~and it means just as much today as it did~~ <sup>by whom</sup> ~~then.~~ Can you tell us ~~who wrote it?~~ <sup>was</sup> ~~Is~~ there a radio program called "The Star Spangled Theater?" ~~In what state does the Liberty Bell hang?~~

2. Here's one from Lillian Eden of Newark, New Jersey, that the American Legion boys sang more than once, ~~in the last war,~~ but she's sure you'll only have to hear it once to tell us the name of it. (PLAY) All American Legion Boys know Sergeant York. Tell us who played <sup>S</sup> Sergeant York in the motion picture? Who was Father Duffy in "The Fighting 69th?" Who was the Star of Shoulder Arms?

-20-

FINAL ROUND, Page 2

3. Here's an exhilarating march and Herbert Kamlet of Denver wants you to tell us whether it's Washington Post March, the American Legion March, the Grand March from Aida, or the ~~Stole a March from Reno~~ <sup>Flight on Frederick March</sup> (PLAY). ~~In what state does the Liberty Bell hang? - State of suspension?~~  
 If that was the ~~Legion~~, what's the Foreign Legion?

~~What do you notice first about the men's faces in the Foreign Legion?~~

When's Armistice Day?

4. Back in '17 and '18 when the American Legion boys were doing their stuff, our government was selling Liberty Bonds and Louise Taft of Alameda, California says that once again Uncle Sam is ~~saying~~ <sup>cashing</sup> (PLAY). Is Bond Street a famous street in New York, London, Paris or Chicago? Who is Beulah Bondi? Is there a Bond Bread?

SOUND: CLASS BELL

-20-

HIESTAND: Exams are over.

(CHEERS)

(LOCKSTEP MARCH)

KYSER: The faculty <sup>marches</sup> ~~trudge~~ off to faculty hall, and while they study the grades, we shall sit in brief convocation while Dean Hiestand, delivers a brief address.

HIESTAND: When you hear the name Lucky Strike, think of fine tobacco. For remember these two facts: That at market after market we pay the price to get the milder, better-tasting leaf -- and that the independent tobacco experts themselves smoke Luckies 2 to 1 over all other cigarettes combined. Yes, Lucky Strike means fine tobacco. Make that next package you buy, Lucky Strike.

(FANFARE)

KYSER: The reports are here. <sup>and</sup> --- I have the honor to announce that the faculty and board of trustees award top honors of the week to (tie) Jean Glen - Martin Stern  
 (API LAUSE) (*perfect scores*)

KYSER: Dear \_\_\_\_\_, as I totter forward to grasp your hand -- I choke with emotion (RATTLE DICE IN CUP), I embrace you (MOUTH SIREN), and I fatten your poke with a hunk of spendin' lettuce -- this first prize of \$35 -- to you, dear, dear second placer -- this second prize of \$20 -- to the other four scholars ten dollars each and to all six a carton of Luckies. Then to each and every ~~other~~ member of our student body here tonight for that old team spirit and because they look so fetching in their play suits -- a package of better-than-ever Lucky Strike Cigarettes.

(APPLAUSE)

10 (FRIENDLY TAVERN POLKA . . . . . ORCHESTRA)

11. *Amazola*  
 (SEGUE THEME)

KYSER: Well das all, chillun -- old Kyser College hits the road until next Wednesday night at the same time when we shall go to work on another batch of deserving scholars for fun, prizes and culture. Until then have fun and bone up on your home work by attending sessions of Information Please and Your Hit Parade ... and don't forget that the address for questions to the College is, Kay Kyser -- Box 909 --- Los Angeles, California. And now this is Kay Kyser, thinkin' 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.

THIS IS THE RED NETWORK OF THE NATIONAL BROADCASTING COMPANY

9-17-41

1. Albert Osterman - Albuquerque, New Mexico
2. Agnes Finlay - Pomona, California
3. Bobbie Collins - Arkansas City, Kansas
4. Bernice Karp - Cleveland Heights, Ohio
5. Pvt. Lawrence Gilcooly, Ft. Bragg, North Carolina
6. Ruby Allen, Chicago, Illinois
7. Victor Davis, Columbus, Georgia
8. Kathleen Michael, Omaha, Nebraska
9. Thomas Holt of New York City.

1. Harriet Beach, Salem, Oregon
2. Whitney Whitman, Providence, Rhode Island
3. Rowena Stoner, McNeal, Arizona
4. Perry Owens, Chanute Field, Illinois
5. Miss Patricia Prague, Wilmington, Delaware
6. Harry Gibbs, Helena, Montana
7. Phyllis Brown, Lexington, Kentucky.
8. Ruggles Marlin, Tacoma, Washington
9. Louise Dick, Munick, North Dakota

1. James Payne, Detroit, Michigan
2. Lillian Eden, Newark, New Jersey
3. Herbert Kamlet - Denver, Colorado
4. Louise Taft, Alameda, California



ROUTINE

KAY KYSER

September 24, 1941

- |    |                                     |           |
|----|-------------------------------------|-----------|
| 1. | Camptown Races                      | Orchestra |
| 2. | I Guess I'll Have to Dream the Rest | Simms     |

COMMERCIAL 1

ROUND 1

- |    |             |         |
|----|-------------|---------|
| 3. | Hi Neighbor | Quartet |
| 4. | Time Was    | Babbitt |

COMMERCIAL 2

- |    |                   |       |
|----|-------------------|-------|
| 5. | Daddy (3rd Conga) | Mason |
| 6. | Yours             | Simms |

...STATION BREAK...

ROUND 2

- |    |                      |            |
|----|----------------------|------------|
| 7. | Alexander's A Swoose | Production |
|----|----------------------|------------|

COMMERCIAL 3

- |    |           |           |
|----|-----------|-----------|
| 8. | Conga     | Orchestra |
| 9. | You and I | Quartet   |

FINAL ROUND

- |     |                           |           |
|-----|---------------------------|-----------|
| 10. | Hut Sut Song              | Orchestra |
| 11. | With a Twist of the Wrist | Orchestra |

The American Tobacco Company

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - No. 183

September 24, 1941

---

HIESTAND: In a cigarette it's the tobacco that counts.

BOONE: (CHANT....."SOLD AMERICAN")

HIESTAND: Let that chant remind you that Lucky Strike means fine tobacco. At market after market we pay the price to get the milder, better-tasting leaf. 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 with fun, scholars, ninety-five dollars in prizes -- and your own "makes-you-want-to-dance" man --  
Kay Kyser!

(KYSER THEME..... )

(AUDIENCE APPLAUSE)

-2-

KYSER: Evenin' folks - how y'all? A wistful welcome to our  
 classroom <sup>and to</sup> ~~from~~ our six chosen-at-random, apple-polishing  
 students who are ready and <sup>raring</sup> ~~aving~~ to romp through  
 recess and the rigors of interrogation. Now students,  
 sharpen up your pencils --

SOUND: (LARGE VARIETY OF BUZZ SAW - 2 SECONDS)

KYSER: (IMMEDIATELY) Tear off your coats -

SOUND: (CANVAS RIP)

KYSER: And get ready to rassle cause here comes the first  
 course in required hoof beats - so one two, out of  
 your seats --

1. ("CAMPTOWN RACES".....ORCHESTRA)

2. ("I GUESS I'LL HAVE TO DREAM THE REST".....SIMMS)

-2-

KYSER: Now Dean Hiestand points out that most tobacco men do a lot of travelin'.....

HIESTAND: That's right folks. For example, Mr. Herbert T. Highsmith, well known independent tobacco buyer of Robersonville, North Carolina, customarily starts his buying down in Pelham, Georgia, where this year's auctions started August 5th. He goes from there up to his home town of Robersonville, North Carolina for the opening of that market. Finally he ends up the season 'way out in New Tazewell, Tennessee. So you see, Mr. Highsmith, really knows what happens at markets all over the South this year and every year and here's what he said recently about the tobacco sold to Lucky Strike.....

MAN: Time and again, I've watched Lucky Strike pay the price to get the finer, milder leaf. So it's just common sense for me to pick Luckies for my own cigarette. I've smoked 'em for 11 years now.

WHITMAN: Smokers, in a cigarette it's the tobacco that counts and - as independent experts like Mr. Highsmith know - Lucky Strike means fine tobacco. These experts - auctioneers, buyers, and warehousemen - see us pay the price at market after market to get the finer, the lighter, the naturally milder leaf. So, for their own smoking enjoyment, they pick Luckies by an overwhelming majority. See if their judgment isn't born out in your own experience. Next time choose Lucky Strike, and find out why with men who know tobacco best it's Luckies 2 to 1.

ORCHESTRA: PLAYOFF SEGUE INTO WILLIAM TELL

-4-

(START WILLIAM TELL)

HIESTAND: Across the plains a lone rider dashes - the ringing  
hooves of his horse kicking up a cloud of dust.

(HOOF BEATS COME IN) Look, he turns - he's coming  
our way! (MUSIC OUT)

VOICE: Hello, stranger.

HIESTAND: How do you do!

VOICE: Which way did they go -

HIESTAND: To whom are you referring, my man -

VOICE: The first three contestants, stranger.

HIESTAND: (LOUD) They went that way!

VOICE: Then let's go - (AD LIB YELLS AND KYSER THEME PLAYED  
IN GALLOPING RHYTHM *(Over Audrey hollers)*)

KYSER: Now, if you and your horse will just take a seat, we  
can get on with \_\_\_\_\_ and  
the first question.

(ADD FIRST ROUND)

-4-

(FIRST QUESTION ROUND - Page 1)

1. Here's a "whoopsadaisy" from John Ellinger of Salt Lake City. He tells of a certain housewife who was having trouble with her wash. It seems that every week when her wash came back something was missing. She finally changed washerwomen and now she goes around singing (PLAY). Now tell us three things that always come back -- a certain bird, animal, Australian weapon, piece of paper, when you look in a mirror, a coin, ferry and rubber check.

2. If it's not too much brass on my part, Miss Lucille Christy of <sup>Texas</sup> St. Paul wants you to distinguish between a brass band, Brass ~~Rail~~, a brass ring, and brass hat.

3. Here's the theme of a popular orchestra leader now at the Palladium here in Hollywood, and Everett O'Neill of Washington, D.C., wants you to listen and tell us who he is. (PLAY) Now can you name two young movie stars who are drummers on the side?

b.

(FIRST QUESTION ROUND - Page 2)

4. Now don't cry over this one from Portia Henderson of Beardstown, Illinois. She just wants you to tell us who cries "Hi Ho Silver." And who cries "Henry?" Is Alexander Woolcott known as the Town Crier? Do babies cry for Waldorf-Astoria?

5. This one from Frank Gordon of Pittsburgh, is about a sailor boy on shore leave. The sailor said, "I was walking down the street when across the street I spied (PLAY). <sup>Continuing</sup> The sailor <sup>Said</sup> ~~continued~~, "They were mighty pretty and so to get a better look (PLAY).

6. Lots of fine songs start with the word "when" and Margaret Hanson of Portland, Me., reminds us that 3 of them are identified with well-known personalities. I'll name the songs and you name the personalities. "When the Moon Comes Over the Mountain." "When the Blue of the Night Meets the Gold of the Day." "When My Baby Smiles at Me."

(FIRST QUESTION ROUND - Page 3)

7. Speaking of songs that identify, here's the theme of one of radio's top Thursday night shows, and Alan Singer of Chickasha, Oklahoma, wants you to name the song and tell us what program it identifies. Can you name two personalities on that show? *(no) lib - where's Baby Snooks)*

8. Look straight ahead now don't look back. Miss Ina Brewer of Los Angeles, wants you to tell us what instrument you hear and what song is being played. (PLAY).

9. Football gets started in America this week, so Arthur Mortimer of Jersey City, N.J., thinks its appropriate to tell us what school this good old song identifies. (PLAY). Is Elmer Layden the coach at Notre Dame this year?

SOUND: CLASS BELL



HIESTAND: Sublime, sublime, Professor - but there's no more time,

KYSER: Then stash your hash and we'll have a flash with  
a Faculty splash.

(LONG SLIDE WHISTLE DOWN - ENDING IN SPLASH)

KYSER: Thank you - and the winner of the first exam is

the one and only No 3 Contestant - Mr. Sam Simons  
Draftsman - of Los Angeles

(APPLAUSE)

KYSER: Congratulations, my dear \_\_\_\_\_ ...you are the  
official best of the test -- go light up a Lucky Strike,  
rest and relax while the Final Round awaits you with a  
cynical smile. But now, Recess is here!

RECESS: Evenin' everyone - have a cookie?

KYSER: Why thank you, Mr. Recess, but I'll have a little dancing  
on the side -- so come on chillun, let's glide.

3. (HI NEIGHBOR . . . . .QUARTET)

4. (TIME WAS . . . . .BARBETT)

(COMMERCIAL #1)

(CHANT ESTABLISH AND FADE)

KYSER: Now, friends, here's that game smokers are talking about. Let's go, Dean Hiestand, with another session of "Lucky Markets!"

(CHAT UP - SOLD AMERICAN)

HIESTAND: Folks, in a cigarette it's the tobacco that counts. The better the tobacco, the better the cigarette. Well, this game of ours proves that Lucky Strike means fine tobacco. For it shows you that at market after market The American Tobacco Company consistently pays the price to get the finer, the lighter, the naturally milder leaf - the kind that gives 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 last season bought over 96 percent of all the cigarette tobacco sold at auction in this country. Now a member of our audience, Miss Betty Sommers of Los Angeles, California, 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 last season for tobacco ... and then

(SOUND - CASH REGISTER) see what happens. All right, Miss Sommers will you draw the first name please.

Thank you - it's Asheville, North Carolina.

34 percent more.

MAN OR WOMAN:



KAY KYSER LUCKY MARKETS\*\*\*\*SEPT 24, 1941

A- ASHVILLE, NORTH CAROLINA	34% -A
HUGHESVILLE, MARY LAND	26%
NEW ALBANY, INDIANA	10%
LEBANON, KEN TUCKY	34%
FAIRMONT, NORTH CAROLINA	58%
RICH MOND, KENTUCKY	27%
MARTINSVILLE, VIRGINIA	56%

COMMERCIAL #1 - Cont'd)

STAND: 34 percent more in 10, \_\_\_\_\_,  
 (CASH REGISTER) and Lucky Strike pays the 100/ with  
 the a card 34 dollars. Now friends,  
 that means that at tobacco auctions in a,  
 \_\_\_\_\_ last season, The American Tobacco Company paid  
a percent more per pound for the tobacco it bought for  
 its cigarettes and other tobacco products - yes a  
 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. All right - next market  
 being drawn from the goldfish bowl and it's Hughesville,  
Maryland.

(CROWD MURMURS UP)  
 (ETC.)  
 (BELL)

KAY KYSER LUCKY MARKETS\*\*\*\*\*SEPT 24, 1941

A- ASHVILLE, NORTH CAROLINA	34% -A
HUGHESVILLE, MARY LAND	25%
NEW ALBANY, INDIANA	18%
LEBANON, KEN' TUCKY	34%
FAIRMONT, NORTH CAROLINA	58%
RICH MOND, KENTUCKY C	27%
MARTINSVILLE, VIRGINIA	56%

(COMMERCIAL #1 - Cont'd)

HLESTAND: Oh, oh, there's the bell, ending this session of Lucky Markets. Thanks very much, everyone. Now here's Gayne Whitman.

WHITMAN: Ladies and gentlemen, if you want a milder, better tasting smoke just remember in a cigarette it's the tobacco that counts and this game of ours proves that at market after market we consistently pay the price to get the finer, the lighter, the naturally milder leaf. Yes, smokers, at every one of those tobacco markets drawn completely at random, The American Tobacco Company paid well above the average market price for tobacco and the best we bought goes into Luckies. That's why Lucky Strike means fine tobacco. Prove this to yourself next time you buy cigarettes. Ask for Luckies and get a milder better tasting smoke.

(5) DADDY . . . . . MASON

(6) YOURS . . . . . SIMMS

REPRISE LUCKY STRIKE TIME

LUCKY STRIKE TIME.....ORCHESTRA

HIPSTAND: We pause for station identification.

(STATION BREAK)

LUCKY STRIKE TIME....UP & OUT

-13-

(FADES IN MARCE - UP TO FINISH)

HIESTAAD: The second round comes to Kyser College like a pennant to Brooklyn --

IF THEY ARE WINNING STILL

BAND SETS UP TREMENDOUS FURORE - OUT OF THIS COMES DISTINCTLY UNDERSTANDABLE

MAN: Kill de bum!

MAN 2: Soitlnly - strike him out!

MAN 3: Horray - boo - hooray - boo - hocray - boo.

MAN 4: Moider the umpire!

THIS CUTS OFF ABRUPTLY

~~OPTIONAL~~ IF THEY ARE LOSING

~~MAN: Is this gun loaded?~~

~~MAN 2: Certainly, Mr. Durocher.~~

~~MAN: Thank you --~~

~~THERE IS A SHOT~~

HIESTAND: But in the old College it's Ladies' Day as the three gals come up to the plate. And burning them down the center is the old Professor himself -- Kay Kyser!

KYSER: Take a cut at this one, Silver Larkow ... it's from

Pvt Jimmy Robertson of Fort Bliss, Texas.

(ADDS SECOND ROUND)

-13-



(SECOND QUESTION ROUND - Page 1)

1. Here's a silly scene painted by Pvt. Jimmy Robertson of Fort Bliss, Texas. A certain housewife came home unexpectedly. The house hadn't been cleaned, nothing done about dinner, and the maid was in the parlor rocking herself in the best chair in the house. The housewife exclaimed, "What's the meaning of this?" The maid replied "I'm tired -- 'yes mam" (PLAY). The lady of the house said, "Oh yeah! Well you better get busy and clean up mighty quick-like or (PLAY).

2. For Miss Frances Sanders of Shreveport, La., I'm about to name some well-known characters and she wants you to tell us from what movies they are taken. Stanley, Aunt Pitti-Pat, Miss Jones, Heathcliff, Rebecca, The <sup>high</sup>~~Grand~~ Lama.

3. We're about to imitate a well-known orchestra leader's style of playing and Harold Smith of Peterborough, N. H. wants you to name the song and the orchestra. (PLAY). ~~Is he now on the Lady Esther program?~~  
*there a girl singer with his band?*

(SECOND QUESTION ROUND - Page 2)

4. Miss Violet Anderson of Phoenix, Arizona, says "Reading the funnies is an 'all-American pastime and she believes from the following hints you should be able to name at least four of the cartoon strips in which they appear -- Spinach, Daisy Mae, Tillie, Little Face, Dragon Lady, Uncle Phil, Superman.

5. Speaking of comic strips, Roy Bowman of Honolulu wants you to tell us which strip this song brings to your mind. (PLAY). And this song suggests what cartoon strip? (PLAY). If Jack Benny took Gypsy Rose Lee's place, would that be a comic strip?

6. It's tonight's right or wronger, and Miss Lucille Jones of New York City wants you to say right or wrong to the following statements:

- 1) The theme of "Cook's Hours" is "Home on the Range."
- 2) Irving S and Ty Cobb are not brothers.
- 3) Lionel Barrymore composed a symphony <sup>501 Ten</sup> ~~which~~ <sup>which</sup> was played in the Hollywood Bowl.
- 4) The following are the NBC chimes.

SECOND QUESTION ROUND - Page 3)

7. We're going to blind-fold you for this question -- We're about to play the theme of a well-known singer and orchestra leader, and Jack Adams of Brunswick, Ga., wants you to listen and tell us who he is.

(PLAY)

8. And now Miss <sup>rs</sup> Coxley to use a well-known household expression, "What's cooking?" Mel Comstock of Fort Erie, Ontario wants us to find out what kind of wife you'd make, so I'm going to give you a few simple recipes and you tell us "What's cookin." Chocolate, sugar, milk, butter, vanilla and don't let it cook too long. Flour, shortning, salt, baking powder and milk? Apples, sugar and lots of crust?

9. Kathryn Cokers of Nashville, Tenn. says you don't have to be a cock to tell us what's cooking in this song (PLAY). And in this one we're a little short of chickens so we are cooking (PLAY).

SOUND: CLASS BELL

SOUND: (BELL RINGING)

HIESTAND: Well, well -- do tell professor - it's the no-more-questions bell -

KYSER: Well I won't rebel, Dean Hiestand, the decision rests with our happy faculty.

(THOSE THREE FAMOUS LOON LAUGHS)

KYSER: Thank you - and the winner of the second exam is proclaimed as Mr. Sylvia Lashow !

(ABPLAUSE)

KYSER: What a mind, my very charming Mr. Lashow ... your fame has spread abroad and you will be duly quizzicated in the Finals. Relax now with a Lucky Strike, it's --

RECESS: Evenin' everyone - have a peanut.

KYSER: Das right, Recess is here again - so let's <sup>COT LOOSE</sup> ~~give him a boost~~ with Alexander the Swoose.

(ALEXANDER THE SWOOSE . . . . . PRODUCTION)

(COMMERCIAL #3)

KYSER: Now, chillun, Dean Hiestand asks a question that goes straight to the point.

HIESTAND: It's just this, folks...Next time you step up to a cigarette counter, why not choose a cigarette you know is made of fine tobacco? For, in a cigarette, it's the tobacco that counts. Fine tobacco gives you mildness, better taste, more real smoking enjoyment. And Lucky Strike means fine tobacco. You hear the proof of it on this program - proof that, at market after market all over the South, Lucky Strike consistently 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, The American Tobacco Company last season paid 26 percent more than the average market price at Asheville, MD, 34 percent more at Le Bonon, Ky. So it goes at market after market - and the best tobacco we buy goes into Luckies. Yes, ladies and gentlemen, Lucky Strike means fine tobacco. The figures prove it. Your own taste will confirm it. Next time ask for Lucky Strike and enjoy a cigarette of fine tobacco.

CONGA NUMBER 3 . . . . . ORCHESTRA  
YOU & I . . . . . QUARTET  
FANFARE

b

-18-

HIESWAND: The final round! ... (SERIES OF WHISTLE PIPS)

Wait a minute - what are you doing?

BOBBY: Sorry - I just pulled my hair out - can I help it  
if I'm nervous?

HIESWAND: You think you're nervous -- look at these two champion  
scholars -- shaking all over.

(DICE SHAKE AND RATCHEET)

~~Yes -- they got good reason to be nervous -- shake right  
up here to the old lecture platform, kids.~~

~~(BAND AND DRUMS GO INTO HULA OR LITTLE EGYPT SHAKE DANCE)~~

KYSER: Wait a minute -- if you got any shakin' to do -- shake me  
down some right answers -- this is pay off term.

(ADD FINAL EXAM)

-19-

(FINAL QUESTION ROUND - Page 1)

1. At this time hotels and ballrooms all over America are just about to start their Fall and Winter season of dance music, so we'd like to dedicate our final round to Terpsichore or dancing. James Lyons of Seattle, Washington, says this song typifies the type of dancing most popular in America. (PLAY). Now can you name another kind of trot? Can you name an orchestra leader who has a "trot" in his name?

2. Bennie McKinney of Wichita, Kansas, asks what's this song and what type of dancing does it bring to mind. (PLAY). Who's known as the Waltz King? Is there a radio program called Waltz Time?

(FINAL QUESTION ROUND - Page 2)

3. Here's a number called "La Cumparsita" and Owena Collins of Huntington, W. Va., wants you to identify the type of dancing associated with it. (PLAY). Yes, that's an \_\_\_\_\_.  
Now can you name three American dances that have been popular in the past few years such as the Charleston?

4. Other South-American rhythms are very popular in America right now, and Chuck Brubeck of Denver, Colorado, wants you to name this song and tell us what type rhythm it is. (PLAY). If that's the \_\_\_\_\_, what's this?

SOUND: CLASS BELL



(SCHOOL BELL)

HIESTAND: The exams are over.

*Audience*  
(CHEERS) *Hooray*

KYSER: Whoa, kids -- let the faculty go to faculty hall.

(RUSH OF FEET ... GALLOPING HORSES)

(DOOR SLAMS)

And while they are gone-a-grading sit with me in brief convocation while Dean Hiestand delivers the brief tobaccolaureate address.

HIESTAND: When you hear the name Lucky Strike, think of fine tobacco. For remember these two facts: that at market after market we pay the price to get the milder, better-tasting leaf - and that the independent tobacco experts themselves smoke Luckies 2 to 1 over all other cigarettes combined. Yes, Lucky Strike means fine tobacco. But see for yourself. Next time ask for Lucky Strike.

(FANFARE)

KYSER: The faculty report (SHOUT) Hey, not so close!

It names the big honor scholar of the week to be Mr. John Luskow (Perfect Score).

(APPLAUSE)

KYSER: A-----h, dear Mrs Luskow, you sure have what it takes so take this first prize of 35 dollars -- this modest batch of squanderin money, go forth into the world and jitter, bug. To you dear second placer -- this consolation of twenty dollars second prize, and to the other four chillun 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 yells and hollers and old school spirit a package of better-than-ever Lucky Strike Cigarettes.

(CHEERS)

10. (HUT HUT SONG. . . . . ORCHESTRA)  
(NEW KYSER RADIO THEME. . . . .)

KYSER:

Well, das all, chillun. The old college goes back in the barrel until next Wednesday night. And students, next Sunday daylight saving is over. Those of you who have been on Standard time all summer will be hearing us one hour later. But if you've been on daylight saving you'll be hearing us same hour as usual. Until next Wednesday then -- bone up on your musical larnin by attending Your Hit Parade and Information Please.. and don't forget that the address for questions to the College is, Kay Kyser -- Box 909 -- Los Angeles, California. And now, this is Kay Kyser, thinkin' of you. Remember, next week no more daylight saving time - so be sure and check. 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. This is the Red Network of the National Broadcasting Company.

OCTOBER

ROUTINE

KAY KYSER

October 1, 1941

*As Broadcast*

- |    |              |           |
|----|--------------|-----------|
| 1. | Why Cry Baby | Orchestra |
| 2. | Til Reveille | Quartet   |

COMMERCIAL 1

ROUND 1

- |    |                        |       |
|----|------------------------|-------|
| 3. | Yes, Indeed            | Mason |
| 4. | Knee Deep in Star Dust | Simms |

COMMERCIAL 2

- |    |                                       |           |
|----|---------------------------------------|-----------|
| 5. | Comin' Round the Mountain             | Orchestra |
| 6. | I Don't want to Set the World on Fire | Babbitt   |

...STATION BREAK...

ROUND 2

- |    |              |            |
|----|--------------|------------|
| 7. | Popocatepetl | Production |
|----|--------------|------------|

COMMERCIAL 3

- |    |             |         |
|----|-------------|---------|
| 8. | Yo Te Amo   | Quartet |
| 9. | Do You Care | Simms   |

FINAL ROUND

- |     |             |           |
|-----|-------------|-----------|
| 10. | Maria Elena | Orchestra |
| 11. | Frenesi     | Orchestra |

The American Tobacco Company  
KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - No. 184  
October 1, 1941

---

HIESTAND: In a cigarette, it's the tobacco that counts.

BOONE: (CHANT: "SOLD AMERICAN")

HIESTAND: Let that chant remind you that Lucky Strike means  
fine tobacco. At market after market, we pay the price  
to get the milder, better-tasting leaf. That's why 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 ninety-five dollars in prizes....  
makes-you-wanta-dance music....and our permanent  
burser - the old berserker-- Kay Kyser!

(KYSER THEME.....) (AUDIENCE APPLAUSE)

KYSER: Evenin' folks - how y'all? A beaming smile and a glad hand of welcome to you all - especially our six contestants who were picked <sup>from the student body</sup> ~~out of the studio audience~~ completely by <sup>numbers</sup> ~~chance~~ before we went on the air tonight. And now - our little old red schoolhouse is ready to rock and roll with fun and frolic. But first - let's put flies in the inkwells <sup>tick</sup> gum on teacher's chair, and beat those erasers in four-four time <sup>Everyone give</sup> ~~romance the first chance and~~ ~~things off with a roar and a prance.....Come on~~ ~~chillun~~ - let's dance.

- (1. WHY CRY BABY.....ORCHESTRA)
- (2. TIL REVEILLE.....QUARTET)

KYSER: Chillun, did you know that many tobacco men who smoke Luckies actually compete with Lucky Strike at the auctions?

HIESTAND: That's right, folks. The independent tobacco buyers bid against Lucky Strike at auction after auction. As one of them, Mr. Andrew G. Wright of Kernersville, North Carolina, said recently:

MAN: I've been out-bid so many times by Lucky Strike when the finer, milder tobaccos come up for sale, that I know from my own experience they buy that finer leaf....yes, and pay the price to get it. That's why I smoke Luckies....smoked 'em for 13 years now!

WHITMAN: Ladies and gentlemen - take this tip from Mr. Wright: smoke the cigarette you know is made of fine tobacco. For, *make no mistake,* in a cigarette, it's the tobacco that counts. And Lucky Strike means fine tobacco. At auctions all over the South, independent experts like Mr. Wright - buyers, auctioneers and warehousemen....see us pay the price to get the finer, the lighter, the naturally milder leaf. And these experts choose Luckies for their own cigarette by an overwhelming majority. In fact - with men who know tobacco best, it's Luckies 2 to 1. Next time why don't you buy like the experts....ask for Lucky Strike and prove to yourself that Luckies are a milder better-tasting cigarette.

ORCHESTRA PLAY-OFF

SOUND:—GLASS BELL



ISH: (HUMS A LITTLE TUNE)

HIESTAND: (OFF - THEN IN) Hey, Ish Kabibble - have you seen  
~~the~~ Professor anywhere?

ISH: Did you look in the girls' dormitory?

HIESTAND: First thing - ~~no luck.~~

ISH: How about the observatory?

HIESTAND: ~~Had a freshman climb~~ <sup>no one there</sup> all the way to the top.....  
~~no Professor.~~

ISH: Oh I remember <sup>now</sup> he said he'd be in the chemistry lab  
working on his new formula for dynamite.....

SOUND: (BOOM - RUMBLE AND CRASHING)

(AUDIENCE LAUGH)

KYSER: Well it worked .... so let's blow into the first  
round with Private James Blades of Fort MacArthur.  
Step up and get your first question.

(ADD FIRST ROUND)

(QUESTION ROUND ONE - page 1)

1. Susie Jane Pomeroy of Claremont, N. H. asks "If you followed the instructions in the following song, would you "stop, look or listen - eat, drink, or be merry"? (PLAY) Who is the girl and what is the drink in this one? (PLAY)

2. I'm about to name two song titles and Jimmie Smith of Baton Rouge, La. wants you to take the first word in each title, put those words together and tell us what sport they bring to your mind - Strike Up the Band - Three Blind Mice. Knock Knock who's there - Out of Nowhere. Touch of your Hand - and Down the River of Golden Dreams.

3. Here's a familiar song played in the style of a very popular orchestra and Lester Morton, of Company 143, Naval Training Station, Great Lakes, Ill. wants you to name the song and the orchestra. (PLAY) This fella <sup>made</sup> ~~had~~ a wonderful record out on this number and his initials are either J. D. or T. D.? *Does he play saxophone or trombone?*

(QUESTION ROUND ONE - page 2)

4. Today the Yankees and the Dodgers started the world series and Helen Howe of Portland, Ore. reminds us that there are lots of "good Joe's" on the ~~Yankee team~~ <sup>both teams</sup> and wants you to tell us which of these "Joe's" runs a restaurant: ~~Joe McCarthy, Joe DiMaggio or Joe Gordon?~~ And which <sup>Joe</sup> of these is the manager of the Yankee team? One of the Dodger's champion sluggers is named "Joe" <sup>also</sup> and he once <sup>played with Pepper Martin</sup> had his own ~~orchestra~~ <sup>orchestra</sup> called the "Mud Cats." What's his last name? *fan of this Duchy?*

5. Speaking of the Yankees and Dodgers, Ervin Stone of Dallas, Texas, wants to know which one of those teams this song reminds you of. (PLAY) Before the first game today they say the fiery Dodger manager, Leo "Lippy" Durocher, met Manager Joe McCarthy in front of the stand and Leo shook hands with McCarthy and said (PLAY).

6. It's tonight's right or wronger and Carol Bigler of Westwood, N.J. wants you to say right or wrong to the following statements:

- 1) <sup>the</sup> Balilaka is a large stringed instrument.
- 2) <sup>A</sup> Pandemonium is a reed-organ played by peddlin.
- 3) ~~Radio communication was recently affected by the Aurora Borealis.~~ <sup>Today is moving day in New York</sup>
- 4) ~~The Yankees won the first game of the world series.~~
- 5) A caliope is an Ancient Greek text book on swing.
- 6) ~~New York moved today.~~

(QUESTION ROUND ONE - Page 3)

7. The song we're about to play is either Brahm's Cradle Song,  
 My Heart at Thy Sweet Voice or Songs my Mother Taught Me. Ruth Ritter  
 of Detroit wants you to listen and tell us which you think it is. (PLAY)  
*Is that from Samson & Delilah, Gilbert & Sullivan, Romeo & Juliet or Albee & Co.?*  
 Now confidentially who's sweet voice makes your heart jump?

8. Phyllis Russell of Hot Springs, Kansas wants to see how quick you  
 are at detecting the following sound effects. Where are you (SOUND) *at home*  
 Where are you now (SOUND) *barber shop* And what's this (SOUND) *you've got a nice fit*  
*there, how's it feel*  
*around the waist -*  
*got enough room in*  
*those pants? (Rip) vote*

9. We're glad that one of radio's funniest and most popular comedians  
 is now back on this network on Wednesday evenings and John Bliss of  
 Minneapolis says from the following theme you should be able to tell us  
 of whom we're speaking. (PLAY) Who's the very popular girl vocalist  
 featured on this program?

SOUND: CLASS BELL

SOUND: (CLASS BELL)

HIESTAND: Time's expiring, Professor -- so cease that firing -

KYSER: I'll cease, cause our learned faculty has chopped down the old Academic Palm Tree and awarded it to the high scorer of the first exam -- none other than \_\_\_\_\_!

(APPLAUSE)

KYSER: Congratulations, my dear \_\_\_\_\_... your splendid achievement shines in the heavens and you are gently but firmly set down in the final exam. Go, light up a Lucky Strike and play with your <sup>recta</sup> ~~mechanic~~ set, cause it's time for Recess....

~~JACK:~~ Evening everybody <sup>me</sup> - have a cookie?

KYSER: Thank you, Mr. Recess -- it's time to shine in the recreation line - the rhythms fine so come on let's dance for Auld Lang Syne.

(3) YES, INDEED. . . . .MASON

(4) KNEE-DEEP IN STARDUST. . . . .SIMMS

KYSER: Attention, children ... here's a report by wire from a  
big Southern tobacco market ...

VOICE: Smithfield, N. C.. Greatest show in  
TobaccoLand now in full swing - millions of pounds of  
tobacco being sold at auctions here. During first 5  
weeks The American Tobacco Company, ~~makers of Luckies~~  
paid 36 percent above the average market price to  
get finer, milder leaf. (BEGIN TO FADE) Bidding  
featured by brisk competition and ...  
(FADE IN CHANT - CROWD NOISES - SOLD AMERICAN)

WHSMAK: At 27! (CHANT)

-10-

BRADLEY: This is Truman Bradley, ladies and gentlemen, reenacting one of the tobacco auctions now going on in Smithfield N. C. We're in a huge warehouse, filled with ~~the~~ <sup>tobacco</sup> fragrant leaf and crowded with people. Sales started just a few minutes ago and everybody's watching the dozen or more buyers grouped around the auctioneer. Each basket of tobacco is sold individually, you know - sold to the highest bidder. Here comes a sale now.

(SOLD TO WRIGHT)

WHSMAN: At 28!

BRADLEY: 28 is the warehouseman's opening bid on this next basket - 28 dollars a hundred pounds. But right away Lucky Strike bids 29 - 29 - and another cigarette company 30 - an export company 31 - The buyers know it's fine, mild leaf - so they all want it. The bid's up to 33 dollars now, bid by a leaf company. But Lucky Strike bids 34 - that export company 35 - 35 - 35 - but Lucky Strike tops 'em all with 36 and - I think - yes - this basket's going...going to Lucky Strike.

(SOLD AMERICA)

-10-

-12-

~~(GLEE CLUB SINGS TO THE TUNE OF "JUANITA")~~

~~VERSE:        Now o'er the nation  
              Every list'ner lends an ear  
              And all our stations  
              Wait to spread good cheer~~

~~AND/OR~~

CHORUS:        Kyser - Rocky Mount Kyser  
              Speeds his name across the blue  
              Kyser - Rocky Mount Kyser  
              Sends his love to you

(REPRISE HUMMING)

HIESTAND:     In this brief time of reunion, the old college  
              gives pause for thoughts of home, as we greet our  
              happy family across the nation in brief station  
              identification.

...STATION BREAK...

KYSER MARCH -- UP TO FINISH

-12-



-13-

HIESTAND: The second exam comes to Kyser College like a foot  
in the backdoor.

MAN: Good morning, madam -- I'd like to clean your rugs.

WOMAN: Nothing today, thank you.

MAN: But this vacuum is thirty times as quick as anything  
you've ever seen. Look -- I'll do the doormat ...

SOUND: (QUICK WHISTLE NIPS)

WOMAN: Look out it's gone.

MAN: Now the hall rug ... (NIPS)

WOMAN: Wait a minute.

MAN: Now the stairs ... (NIPS)

WOMAN: ~~Look out ...~~ *Stop*

MAN: ~~And now It will give you a shoe shine.~~ *take that spot right out of your dress*

SOUND: (WHISTLE NIPS BLENDING TO PRODUCTION OF WOMAN BEING SUCKED

INTO VACUUM CLEANER WITH SCREAMS)

*Audrey - yes - everything in the bag*

HIESTAND: These are the pitfalls that lie in wait for little

~~Mrs. Housewife as she scurries about her daily task ...~~

but it's nothing to the dangers that beset the three  
gal contestants of the second exam when the guy that  
knocks on the door is Professor Kay Kyser!

SOUND: (DOOR KNOCKS)

KYSER: Good evening, *I'm the fulla question man* ... may I step into your

parlor with a little question from *James Almond of Cleveland*

(ADD SECOND ROUND)

-13-

(QUESTION ROUND TWO - Page 1)

1. I'm not a poet and I know it, but here's a verse that ends with a tune, and I hope you'll get it soon. ~~It's by special permission of James Almond of Cleveland.~~

Harry Babbitt passed a girl

And she began to cry;

She said, "I <sup>was always</sup> ~~was very~~ happy until -

(PLAY)

\* \* \* \*

Little Miss Muffet sat on a tuffet

To drink a cup of tea,

Ish Kabible sat down beside her,

And she said - (PLAY)

2. Get on your mark for this one from Juanita Wright of Indianapolis

because the correct answer will raise your mark. She wants you to distinguish between Mark Warnow, a book mark, Mark Twain, ~~The Mark~~ <sup>Mark Twain</sup>

~~Bros., and mark my word.~~ Of the Smith Brothers of ~~cough drop fame,~~ which is Trade and which is Mark?

3. Here's the theme of one of radio's most popular dramatic shows, and John Toker of New York City wants you to listen and tell us what show it is. (PLAY) Is Roger Pryor the Master of Ceremonies on that program?

(QUESTION ROUND TWO - Page 2)

4. Frances Young, of Stephens College, Missouri says you don't have to be a musician to know these instruments. What did Little Boy Blue play? What instrument did the Pied-Piper play? What kind of horn does Gabriel blow? What instrument did Harmonica Harry play?

5. Speaking of instruments, our drummer Eddie Shea is about to play one not usually heard in the College of Musical Knowledge, and Bob Morris of Columbia, S. Car. wants you to look straight ahead, listen, and tell us what instrument you think it is and what the song is. (PLAY)

6. Here're 3 songs that start with the word "My" and each of them is identified with a well-known personality. I'll name the song and Eva Collum of Allentown, Pa. wants you to name the personality. My Heart Belongs to Daddy. My <sup>man</sup> Bill. My Time Is Your Time. (And by the way tomorrow night, I'll be on Rudy's deathest show and I'm sure looking forward to it.)

(QUESTION ROUND TWO - Page 3)

7. Marvin Shafer of Boulder, Colo. reminds us that lots of songs are known by the first lines of their lyrics instead of their correct titles. We're going to play a bit of 2 of them and see if you can give us the correct names of them. (PLAY) And now what's this one? (PLAY)

8. We're going to put our drummer Eddie Shea to work again. This time playing chimes. Pearl Myers of Baltimore, Md. wants you to listen and tell us which of the 2 notes he uses is the higher one. (PLAY). Now listen again and tell us which of the notes you hear is not played on the chimes. (PLAY)

9. ~~Even in opera soldiers are well represented so we're going to play~~  
*Heads* an operatic selection that concerns ~~them~~ <sup>soldiers</sup>. (PLAY) That's the Soldier's Chorus and Private C. J. Blackwell of Fort Knox, Ky. asks is it from Faust, Chocolate Soldier, Samson & Delilah, or "Pa-Bum". <sup>Uncle</sup> <sup>Do you believe</sup> ~~And speaking~~  
*in the saying there is something about a soldier? & by the way we're glad*  
~~of soldiers encores, let's listen to these boys from Fort McArthur,~~  
*to have these boys from Fort Mac Arthur in the classroom tonight?*  
~~who are visiting the classroom tonight.~~

~~"Hail Hail the Gang's all here  
What the heck do we care  
What the heck do we care - now"  
(APPLAUSE)~~

~~Miss \_\_\_\_\_ does an Army travel on its stomach?~~

SOUND: CLASS BELL

-17-

SOUND: (BELL)

HIESTAND: The scholars are bright, Professor, but the end is  
in sight -

KYSER: Not quite - Dean Hiestand. A decision from the Faculty  
will fill the roster of the Finals ... and here it comes  
now like a man from Mars...

VOICE: Here I come!

SOUND: (MAN COMES FROM MARS)

KYSER: Thank you, man ... and the winner is none other  
than \_\_\_\_\_!

(APPLAUSE)

KYSER: Congratulations, my lovely but limp \_\_\_\_\_.  
~~Collapse until the Finals ...~~ light up a Lucky Strike and  
take things easy. Now relaxation is in order for the  
whole school cause it's time for Recess.

RECESS: Evenin' everyone -- have a corn flake?

KYSER: Thank you, recess...and now, here's a beautiful new  
ballad based on the Mexican Legend of "Popocatepetl", the  
mountain of flame. In this song a little Mexican boy  
is singing to the mountain. Let's listen...

(POPCATEPETL.....PRODUCTION)

-17-

-18-

KYSER: Chillun, now that we're almost ready to move the College East, Dean Hiestand has a confession to make.

HIESTAND: Well, frankly, ladies and gentlemen, as an announcer, I've had a mighty easy time on this program. You see, there's just no need for me to try to talk you into believing Luckies are a better cigarette. ~~For~~ Lucky Strike means fine tobacco. And no words of mine could tell you that as effectively as the actual reports from Tobacco markets. Here are some examples: Last season, The American Tobacco Company paid 28 percent more than the market average for tobacco at Bloomfield, Kentucky - 37 percent more at New Tazewell, Tennessee - 42 percent more at Boone, North Carolina. So it goes at market after market, year after year. We consistently pay the price to get the finer, the lighter, the naturally milder tobaccos - and the best we buy goes into Luckies. Smokers, in a cigarette it's the tobacco that counts and Lucky Strike means fine tobacco. Prove this to yourself next time you buy cigarettes. Ask for Lucky Strike and find out why ... with men who know tobacco best, it's Luckies 2 to 1.

(8. "YO TE AMO".....QUARTETTE)

(9. "DO YOU CARE".....SIMMS)

(FANFARE)

-18-

-19-

(FANFARE.....)

KYSER: Where is it, Dean Hiestand?

HIESTAND: I hid it in the piano, Professor.

KYSER: All ninety-five dollars?

HIESTAND: I counted it twice.

KYSER: How about the two students?

HIESTAND: I hid them in the tuba, ~~Professor.~~

KYSER: Well, get 'em out cause it's time for the Finals.

HIESTAND: Okay, Prof ... light a match under that tuba,  
please.

(SOUND: VIRGIL LIGHT A MATCH)

(TUBA GRUNTS TWICE - SOMETHING ON THE ORDER OF A BULL ELEPHANT CRY)

KYSER: Ah, there you are. Sounded like a lion's roar - step  
up Mr. \_\_\_\_\_, and listen to "The Presses  
Roar".

(ADD FINAL ROUND)

-19-

**This Page Intentionally**

**Left Blank**



(FINAL QUESTION ROUND - Page 1)

KYSER: Yes, today marks the start of National Newspaper Week and to the Newspaper Fraternity all over America we say "Hats Off To The Gentlemen of the Press".

1. Most Morning Newspapers go to press at night so Bert Atkinson of Detroit says it's kinda tough to be the wife of a writer on an AM paper when a big story breaks. Hubby has to call home and say "I'm sorry dear, but (PLAY) From the following abbreviations pick three that identify principal News Services - UP - USO - AP - FPA - INS - and A & P?"

2. Dolores Rutledge of Jacksonville, Florida says many radio programs are based on newspaper life and this is the theme of one of them (PLAY) Now does that theme introduce CITY DESK, WHEN THE PRESSES ROAR, BIG TOWN, FIVE STAR FINAL or WALTER WINCHELL? Who are the two newspaper men on Information Please? Did Fred Allen write "Low Man on a Totem Pole"?

*No but a newspaper man did - H. Allen Smith & Fred Allen wrote the introduction & today it's a best seller.*

(FINAL QUESTION ROUND - Page 2)

3. There's always something to catch the eye in the papers whether you're a little tot or an old timer. Clint Evans of Iowa City says if you follow the funnies you'll know this one (PLAY) Who's the creator of "Believe It Or Not"? Who draws "Seeing Stars"? Who writes "On The Brighter Side"?

4. Dorothy Williams of Memphis says this is a red letter week for the Sporting Section. Monday, the Lewis Nova Fight. Wednesday the start of the World Series and this Saturday lots of Football from coast to coast. Listen and identify this team from this song (PLAY) Is a Cub Reporter one who reports <sup>*the Baer facts*</sup> ~~on the Chicago Cubs~~? What's an Annie Oakley? And for your last question Miss \_\_\_\_\_ Newspaper men are referred to as "Members of what Estate"?

SOUND: CLASS BELL

HIESTAND:

Hold it, Professor -- the questions are long and time is short.

KYSER:

Right, Dean Hiestand -- and while the learned Faculty figures with pencil and paper, we'll join in listening to your brief address on the golden leaf.

HIESTAND:

Smokers, make no mistake -- in a cigarette, it's the tobacco that counts. So remember these two important facts: that at market after market, Lucky Strike consistently pays the price to get the finer, the lighter, the naturally milder tobacco -- and that with independent experts -- with men who know tobacco best, it's Luckies 2 to 1. Yes, Lucky Strike means fine tobacco. Make YOUR next package Luckies -- and see for yourself.

(FANFARE)

HIESTAND: Hold it, Professor - the questions are long and time is short.

KYSER: Right, Dean Hiestand - and while the learned Faculty figures with pencil and paper, we'll join in listening to your brief address on the golden leaf.

HIESTAND: When you hear the name Lucky Strike, think of fine tobacco. For remember these two facts; that at market after market we pay the price to get the milder, better-tasting leaf -- and that with independent tobacco experts - with men who know tobacco best - it's Luckies 2 to 1 over all other cigarettes combined. Yes, Lucky Strike means fine tobacco. But see for yourself. Next time ask for Lucky Strike.

(FANFARE)

-22-

HIF

-22-

10-1-41

HIESTAND:

Hold it, Professor -- the questions are long and time is short.

KYSER:

Right, Dean Hiestand -- and while the learned Faculty figures with pencil and paper, we'll join in listening to your brief address on the golden leaf.

HIESTAND:

Smokers, make no mistake -- in a cigarette, it's the tobacco that counts. So remember these two important facts: that at market after market, Lucky Strike consistently pays the price to get the finer, the lighter, the naturally milder tobacco -- and that with independent experts -- with men who know tobacco best, it's Luckies 2 to 1. Yes, Lucky Strike means fine tobacco. Make your next package Luckies -- and see for yourself.

(FANFARE)

~~(LONG FANFARE.....)~~

KYSER: The decision is in - the bells ring out and the prudent student of tonight's class session is officially named as \_\_\_\_\_!

(APPLAUSE)

KYSER: Ah, my dear \_\_\_\_\_ ... this is the night. The Dodgers (~~Yankees~~) may have lost today, but you have won -- so take your World Series cut of thirty-five dollars first prize and we'll see you in training camp next Spring. To the noble second placer goes twenty dollars for the old school try. Each of the other four contestants gets ten dollars, and all six receive a carton of Luckies. Finally, to every member of the student body here tonight - for those fine volunteer answers and voliminous shouts -- a package of better-than-ever Lucky Strike Cigarettes!

(CHEERS)

~~(MARIÉ ELENA.....ORCHESTRA)~~

(THEME.....)

-24-

KYSER: Well, das all chillun, and school is wrapped up in cotton wool until next Wednesday night when we'll be broadcasting from our movie set at R.K.O. Studios in Hollywood, *where we're just* finished work on our picture playmates. Homework is the usual pleasant assignment in listening... Information Please and Your Hit Parade.

And now, this is Kay Kyser -- thinking of you - thanks a lot for being with us -- and so long everybody!

(LUCKY STRIKE TIME....)

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

THIS IS THE RED NETWORK OF THE NATIONAL BROADCASTING COMPANY.

-24-

(REVISED)

*The Broadcast*

KAY KYSER MUSICAL ROUTINE

Wednesday - 10/8/41

1. OH SUSANNAH ORCHESTRA
2. I GUESS I'LL HAVE TO DREAM THE REST SIMMS
- COMMERCIAL ONE
- ROUND ONE
3. DADDY MASON
4. TIME WAS BABBITT
- COMMERCIAL TWO
5. HI, NEIGHBOR QUARTET
6. ~~HOURS OF~~  
HOW LONG DID I DREAM SIMMS
- STATION BREAK
- ROUND TWO
7. ~~NAUGHTY BLUES OF~~  
THANK YOUR LUCKY STARS AND STRIPES PRODUCTION
- COMMERCIAL THREE
8. MARIA ELENA ORCHESTRA
9. YOU AND I QUARTET
- FINAL ROUND
10. FRIENDLY TAVERN POLKA ORCHESTRA
11. FRENESI ORCHESTRA



The American Tobacco Company  
KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE  
No. 185  
October 8, 1941

ANNOUNCER: In a cigarette, it's the tobacco that counts.

(CHANT: "SOLD AMERICAN")

ANNOUNCER: Let that chant remind you that Lucky Strike means fine tobacco. At market after market, we pay the price to get the milder, better-tasting leaf. That's why 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 from the RKO movie lot in Hollywood....with ninety-five dollars in prizes....three reels of questions... ten reels of "makes-you-want-to-dance" music.....and our one-man double feature - ~~Professor~~ Kay Kyser!

(KYSER THEME.....)

(APPLAUSE)

KYSER:

Evenin' folks - how y'all? Tonight our classroom is set up on the gigantic Stage 3 at RKO, where this afternoon we finished shooting our new picture "Playmates." Besides our students chosen by drawing numbers, the faculty includes as honorary Judges, members of our cast, John Barrymore, May Robson, Looping Lupe Velez, Patsy Kelly and our Director, David Butler. But now before the neophytes compete, let's catch the beat of frantic feet!! Come on chillun, Let's dance!

(1) OH SUSANNAH

ORCHESTRA

(2) I GUESS I'LL HAVE TO DREAM THE REST

SINGS

KYSER: Dean Hiestand...tell 'em what's keepin' my old North Carolina friend, Joe Cuthrell, so busy these days.

HIESTAND: Well, folks - Mr. Cuthrell is a famous tobacco auctioneer. Ever since the Eastern North Carolina tobacco markets opened on August 26th, he's been auctioneering at Wilson.... world's largest Bright Tobacco market. Mr. Cuthrell often sells hundreds of thousands of pounds of tobacco in a single day....and he sells to all buyers on an equal basis....so he's in a position to give you smokers some really interesting information. Recently, he said:

VOICE: At auctions, I've sold at, I've seen Lucky Strike pay the price for the better grades of tobacco...the kind of fine, light leaf that makes the best smoke. That's why I've smoked Luckies myself, for over seven years.

HIESTAND: Well, smokers, as you can see, Mr. Cuthrell's preference is not a matter of chance. He knows, as you do, if you stop to think of it, that in a cigarette it's the tobacco that counts. So he smokes Luckies because what he sees at the auctions proves to him that Lucky Strike means fine tobacco. And in this, he's typical of other independent experts....auctioneers, buyers and warehousemen. At market after market they see us pay the price to get the finer, the lighter, the naturally milder tobacco. And with these experts - with men who know tobacco best, it's Luckies 2 to 1. Why not make your next package Lucky Strike, and see if you don't confirm the experts' judgment.

ORCHESTRA PLAY-OFF

SOUND: ~~(TELEGRAPH KEY BEATS OUT RAO SIGNATURE)~~  
(MUSIC IN BIG THEN DOWN)

STENTORIAN: Preposterous Productions Presents ...

TITLE VOICE: ~~"Give me a hint, Daddy, right to the ban!"~~  
(~~AUDREY~~)

(MUSIC UP AND DOWN)

*Stendin*  
~~HURRIED:~~ *Super Duper Man - Starring Kay Kyser*  
~~Original six volume novel by George Spelvin ...~~

SHOUTING: ~~Screen play by Joe Doakes, George Duning,~~  
~~Marvyn Bogue, Wilson Franks and Superman!~~  
(MUSIC UP AND DOWN)

~~MARCH OF TIME: Starring .....~~

~~ROMANTIC: Kay Kyser - \_\_\_\_\_ - \_\_\_\_\_ and~~

~~(INSERT NAMES OF 1ST THREE CONTESTANTS)~~

~~(MUSIC TO MOOD)~~

WHITMAN: The little town of Crossley Falls boasted only  
a one-room schoolhouse, but inside the humble  
structure was every modern convenience - including  
a rostrum, a lecture platform, three scholars,  
and an old Professor seated at his desk ready to  
begin (FADES OUT) the class session.

*Sound -*  
KYSER: *Desk Bell*  
(FADES IN) Step up, chillun, and let's look at  
the first exam. ~~Mr. \_\_\_\_\_, here's your~~  
~~first question.~~

(ADD FIRST ROUND)

(QUESTION ROUND ONE - Page 1)

1. Today on this very stage we shot the final scenes of our picture "Playmates" and we're heading East tomorrow for a few weeks so tonight it's farewell to movieland where they spare no expense or time in trying to do things right. "Do it again, repeat! Do it again - just once more" - that's movieland's motto because they believe (PLAY). Lots of folks think making pictures is a snap, but believe me it's hard work, and Catherine McDonald of Toledo, Ohio, says if you don't think so, you're just (PLAY).

2. L. B. Eades of Chattanooga says the movies have come a long way since the advent of talkies, and speaking of talkies who was the first singer to make a hit in sound pictures. Who was among the first to tap dance in sound pictures? (You've seen him a lot). Who is his new dancing partner on the screen? (If alfalfa is \$20 a ton, what's Hayworth?)

3. Here's the theme song of an orchestra which has just started a movie here at RKO and Miss Alma Frocter of Phoenix, Arizona, wants you to listen and tell us who he is. (PLAY) Who are the girls featured with him? Are they the Lane Sisters, the Andrews Sisters, the King Sisters or the Sisters of the Skillet? (Those K's are queens, and they're in the classroom tonight.)

(QUESTION ROUND ONE - Page 2)

4. Ted Allen of Knoxville, Iowa wants you to tell us what instrument Gary Cooper played in "Mr. Deeds Goes To Town". Maybe this will help you - (PLAY). What instrument does Robert Montgomery play in "Here Comes Mr. Jordan"? This should make it easy for you (PLAY). What instrument did Walter Brennen play in "Meet John Doe"? It was an (PLAY).

5. Marian Miller of Winston-Salem, North Carolina, says movieland is running over with ambition - everybody hoping to be a star. She says you'll never hear anybody in Hollywood say (PLAY). By the way, who was the Fire Chief on the air for a long while? And speaking of \_\_\_\_\_, don't forget folks, this is National Fire Prevention Week. Fire prevention is a mighty important part of our Civilian Defense, so let's all do our share.

6. Elliot Rieders of New York City points out there are many popular series of pictures today - and he wants you to name a Family Series, a Doctor Series, and a Cowboy or a Detective Series.

(QUESTION ROUND ONE - Page 3)

7. William Powell and Myrna Loy starred in a very popular series of pictures which is now the basis of a new radio program, and Frances Downie of Erie, Pa., wants you to listen to this radio theme and tell us the name of the program - it's the same as the movie character Powell played. (PLAY) Their wire haired terrier played an important part in these pictures - what was his name?

8. Speaking of moving picture stars, a very clever performer, Miss Jerrie Gale is about to impersonate one of them for you. so we'll blindfold you for a moment and have you listen and tell us who it is. (PLAY) <sup>Is Bette Davis Married?</sup> ~~Has she won an Academy Award for her acting?~~

9. Speaking of impersonations, Eugene Luckey of Portland, Oregon, asks who impersonated Knute Rockne, in the picture of that name? Now is this the Notre Dame song, and if not, what school does it identify? (PLAY) Did Tom Harmon just make a movie?

SOUND: QUIET BELL (RKO PROP)

SOUND: (BELL RINGING)

HIESTAND: The sound track's out of whack, Professor --  
the exam has gone wham.

KYSER: And if our learned faculty will put their heads  
together, we'll have a decision before you can  
say "~~well then ever, Forbestein.~~" Thank you -  
the winner is \_\_\_\_\_ !

(APPLAUSE)

KYSER: Congratulations, my dear \_\_\_\_\_.

You have struggled through the sprockets at ninety  
feet a minute, and are officially seated in the  
balcony - there to await <sup>Screeno</sup> ~~binge~~ and the Final Round.  
Go, light up a Lucky Strike and relax while the rest  
of the students tangle up with recess.

RECESS: Evening everyone - have a cookie?

KYSER: Make mine dancing, Mr. Recess -- cause when there's  
recreation ~~to be done~~ there's nothing like a little  
music to go with it ~~so let's dance children - come on~~  
~~yet's dance.~~

(3. "DADDY" . . . . . MASON)

(4. "TIME WAS" . . . . . BABBITT)



SECOND COMMERCIAL

(CHANT ESTABLISH AND FADE)

KYSER: Now, friends, here's that game smokers are talking about. Let's go, Dean Hiestand, with another session of "Lucky Markets!"

(CHANT UP - SOLD AMERICAN)

HIESTAND: Folks, in a cigarette it's the tobacco that counts. The better the tobacco, the better the cigarette. Well, this game of ours proves that Lucky Strike means fine tobacco. For it shows you that at market after market The American Tobacco Company consistently pays the price to get the finer, the lighter, the naturally milder leaf - the kind that gives 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 last season bought over 96 percent of all the cigarette tobacco sold at auction in this country. Now a member of our audience, Miss Theresa Carmel of Hollywood, California, 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 last season for tobacco ... and then (SCUDD - CASH REGISTER) see what happens. All right, Miss Carmel will you draw the first name please. Thank you - it's Boris, South Carolina.

LUCKY MARKETS COMMERCIAL FOR KAY KYSER \*OCT. 8, 1941

- LORIS, SOUTH CAROLINA\*\*\*\*\*54% A
- METTER, GEORGIA\*\*\*\*\*57%
- MARTIN SVILLE, VIRGINIA\*\*\*\*\*56%
- ASHEVILLE, NORTH CAROLINA\*\*\*34%
- OXFORD, N ORTH CAROLINA\*\*\*\*\*30%
- DANVILLE, VIRG INIA\*\*\*\*\*44%
- SMITHFIELD ,N ORTH CAROLINA\*\*6.5%

MAN OR  
WOMAN:

54 percent more.

HIESTAND:

54 percent more in a, \_\_\_\_\_,

(CASH REGISTER) and Lucky Strike pays the Gentleman  
with the a, \_\_\_\_\_ card a

dollars. Now friends, that means that at tobacco auctions  
in a, \_\_\_\_\_ last season, The

American Tobacco Company paid a percent more per  
pound for the tobacco it bought for its cigarettes and

other tobacco products....yes a 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. All right - next market being drawn

from the goldfish bowl and it's Matt,  
bc.

(CROWD MURMURS UP)

(ETC.)

(BELL)

MAN OR  
WOMAN:

54 percent more.

HIESTAND:

54 percent more in a

(CASH REGISTER) and Lucky Strike pays the Gentlemen  
with the a card a

dollars. Now friends, that means that at tobacco auctions  
in a last season, The

American Tobacco Company paid a percent more per  
pound for the tobacco it bought for its cigarettes and  
other tobacco products....yes a 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. All right - next market being drawn  
from the goldfish bowl and it's Metter

h.c.

(CROWD MURMURS UP)

(ETC.)

LUCKY MARKETS COMMERCIAL FOR KAY KYSER \*OCT. 8, 1941  
LORIS, SOUTH CAROLINA\*\*\*\*\*54% A

METTER, GEORGIA\*\*\*\*\*57%

MARTIN SVILLE, VIRGINIA\*\*\*\*\*56%

ASHEVILLE, NORTH CAROLINA\*\*\*34%

OXFORD, N ORTH CAROLINA\*\*\*\*\*30%

DANVILLE, VIRG INIA\*\*\*\*\*44%

SMITHFIELD ,N ORTH CAROLINA\*\*6.5%

HIESTAND: Oh - oh - there's the bell, ending this session of Lucky Markets. Thanks very much, everyone. Now Gayne Whitman says it's worth a few seconds of your time to see what Lucky Markets really means to you.

WHITMAN: Well, folks - this game of ours shows you that Lucky Strike means fine tobacco. For at every one of those markets, drawn completely at random, The American Tobacco Company paid well above the average market price for tobacco....and the best we buy goes into Luckies. Now it's easy enough to see how much that means to you as a smoker. For the one fact you can't mistake is, in a cigarette it's the tobacco that counts. And, since we consistently pay the price to get the finer, the lighter, the naturally milder tobacco, Luckies must be a milder, better-tasting cigarette. Certainly the independent tobacco experts think so. For with these experts....with men who know tobacco best, it's Luckies 2 to 1. Why don't you make your next package Lucky Strike and see for yourself that better tobacco means a better cigarette.

- (5. HI NEIGHBOR.....QUARTET)
- Way-* (6. *Picture Score by Johnny Burke & Jimmy Van Heusen* HOW LONG DID I DREAM (Picture Time).....SIMMS)
- OR
- (~~FOURS~~.....~~SIMMS~~)

REPRISE: LUCKY STRIKE TIME

-12-

ORCHESTRA: REPRISE LUCKY STRIKE TIME

HIESTAND: In Kay Kyser's new picture "Playmates" not once do they steal across the nation to pause briefly for station identification.

...STATION BREAK...

ORCHESTRA: UP AND OUT ON LUCKY STRIKE TIME

BAND: IMMEDIATELY INTO CROWD VOICES

-12-

-13-

(CROWD MURMUR)

VOICE: There'll be a long long wait for seats in the mezzanine  
and orchestra -- seats in the outer lobby only. There'll  
be a long long wait for seats in.....

ISH: Say, chum - what's the big crowd for, anyhow?

VOICE: Ain't you heard? Tonight's dish night!  
Everybody wants to listen to 'em.

ISH: Listen to 'em - I thought you gave the dishes away.

VOICE: Not on our dish night - we just have three dishes, see ...  
and then we have an old Professor out of some college,  
see -- and he asks them questions -- see?

KYSER: And the first question, see ... is for Miss Chambers  
who is a very tasty dish indeed. Step up \_\_\_\_\_  
*Let's have a look see at the question see*  
and lend an ear to this cranium cruncher.

(ADD SECOND ROUND)

-13-

(QUESTION ROUND TWO - Page 1)

1. ~~For a moment~~ <sup>7/12</sup> Let's go back to ~~the days of~~ silent pictures and have Lyman Gandee play some of that old-time mood music with which the theatre piano players used to accompany the pictures. For instance, Eddy Halprin of New Orleans asks what time of day does this denote? (PLAY) And now who is coming on the scene? (PLAY). What's brewing now? (PLAY) And now tell us who's this coming to the rescue? (PLAY)

2. Some of radio's most popular comedians are also very popular on the screen. So Miss Jean Jenkins of Detroit wants us to see how well you know 'em. What Sunday Night Comedian was Charlie's Aunt? What popular Tuesday night comedian was caught in the draft? What Wednesday night star-comedian was told to love thy neighbor?

3. ~~Radio stars contribute to movies, movie stars contribute to radio,~~ and ~~one of movieland's greatest directors also produces one of radio's most popular programs.~~ Here's the theme, and Walter Strasser <sup>Both (PLAY)</sup> of Stevens Point, Wisconsin wants you to listen and name ~~the radio program~~ and ~~also the moving picture director who produces it.~~ (PLAY).

Y b



(QUESTION ROUND TWO - Page 2)

4. Betty Brack of Lincoln, Nebraska reminds us that some of Hollywood's stars are also excellent musicians so let's see if you can tell us what instrument ~~Anita Louise~~ <sup>Jerry Colone</sup> plays. In addition to being a ballet dancer, Charlie Chaplin also plays what instrument? Fred McMurray was a prominent musician on what instrument? And what about Harpo Marx?

5. Here's a classical composition which is very popular at the moment and Ben Conklin of Honolulu wants you to name it and tell us in what picture it was featured. (PLAY) Did Mary Astor play piano in that picture?

6. It's tonight's right or wronger and Pauline Payne of Birmingham, Alabama wants you to say right or wrong to the following statements:

- 1) The star of "Goodbye Mr. Chips" was Robert Doughnut.
- ~~2) Hollywood is a part of Los Angeles.~~
- 3) Cowboy actor William S. Hart's middle name is Shakespeare.
- 4) The Brown Derby is <sup>not</sup> a horse-race at ~~Santa Anita.~~
- 5) Prize-fighter Billy Conn recently starred in the picture "Billy the Kid".
- ~~6) Camera men play with dollies.~~

(QUESTION ROUND TWO - Page 3)

7. Earl Watkins of Albuquerque believes the following three songs should bring to your mind three popular types of movies -- historical, tropical, cowboy, slapstick, <sup>South American</sup> ~~period~~, or sea pictures. Ready now, you tell us what you think is which (PLAY)

8. Miss Josephine Mercier of Los Angeles wants us to blindfold you for this question - because we want to see how quickly you can identify this popular leading man of the screen. (PLAY). That's right, and he was impersonated by Kent Rogers. And now, what lovely lady of the screen do you think this is (PLAY) That's right, and she's here in person with us tonight. That was May Robson.

9. The following theme introduces a highlight in <sup>MOVIE</sup> ~~theatre~~ entertainment. Listen and tell us what feature it is. (PLAY) Can you name a radio quiz program that's also presented on the screen?

SOUND: RKO CLASS BELL

SOUND: (BELL RINGING)

HIBSTAND: Cut- - cut - cut ... okay, boys - print that one. And we'll have a winner quicker than you can take a photo finish.

SOUND: (SLIDE WHISTLE)

KYSER: "Thank you, faculty!" Ah -- the glossy report card shows the winner to be \_\_\_\_\_.

(APPLAUSE)

*kn type*

KYSER: Miss \_\_\_\_\_, what a beautiful ~~still!~~ What drama, what comedy, what pathos -- what am I saying! Here -- relax with a Lucky Strike till we're ready for the Final Scene. And if my curriculum isn't out of order, it's time for recess ...

RECESS: Evening everyone -- have a raisin? *and the song is another from our picture --*

KYSER: Raisin or no -- it's time to blow -- *for the first time anywhere --*  
~~so away we go with a~~  
~~heel and toe --~~

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

*Thank You Lucky Stars and Stripes*

b

*on which*

KYSER: Now Dean Hiestand says there's one thing <sup>on which</sup> you can bet your bottom dollar ~~on!~~

HIESTAND: It's this fact, ladies and gentlemen: that the amount of enjoyment you get out of a cigarette depends on the kind of tobacco that goes into it. Just think it over for an instant and you'll see how true that is: yes, in a cigarette, it's the tobacco that counts. Now, it's equally true that Lucky Strike means fine tobacco. You hear the actual proof of it on this program - proof that, at market after market all over the South, Lucky Strike consistently 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, The American Tobacco Company last season paid 30 percent more than the average market price at Oxford, N.C., 44 percent more at Danville, Va.. So it goes at market after market - and the best tobacco we buy goes into Luckies. Yes, ladies and gentlemen, Lucky Strike means fine tobacco. Make your next package Luckies and see for yourself.

8. MARIA ELENA.....ORCHESTRA

9. YOU AND I.....QUARTET

FANFARE

*The Final Exam*

HIESTAND: ~~The trailers are over ... bingo is put away -  
the final cup and saucer have been given out  
for "Dish Night," and the mezzanine is ready  
to mezz, Professor.~~

KYSER: Then start the projector, Dean Hiestand ...

SOUND: and throw on the screen that two-reel feature --  
the battle between mongoose \_\_\_\_\_  
and cobra \_\_\_\_\_.

(ADD FINAL EXAM)

(FINAL QUESTION ROUND - Page 1)

1. I'm proud to say that some of America's top orchestras have contributed to motion picture entertainment. So tonight we'd like to dedicate our Final Round to orchestras that have appeared in pictures. Marjorie Huegel of St. Louis says that this theme identifies the orchestra leader on TREASURE CHEST. Listen and tell us who he is and the picture in which he appeared. (PLAY) What famous trombone player and his orchestra were featured in the picture, "Las Vegas Nights"? Is Jimmy Dorsey now making a picture?

2. Here's an imitation of the very popular recording of a certain orchestra leader who was featured in a picture called "Second Chorus." Paul Morgan of Los Angeles says when you hear the tune you should know who he is. (PLAY) What orchestra leader is currently featured with Sonja Henie in the picture "Sun Valley Serenade?"

(FINAL QUESTION ROUND - Page 2)

3. A certain band leader was featured in Hollywood Hotel and the Big Broadcast. Here's his theme, and you tell John Mason of Blue Ridge, Georgia, who he is. (PLAY) What bandleaders are the husbands of these <sup>Picture People</sup> ~~movie stars~~ Alice Faye, Mary Pickford, Judy Garland.

4. Here's the theme of an orchestra leader who has just finished work on a picture, and Antoinette Ruffin of Jacksonville, Florida, would like you to listen and tell us who he is. (PLAY) What orchestra leader gave Mickey Rooney advice in the picture "Strike Up The Band"? What orchestra leader was featured with Judy Canova in the picture "Sis Hopkins"? His brother recently finished a picture called "Birth of the Blues" in which Jack Teagarden and his orchestra were featured.

(VIRGIL: SOUND: 5:00 O'CLOCK WHISTLE)

-22-

HIESTAND: Time - Professor ... the fifty thousand extras have to go back to Central Casting.

KYSER: But while the Faculty sneaks a preview on the winner, Dean Hiestand - the student body joins me in listening to the tobacco laureate address.

HIESTAND: When you hear the name Lucky Strike, think of fine tobacco. For remember these two important facts; that at market after market we pay the price to get the milder, better-tasting leaf -- and that the independent tobacco experts themselves smoke Luckies 2 to 1 over all other cigarettes combined. Yes, Luck Strike means fine tobacco. But see for yourself. Next time ask for Lucky Strike.

FANFARE

-22-



KYSER: The super-colossal - titanic - terrific - top-socko  
 - sure-fire - stupendous - mammoth - gigantic -  
 spectacular - winner of the evening is (BIG ORCHESTRA  
 FANFARE) MR - MISS \_\_\_\_\_  
 (AUDIENCE APPLAUSE)

KYSER: Congratulations, my dear Miss Rosenberg. You have  
 passed your screen test with flying colors and are  
 hereby given a one week contract at thirty-five  
 dollars per week. Take this salary and buy a  
 curbstome seat to a Hollywood Preview. To our  
 second placer goes high praise and twenty dollars.  
 Each of the other four contestants gets ten  
 dollars and all six receive a carton of Luckies.  
 Finally, to each and every member of the student  
 body here on the RKO lot tonight ... for their  
 fine cooperation and Hollywood hullabaloo ... a  
 package of better-than-ever Lucky Strike Cigarettes.  
 (APPLAUSE)

10 (FRIENDLY TAVERN POLKA . . . . . ORCHESTRA)  
 THEME

KYSER-Chillun, tonite as we go back East, our favorite co-ed  
issle av ing The College Of Musical Knowledge. Ginny  
Simms after 4 swell years on our campus is staying  
on in Hollywood, RKO has big plans for Ginny and we  
wish her the best of everything and all the luck in  
the world. (AUDIENCE APPLAUSE)  
Good luck Ginny and now that you've graduated we hope  
that you'll remember to come back to your Alma Mater at  
every opportunity. Thanks to RKO and everyone here in Holly-  
wood for the wonderful treatment we've had this summer  
and we hope to be back soon. And to the listening student  
body, until we are with you again next week-this is Kay Kyser-  
thanking of you-thanks a lot everybody and so long •

WESTMAN D-The famous tobacco auctioneer heard on tonites  
program was Mr. F.E. Boone of Lexington, Ky.  
THIS IS THE NATIONAL BROADCASTING COMPANY

KYSER:

Well, das all, chillun, school is out until we reconvene across the continent in New York next Wednesday night. And chillun, tonight our favorite co-ed is leaving the college of Musical Knowledge as we go back East. Ginny Simms after four swell years on our one-room campus is staying on in Hollywood with big plans at RKO and we wish her all the best of everything in the world and know that the future holds great things in store for her. Good luck, Ginny ... and now that you've graduated we hope you'll be back to visit the old school at every opportunity. Thanks to RKO and everyone we've met in Hollywood for the swell treatment we've had this summer and we hope to be back soon again. And to the student body, until we see you again next week -- 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. And don't forget, the new address for questions to the old Professor is Kay Kyser - 480 Lexington Ave., New York City.

THIS IS THE NATIONAL BROADCASTING COMPANY.

KYSER-Chillun, tonite as we go back East, our favorite co-ed  
issle av ing The College Of Musical Knowledg e. Ginny  
Simms after 4 swe ll years on our campu s is stay ing  
on in H ollywood, RKO h as big plans for Ginny and we  
wish hsr the best of everything and all the lu ck in  
the world. (AUDIEN CE APPLAUSE)

Go od luck Ginny and now that youv'e g raduated we hope  
that you'll remembe r to come back to your Alma Mater at  
everyoppportunity. Thanks to RKO an d everyone here in Holly-  
wood for th e wonderful treatment weve had this summer  
an d we hope to be back soon. And to the listening studen t  
body, unñil we are with you ag ain next week-this is Kay Kysen-  
th inking of you-thanks a lot everyb ody and so long .

ALESTAN D-Th e famous tobacco auctioneer heard on tonittes  
prog ram was Mr. F. E. Boone of Lexin gton, Ky.  
THIS IS TH E NATIONAL BROADCASTING COMPANY

*A Broadcast*

WEAF

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

No. 186

THE AMERICAN TOBACCO COMPANY

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

OCTOBER 15, 1941

WEDNESDAY  
THURSDAY

1. Say Si Si Orchestra
2. I Don't Want to Set the World on Fire Babbitt
- COMMERCIAL ONE
- ROUND ONE
3. Yes, Indeed Mason
4. Jim Dunn
- COMMERCIAL TWO
5. La Conga Orchestra
6. Cowboy Serenade Babbitt
- .....STATION BREAK.....
- ROUND TWO
7. Blues My Naughty Sweetie Gave to Me Production
- COMMERCIAL THREE
8. I've Been Drafted Mason
9. Yours Quartet
- FINAL ROUND
10. Hut Sut Song Orchestra
11. Daddy Orchestra

GRAUER: In a cigarette, it's the tobacco that counts.

RIGGS: (CHANT - SOLD AMERICAN)

GRAUER: Let that chant remind you that Luckies are a milder, better-tasting cigarette, because at market after market, we pay the price to get the finer, the lighter, the naturally milder tobacco. Yes, Lucky Strike means fine tobacco. That's why, with men who know tobacco best, it's Luckies 2 to 1.

(LUCKY STRIKE TIME . . . . .) \_

GRAUER: From New York City, Lucky Strike presents Kay Kyser's College of Musical Knowledge - and here he is the Professor, himself, Kay Kyser!

(THEME . . . . .) \_ (OVATION)

KYSER: Evenin' folks - how y'all.

*Audience: - Fine Kay*

GRAUER: Welcome back to little old New York, Professor.

KYSER: Thanks, Dean Ben Grauer....it certainly seems like home to be back in the little red schoolhouse a stone's throw from Times Square and all those happy smiling student faces sure do my heart good, and the six scholars hoisted up here on the old lecture platform ready for thier examinations look mighty snappy, too!

GRAUER: But right now Professor we're set for a heapin' helpin' of "makes-you-want-to-dance" music.

KYSER: Well all right then - come on chillun, yet's dance!

(1. PARA VIGO ME VOY . . . . .ORCHESTRA) \_

(2. I DON'T WANT TO SET THE WORLD ON FIRE . . . . .BABBITT)\_

COMMERCIAL #1

KYSER: Now it seems our good Dean Grauer has had this thinking cap on while we were away ....

GRAUER: Well, Professor, I got to wondering if smokers realize how out-and-out important it is that the independent tobacco experts smoke Luckies by an overwhelming majority. After all, these experts - buyers, auctioneers, and warehousemen - are the most impartial judges of tobacco in the world and they're present at every auction to buy, sell, and handle the leaf. They see just who gets what tobacco and the prices paid. So you can bet it's no mere chance that with these experts, with men who know tobacco best, it's Luckies 2 to 1. As Mr Alex Irving of Reidsville, North Carolina, a veteran independent tobacco buyer, said recently:

MAN: I've been "in" tobacco for 24 years and year in, year out, I see Luckies pay the price to get the finer, milder leaf. So, like most tobacco men, I smoke Luckies myself.

RUYSDAEL: Smokers, doesn't that show you the real importance of the experts' choice of Luckies? For at market after market they see us pay the price to get the finer, the lighter, the naturally milder tobacco. Yes, they know that Lucky Strike means fine tobacco and you know yourself that in a cigarette it's the tobacco that counts. So, why not make your next package Luckies and see if you don't confirm the experts' judgment.

(ORCHESTRA PLAY OFF . . . . .)



(BRING IN A TRAIN AND HIGHBALL IT THROUGH STUDIO)

(MUSIC TAKES UP TRAIN AND TRAVEL THEME)

(FADE FOR)

GRAUER: Over the praries rushed the Kyscr Special (TRAIN WHISTLE)  
At the Grand Canyon, Ish Kabibble was heard to remark...

ISH: Gee whiz ...

(MUSIC UP AND DOWN.....) \_

GRAUER: As they passed through the tall corn of Kansas, Ish said...

ISH: That's my pop!

(TRAIN MUSIC AND WHISTLE)

GRAUER: Lake Michigan, Lake Erie, Lake Superior, and <sup>flashed my</sup> ~~Veronica~~ <sup>then</sup> Lake,  
~~flashed~~ by. (BAND WHISTLES) ...

(MUSIC UP AND DOWN.....) \_

GRAUER: Over the mountains and down to New York where a tremendous  
crowd at the station was on hand to greet the old  
Professor. As one man, they screamed..... (MUSIC OUT)

RECESS: Evening everyone - have a cookie?

GRAUER: And the old Professor equal to the occasion replied....

KYSER: Step up \_\_\_\_\_ here is the first question of your  
exam.

1. Here's the silliest one you ever heard in your life and Miss Marjorie Watkins of New York City tells it. It seems that someone suspected the Chicago fire was incendiary and so Mrs O'Leary's cow was indicted. On the stand a horse testified he heard Mrs O'Leary's cow say (PLAY) The O'Leary bovine explained that "Fredinand the Bull," invited me to a party he was giving for Hector the pup, the Old Grey Mare, and others. So I remarked that there would be a hot time in the old town tonight." The cow continued, "You know I'm sorry I kicked the lamp over because after all (PLAY).
2. Merton Smith of Tacoma, Washington, wants you to give us the first names of the following renowned conductors: Stokowski, Toscanini, Damrosch. Who's a famous non conductor (BOBBY HOLLERS)
3. Here's a familiar melody played in the style of a very popular orchestra and Miss Janis Parkhill of San Antonio wants you to name the song and the orchestra we are imitating. (PLAY)

4. At the request of Arthur Pickney of Charleston, S.C., I'm about to name two song titles. We want you to take the first word in each of those song titles, put those two words together and tell us what sport they bring to your mind - "Home Sweet Home" - "Run Johnny Run." Let's try it again - "Five Foot Two, Eyes of Blue" - "Love Is The Sweetest Thing." "End of a Perfect Day" - and "Runnin' Wild."
5. Last week in Hollywood we discussed several movie stars who played musical instruments. Tonight, at the suggestion of Miss Thelma Rosenberg of Denver, we'll continue that discussion by asking you to tell us what instrument Mickey Rooney plays. Tony Martin? Charles Winninger?
6. It's tonight's right or wronger and A. J. Richardson of Lewistown Mont. says here on the great white way, you'd better not take long to say yay or nay, is this right or wrong? (1) A polka is a large barrel used to hold beer. (2) Mayor La Guardia heads our Civilian Defense program. (3) Girls' soft ball teams are in the Junior League. *new York City was one capital of the United States* (4) ~~The terms "daddy" and "mummy" apply to the drums.~~

7. Here's the theme of one of Wednesday night's funniest radio comedians and Miss Virginia Rostedt of Auburn, R.I. is sure after you hear a few bars of it, you'll be able to tell us who he is. (PLAY) Is baseball pitcher John Allen his brother? Is Gracie his sister? And by the way, \_\_\_\_\_ is making a return appearance on Information Please this Friday night. Judging by last time, it ought to be mighty good.
8. The boys are about to play 2 notes of a well-known song and William Bishop of Fort Meade, Maryland, wants you to listen and tell us what the song is. (PLAY) That's a little unfair, so let's hear 4 notes. (PLAY) Here's the way that song sounds as a waltz. (PLAY) Now here're the words. Let's hear you sing it as a waltz.
9. Saturday will witness many terrific tussles on the gridiron throughout America including Michigan-Northwestern: Yale -Army: Texas A&M and Texas Christian. In addition to these games Miss Rose Hornick of Grand Rapids, says that Georgia will fight the team whose song we're about to play. (PLAY) Who won the Rose Bowl game last year?

(FOOTBALL WHISTLE)

GRAUER: Time out, Professor....the quarter is over and the contestants are on the one yard-line.

KYSER: Yes, and the Faculty is ready to make a decision.

EDDIE: (DOUBLE TALK)

KYSER: Ah yes, <sup>the one who is going to carry the ball to the finish is</sup> ~~the player with the biggest backfield is ---~~

(APPLAUSE)

KYSER: What a thing has been wrought here tonight, my dear Mr \_\_\_\_\_. You have showed up true blue and come through to make moo in the final set-too. Relax and light up a Lucky Strike. And now....I have a hunch it's time to munch, feet go crunch - so come on bunch - get in there and punch.

(3. YES INDEED . . . . . MASON)

(4. JIM . . . . . DOROTHY DUNN)

(SOUND OF TICKER UP AND UNDER) (TELEGRAPH KEY)

KYSER: Attention, chillun, here's news from the tobacco auctions in my own home town.

VOICE: Rocky Mount, North Carolina. Auctions attracting big crowds. Over 33 million pounds of tobacco already sold here. According to latest figures, so far this season, The American Tobacco Company has paid 24 percent above the average market price to get the finer, milder tobacco.

(CROSS FADE VOICE AND TICKER WITH CROWD NOISES AND CHANT)

Competition lively, with full quota of buyers...

(CROWD NOISES AND CHANT UP - SOLD AMERICAN)

WHSMAN: At 25! (CHANT)

BARUCH: This is Andre Baruch, *your Pathé News Reporter* ladies and gentlemen, reenacting one of the tobacco auctions now going on in Rocky Mount, North Carolina. There are thousands of baskets of fragrant tobacco in this huge warehouse - crowds of people and tense excitement. A dozen or more buyers are competing as each basket of tobacco is sold - sold individually, you know, to the highest bidder! Oh - oh - it looks like...yes...here comes a sale. (SOLD TO IRVIN)

WHSMAN: Fine, mild cutters, boys, start 'er at 27!

BARUCH: 27 - 27 dollars a hundred pounds - that's the warehouseman's opening bid on this next basket. But a signal from Lucky Strike makes it 28 now - 28. Now an export buyer bids 29 - a leaf buyer 30 - and another cigarette company 31. But this basket isn't sold yet by any means...three other buyers just signalled bids in rapid succession raising it to 34. 34 chants the auctioneer. Now that export buyer makes it 35. Will anybody top that? Yes...Lucky Strike bids 36, and this basket's going....going to Lucky Strike at 36.  
(SOLD AMERICAN)

RUYSDAEL:

Smokers, in a cigarette it's the tobacco that counts - the better the tobacco, the better the smoke. That's why Lucky Strike consistently pays the price to get the finer, the lighter, the naturally milder tobacco. For example as the report you heard a few minutes ago stated, so far this season at auctions in Rocky Mount, North Carolina, The American Tobacco Company has paid 24 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 24 percent above the average market price paid for all the various types and grades of tobacco sold there, and the best we buy goes into Luckies. So it goes at market after market this year and every year. And the result is ... Lucky Strike means fine tobacco. Next time you buy cigarettes, why don't you ask for Luckies and see for yourself.

(5).....LA CONGA...ORCHESTRA)

(6).....COWBOY SERENADE...BABBITT)

(GLEE CLUB REPRISE (COLLEGE SONG TO BE SELECTED)

(GLEE CLUB....COLLEGE SONG TO BE SELECTED)

GRAUER: The light clouds scud across the glowing sky of this Autumn evening, and the gay crowds from the afternoon game trail their pennants homeward. The entrance to the stadium is strewn with old programs, souvenirs, crushed chrysanthemums ... as a lone old grad sees in the fading twilight the happy scenes of his childhood. And he remembers, too, that after-gamesensation when all across the nation grad and frosh in convocation ... go *"Hy Yah Pal"* ~~AA~~ to every station.

...STATION BREAK...

(KYSER MARCH..UP AND OUT)



GRAUER:

The second semester comes to Kyser College <sup>like</sup> and our  
~~Indian Summer to New England~~  
~~all women - all-brain team are in the locker gettin'~~

(War Hoop)

a few well-chosen last words from the coach . . .

Jack: ~~VOICE:~~

~~Hello there strange - warm day ain't it?  
Now look, you dames - I wantcha to make a good clean fight~~

~~out of it, see? (I wantcha to come out when you hear  
the bell and start sluggin' see?) And when you get a  
gender at that Hut Sut Fugitive from a Rilla ra - I  
don't wantcha to break down and bawl -- after all it's  
just a face and it's human even if it does look like  
a bowl of noodle soup with a handle on it -- Just lead  
with your left and when it asks you a question -- say,  
yes Professor Kyser.~~

(WHISTLE AND BELLS)

(CROWD)

~~Now -- get goin' -- it's anybody's fight and anybody's  
face -- for here comes the champ -- at one hundred and  
seventy-five pounds with marbles in his pockets --  
Professor Kiss the Carpet Kyser.~~

(CHEERS)

KYSER:

Nip right up, girlie wirlies -- and take a swing at  
a few leads -- the first sent in by \_\_\_\_\_.

(ADD SECOND EXAM)

ROUND II - Page I

1. Here's a silly willy from Cyril Stecker of Louisville Kentucky that's a Killer-diller. He says he bought a car with an extra-powerful motor so he could stay in (PLAY).

Who is Wendy Barrie.

Is Tiny Hill an orchestra leader?

2. Here're the real life names of some of radio's most popular comedy teams, and Miss Jane Koons of Cleveland wants to see if you can tell us who they are from hearing their real names - Freeman Gosden, and Charles Correll. Jane and Goodman Ace - Chester Lauck and Norris Goff.

3. A certain handsome young orchestra leader ~~and trumpet player~~ *featured this theme*  
~~is playing the following theme these days from the Commodore~~ *new York*  
~~Hotel here in New York,~~ *this past summer* and Lester Harlow of North Little Rock, Ark. wants you to listen and tell us who it is. (PLAY) *Johnny Long*  
~~Did his dad write the famous doctrine?~~

*Is that a fraternity song?*

4. We all agree it's great to be back in New York again. In fact this morning we went down and gazed at the good old Statue of Liberty. While there, the thought occurred to me that it might be a good question to ask you - in which hand is Miss Liberty holding the torch, the right or left? And I'm sure that Miss Betty Toker of New York City will agree that we should all know what Miss Liberty is holding in the other hand. Is it an olive branch, a book, a knife or a flash light? (What's the name of the \_\_\_\_\_)

You know, one of the things that has kept this nation free is the generosity of its people to those in need. Right now in most parts of the country the Mobilization for Human Needs - the Community Chest drives - are taking place - a worthy cause to which all of us should donate as much as possible.

5. Here's a song typical of the music played at a certain type of dance and C.B. Warlick of Oklahoma City wants you to listen and tell us what type of dance it brings to your mind. (PLAY)  
Now tell us what type of dance professional dance teams usually do to this number. (PLAY)

~~(SOUND: HAVE PEACH BASKETS READY FOR SPLINTERING  
SOUND TO ACCOMPANY FALL OF BODY)~~

6. Miss Roslyn Kirtz of Chicago will be filled with glee if we see what you know about "Marie." She wants you to distinguish between Rose Marie, ~~Marie Green~~, Maria Elena, Marie Wilson and Sault St. Marie?

7. Speaking of well-known gals, here's the theme of one who's mighty big on the radio. (PLAY)  
What currently popular comedy team did she introduce on the radio?
8. You're about to hear some sound effects. Miss Margaret Kochler of Sioux Fall, So. Dak. wants you to listen and then name one song that each of these sound effects brings to your mind. (SOUND)  
Now listen to this one. (SOUND) Now, here's your last one. (SOUND)
9. A few more high-lights of Saturday's football clashes are - Ohio State-Purdue: California-Oregon: Alabama-Tennessee and Cornell-Navy. B. F. Delany (Tech Sgt) of Fort Oglethorpe, Ga., says here's the song of one of those schools and wants you to identify it. (PLAY) Did Tom Harmon play for Illinois, Michigan, or Minnesota?

(SOUND: CLASS BELL)

GRAUER: The exam is over -- the girls are tuckered --  
their lips are puckered -- who gets the faculty  
kiss, Professor?

(BAND) (LOUD KISS ROUTINE)

KYSER: Why the scholastic kiss goes to none other than  
Cinderella \_\_\_\_\_;

(APPLAUSE)

KYSER: Dear Miss \_\_\_\_\_ you are the babe from  
Brooklyn - the beauty from the Bronx -- the  
cats in Canarsie - the Mainstay of Manhattan -  
and the Honey of Hoboken -----go, light up a  
Lucky Strike you are promoted to the final exam  
.... Right now, Recess is here again.

RECESS: Evenin everyone -- have a jelly bean?

KYSER: Yes, Mister Recess takes the cake -- and while  
he's with us let's have another bake .. come on  
chillun -- let's rock off to Rockaway,

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

LUCKY STRIKE "KAY KYSER"  
Commercial #3 - October 15, 1941

KYSER: Now chillun, Basil Ruysdael says - don't put off until tomorrow what you can do today.

RUYSDAEL: Well, ladies and gentlemen, I think some of you, hearing the tobacco facts we bring you on this program, intend to try Luckies - but just keep putting it off. And I'd like to show you that you may be missing a lot of real smoking enjoyment. Just think it over and you'll see how true it is that better tobacco means a better smoke. Yes, in a cigarette, it's the tobacco that counts. And you have actual proof that Lucky Strike means fine tobacco. For we bring you reports from market after market all over the South, showing that we consistently pay the price to get the finer, the lighter, the naturally milder leaf. For example, at Kenbridge, Virginia last season, The American Tobacco Company paid 27 percent more than the average market price for tobacco - at Wendell, North Carolina, 35 percent more - at Danville, Virginia 44 percent more - and the best we buy goes into Luckies. Yes, smokers, Lucky Strike means fine tobacco. So next time you buy cigarettes ask for Luckies and prove to yourself that better tobacco makes a better cigarette.

8. (I'VE BEEN DRAFTED . . . . . MASON)

9. (YOURS . . . . . QUARTET)

(FANFARE)

GRAUER: (WITH EMOTION) The final exam! Time for it to  
be gruesome for our learned twosome ... bearing  
the brunt like a sacrifice bunt ... comes the  
quarry to the hunt - out champion scholars -  
who'll get the dollars - who'll get the horrors -  
oh, well - take it away Professor Kyser.

(MOUTH SIREN AND CRASH)

KYSER: I got it.  
(ADD FINAL EXAM)

FINAL ROUND - Page 1

1. We double-crossed Horace Greely and "Came East," young man. And so tonight we'd like to dedicate our final round to our trip from the West Coast. Last Thursday we boarded a train and pretty soon after we left sunny-California, we found ourselves where folks are (PLAY) and Bill Nash of Chattanooga says one of those States where folks are at \_\_\_\_\_ was the home State of a famous humorist and cowboy. Tell us who he was and what was his State.
  
2. We took the southern route so before we knew it, we were going thru Bob Burns home State and Miss Virginia Weaver of Los Angeles says while we were crossing that State each one of us was an (PLAY). Farther east, our train stopped at a city about which W. C. Handy wrote a famous song. Can you name it? What State is that? Now, don't be stubborn-tell me, do you wear mules?



3. St. Louis is where our Tobacco Auctioneer, Mr F. E. Boone, said he was getting off and would join us later. He said "I've got a couple of days off so this is my chance to drive over and visit (PLAY). By the way, Wm. Davis of Washington D. C. says one of the States we passed thru getting to New York was the Hoosier State. What was it?
4. And then, quick like a flash we were back in good old New York City where we've been busy saying "hello" to the Empire State Building, Broadway, Radio City and (PLAY).  
*Name 3*  
~~There are nine~~ ways of getting across the Hudson into New York. *my automobile*  
~~Can you name three of them?~~

(SOUND CLASS BELL)

GRAUER: Exams are over -- hurrah, hurrah.

(AUDIENCE & BAND (CHEERS))

KYSER: While the faculty pores over the grades - sit with me, chillun in brief convocation while Dean Grauer delivers the tobaccolaureate address.

GRAUER: Smokers, make no mistake - in a cigarette, it's the tobacco that counts. So remember these two important facts: That at market after market, Lucky Strike consistently pays the price to get the finer, the lighter, the naturally milder tobacco - and that with independent experts - with men who know tobacco best, it's Luckies 2 to 1. Yes, Lucky Strike means fine tobacco. Make your next package Luckies - and see for yourself.

(FANFARE.....) \_

KYSER: The reports are in and the faculty awards top honors of the week to \_\_\_\_\_

(AUDIENCE & BAND . . . . .)

(CHEERS)

KYSER: Dear - dear \_\_\_\_\_, your golden locks shine in the spotlight - your eyes shine - and your plump little hand is opened for your just desserts - the old school poke of 35 dollars first prize - go forth into the world and be a paddy free heart. To you dear second placer - this second prize of 20 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 vocal passes and cheerful sasses - a package of better -than-ever Lucky Strike Cigarettes!

(CHEERS)

~~(10 . . . HUT SUT . . . . . BAND . . . . .) (cut on air)~~

(KYSER RADIO THEME . . . . .)

10/15/41

(KYSER THEME.....)

KYSER: Well, das all chillun - the old school goes into hiding until next week at the same time ~~when we shall give out with culture and class to deserving candidates.~~ In the meantime ~~keep abreast of the finest in music and~~ <sup>remembers</sup> entertainment by attending sessions of Information Please and Your Hit Parade. ~~The address for questions to the old Professor is - Kay Kyser - 480 Lexington Avenue, New York City.~~ And now, 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. L. A. (SPEED) Riggs of Goldsboro, N. C.  
 THIS IS THE RED NETWORK OF THE NATIONAL BROADCASTING COMPANY.

ES/DM/NM  
 10/15/41  
 12:15 P.M.

*As Broadcast*

ROUTINE

KAY KYSER

October 22, 1941

- |  |      |                         |
|--|------|-------------------------|
| 1. Hi Neighbor                         | 1.30 | Orchestra               |
| 2. Time Was                            | 2.15 | Babbitt                 |
| COMMERCIAL 1                           |      |                         |
| ROUND 1                                |      |                         |
| 3. Ballin' The Jack                    | 1.50 | Mason                   |
| 4. You and I                           | 2.20 | Dorothy Dunn - Trio     |
| COMMERCIAL 2                           |      |                         |
| 5. Louisiana Lullaby                   | 2.35 | Trudy, Harry, Jack, Max |
| 6. I Guess I'll Have to Dream the Rest | 2.35 | Babbitt                 |
| STATION BREAK                          |      |                         |
| ROUND 2                                |      |                         |
| 7. Tonight We Love                     | 2.45 | Production              |
| COMMERCIAL 3                           |      |                         |
| <i>cut on air</i> 8. By Heck           | 2.10 | Orchestra               |
| 9. Taps 'Til Reveille                  | 2.05 | Quartet                 |
| FINAL ROUND                            |      |                         |
| 10. Maria Elena                        |      | Orchestra               |
| <del>11. Hut Sut Song</del>            |      | <del>Orchestra</del>    |

WEAF

THE AMERICAN TOBACCO COMPANY

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - No. 187

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

OCTOBER 22, 1941

WEDNESDAY

GRAUER: In a cigarette, it's the tobacco that counts.

BOONE: (CHANT - "SOLD AMERICAN")

GRAUER: Let that chant remind you that Lucky Strike means fine tobacco. At market after market we pay the price to get the milder, better-tasting leaf. That's why 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 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.....)

(AUDIENCE APPLAUSE)

KYSER: Evenin' folks - how y'all.

AUDIENCE: Swell - Kay!

KYSER: "Swell Hey" -- Well das fine -- and I'm mighty happy to see the old classroom lookin' so spic and span tonight. ~~There sure is a nip in the air.~~

~~SOUND: (FAST DOG BARK)~~

~~Thank you Nip~~ ----- Tell me Dean Grauer, who are these handsome scholars sittin' up here?

GRAUER: These are our six volunteer pupils, Pappy - ready to take exams for degrees and \$95 in scholarships.

KYSER: Wait a minute -- you say six -- It looks like seven? ~~Say~~ who's that funny lookin' specimen with the pointed head and the long nose ~~----- he doesn't belong in here?~~ *hidin' over there*

VOICE: Shut up you cluck, I'm a duck and this is hunting season!!

SOUND: (SHOT) (DUCK SOUNDS)

KYSER: What we have to put up with ---- get him out of here and close the doors - class will now get together -- what I mean to say is pound away on old Broadway and come on chillun -- yes dance!

(1. HI NEIGHBOR.....ORCHESTRA)

(2. TIME WAS.....RABBITT)

(APPLAUSE)

KYSER: Now, chillun, here's Dean Grauer.....

GRAUER: For a long time we've been telling you on this program about the overwhelming preference of independent tobacco men for Lucky Strikes. Now, this preference for Luckies among tobacco auctioneers, warehousemen, and buyers, is not a matter of pure chance. These men see the kind of tobacco we buy for Luckies, and they know that we consistently pay the price to get the finer, the lighter, the naturally milder leaf. For instance, one of the South's veteran tobacco auctioneers - Mr. James N. Edwards of Farmville, North Carolina, said recently:

MAN: I've sold tobacco for years at most of the large markets and here's one thing I've noticed a thousand times. When the better, milder leaf comes up for sale, Lucky Strike pays the price to get it. That's why I smoke Luckies.... smoked 'em for many years.

RUYSDAEL: Smokers, tobacco experts like Mr. Edwards knows, as you do if you stop to think of it, that in a cigarette, it's the tobacco that counts, and that's why they prefer Luckies. So next time you hear the phrase, "With men who know tobacco best, it's Luckies 2 to 1", remember: that overwhelming preference is not a matter of mere chance. For the experts know that Lucky Strike means fine tobacco. Try Luckies yourself for a while and see if you don't confirm their judgment.

(ORCHESTRA PLAY-OFF)

SOUND: (SCHOOL BELL)



(PLAYOFF.....)

(SCHOOL\_BELL.....)

GRAUER: The first exam!.....cut out your fiddlin' and your  
 faddlin'.....class is now in session.....our first  
 three scholars will step up to the old lecture platform....  
 our faculty judges will <sup>take their seat</sup> ~~come out of their beards~~ (CLOTH  
 TEARS) ....face front, freshmen, and don't falter for  
 it's only a face from lower Dixie -- that educational  
 pixie -- the old enticer -- Pappy hisself - Kay Kyser.

(KYSER MARCH.....)

HARRY: (SIGH) (AUDIENCE HOORAY)

KYSER: Well ----crumble my foldin' money if you ain't handsome  
 fellers.... ~~step right up, freshmen and see how far~~  
~~you can run the ball back.~~

(ADD FIRST EXAM)

ROUND 1

1. We just heard a funny story about a movie star we know. In his latest picture he's supposed to jump off a cliff - but his double is the one who does the actual jumping. ~~Now~~ whenever the star sees this particular scene he says (PLAY) Jack Ross of Fort Jackson, S.C. wants to know if you know what the nurses say to each other when they change shifts at the hospital? Well, when the new nurse comes on duty, the nurse going off duty says (PLAY).
  
2. Mrs. Jessie Willey of Pueblo Colo. says that many personalities have aqua pura in their last names. These H2O cognomens are - Lake, Ponds, Brooks and Waters. Now you give us their first names-- any three.
  
3. A certain handsome young orchestra leader and trumpet player is playing the following theme these days from the Commodore Hotel here in New York, and A. H. Thomanson of New Orleans wants you to listen and tell us who it is (PLAY). Did his dad write the famous \_\_\_\_\_ doctrine? Is Lucy \_\_\_\_\_ his sister?

4. Many popular songs have the conjunction "and" in their titles. I'll start a few of them and Miss Lois Wilson of Lyons Arizona wants you to complete their titles. For instance, Meredith Willson gave us the number called "You and \_\_\_\_\_" - Ted Lewis made one famous called "Me and \_\_\_\_\_," ~~and of course you know the good old song "Moonlight and \_\_\_\_\_."~~ Now complete this one, and we'll be all thru. "When I Wore A Tulip and \_\_\_\_\_"  
 \_\_\_\_\_."
5. Many of our best-known and best-loved songs are commonly called by the first lines of their lyrics rather than by their correct titles and John Walker of New York City believes it would be an enlightening experience if you'd give us the names of some of them. The first is (PLAY). And here's one we all have to think about to get the real title to it. (PLAY)
6. Miss Margaret Mullins of Providence R I says that since we're in the big city, suppose you tell us who these big time personalities are. They're described in the following limericks:

Though he ~~has~~ never <sup>has</sup> said so aloud  
 Jack Benny is rightfully proud  
 Of Carmichael's keeper  
 That slow-moving creeper  
 The Old "silver-lining's" dark cloud.  
~~This blockhead of sawdust extraction~~  
 An outstanding Sunday attraction  
~~Indulges in all kinds of distraction~~  
<sup>holds</sup> ~~From~~ his place on the knee  
 Of a partner whom he is  
 Driving to rapid distraction.

7. Two of radio's grandest comedians open their show with this theme, and Fisher Arnold of Albuquerque New Mexico wants you to tell us who they are. (PLAY) ~~What is the name of their ex-steer who now has a program of his own on Sundays?~~ Is there an orchestra leader named Johnny McGee?
8. ~~For a couple of weeks we've been discussing~~ <sup>many</sup> moving picture stars ~~who~~ are also talented musicians, and Miss Helen Ellery of Louisville ~~reminds us that there are still quite a few we haven't talked about.~~ <sup>would</sup> So ~~tonight we'd like~~ like for you to tell us what instrument Mischa Auer plays. ~~Some folks say~~ Anita Louise looks like an angel, so quite appropriately she plays ~~what~~ \_\_\_\_\_? Buddy Rogers plays practically every instrument in the band, but his first love is the what \_\_\_\_\_? ~~What instrument did Melvyn Douglas play in the picture "Our Wife?"~~
9. One peep at the football schedule for ~~Saturday~~ and we see that Pitt plays Duke, Notre Dame tuzzles with Illinois and UCLA vs Oregon. Here's the fight song of the school that plays Texas Christian ~~this coming Saturday in New York~~ and Miss Gladys Stephenson of Hastings, Nebr. wants you to tell us what school it is. (PLAY) ~~Did Davy O'Brien quit professional football to join the FBI?~~ <sup>Was their coach Jim Crowley one of the 4 horsemen?</sup>

SOUND: (CLASS BELL)

(SCHOOL BELL)

GRAUER: The exam is over Professor -- hit the skids and leggo of the kids.

KYSER: Sure enough -- collapse, freshmen while our judges hunt for a decision.

(SAFARI DRUMS AND JUNGLE CHANT.....)

VOICE: Poddon me, suh - is there a grouse in the house?

(LOON LAUGH.....) (GUN SHOT AND CRASHING FALL)

KYSER: Thank you judges you have bagged a winner -- top freshman \_\_\_\_\_.

(APPLAUSE)

KYSER: Ah, dear Mr. \_\_\_\_\_ go buy a medal -- you may brag and boast and acknowledge a toast. Go light up a Lucky Strike and we'll be seein' ya in the final exams as a senior. You won't suffer more until then. Right now recess is here.

RECESS: Evenin' everyone -- have a cookie!

(LAUGH)

KYSER: Yes, suh, take a ~~tip~~ <sup>tip</sup> - take two!.....and take this tip and totter out and shuffle round in a dancin' bout..... watch the beat and have a treat - yes go!

(3. BALLIN' THE JACK.....MASON)

(4. YOU AND I.....DUNN & TRIO)

(APPLAUSE)

RIGGS: (CHANT ESTABLISH AND FADE)

KYSER: Now, friends, here's that game smokers are talking about. Let's go Dean Grauer, with another session of "Lucky Markets!"

(CHANT UP - SOLD AMERICAN)

GRAUER: Folks, in a cigarette it's the tobacco that counts. The better the tobacco, the better the cigarette. Well, this game of ours proves that Lucky Strike means fine tobacco. For it shows you that at market after market The American Tobacco Company consistently pays the price to get the finer, the lighter, the naturally milder leaf - the kind that gives 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 last season bought 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 last season 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.

Lucky Market Percentages

Ashokle, N. C.	57%
Conway, S. C.	52%
Darlington, S. C.	80%
Greenville, Tenn.	40%
Hopkinsonville, Ky.	7%
Hughesville, Md.	26%
Waycross, Ga.	45%

October 22, 1941

GRAUER: \_\_\_\_\_ 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 goes into  
 Luckies. All right -- next market being drawn from the  
 goldfish bowl and it's \_\_\_\_\_.

(CROWD MURMURS UP)

(ETC)

(BELL)

GRAUER: Oh - oh - there's the bell, ending this session of Lucky  
 Markets. Thanks very much everyone. *Now Basil Reydael  
 say sometimes figures speak louder than words*



October 22, 1941

GRAUER: \_\_\_\_\_ 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 goes into  
 Luckies. All right -- next market being drawn from the  
 goldfish bowl and it's

#### Lucky Market Percentages

Ashokle, N. C.	67%
Conway, S. C.	52%
Darlington, S. C.	80%
Greenville, Tenn.	40%
Hopkinsonville, Ky.	7%
Hughesville, Mi.	26%
Waycross, Ga.	48%

(DELL)

GRAUER: Oh - oh - there's the bell, ending this session of Lucky  
 Markets. Thanks very much everyone. Now Basil Reyadael  
*says sometimes figures speak louder than words*

GRAUER: Now Basil Ruysdael says ... sometimes figures speak louder than words.

RUYSDAEL: Well, smokers, those figures you just heard certainly tell the story of Lucky Strike's fine tobacco. For make no mistake - in a cigarette it's the tobacco that counts. And this game of ours is proof that Lucky Strike consistently pays the price to get the finer, the lighter, the naturally milder tobacco. Yes, at every one of those markets, drawn completely at random, The American Tobacco Company paid well above the average market price for tobacco and the best we buy goes into Luckies. It all adds up to this: Lucky Strike means fine tobacco. Doesn't that simple statement of fact explain why with independent experts - with men who know tobacco best -- it's Luckies 2 to 1....Make your next package Lucky Strike and see for yourself that better tobacco makes a better smoke.

(5. LOUISIANA LULLABY.....TRUDY, HARRY, JACK & MAX)

(6. I GUESS I'LL HAVE TO DREAM THE REST.....BABBITT)

(REPRISE...LUCKY STRIKE TIME.....ORCHESTRA)

OCTOBER 22, 1941

GRAUER: We pause briefly to change semesters....across the nation  
we now <sup>return to</sup> ~~quit~~ every station.

SOUND: (WIND WHISTLE)

... STATION BREAK ...

(LUCKY STRIKE TIME . . . . . UP AND OUT . . . . .)

OCTOBER 22, 1941

GRAUER: The second exam comes to Kyser College like Dick Dauntless and the U. S. Cavalry.

(THEY RIDE ACROSS THE PLAINS - STOP WITH BRAKES)

JACK: Hey stranger - did you see three lovely girls pass here?

GRAUER: Sure did, podner.

JACK: Was there a four-eyed college feller with 'em?

GRAUER: Guy in a square hat with a pile of books?

JACK: Same one!

GRAUER: (YELLS) He went that-a way.

JACK: After him, lads ...

(THEY GALLOP OFF SHOOTING GUNS)

KYSER: They didn't get me that time, Dean Grauer...so step up here \_\_\_\_\_ and get a look at your first question.

(ADD SECOND ROUND)

ROUND II - Page 1

1. This one got Popeye's Irish up. He said, "I caught an orchestra leader flirting with Olive Oyl. 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) Staff Sgt. Howard Massey of Camp Forrest, Tenn., asks what orchestra leader is associated with "Rhapsody in Blue?"
  
2. There have been many wonderful recordings and Miss Agnes Hart of Philadelphia says they're so well identified with certain stars and orchestras that it should be a cinch for you to tell us who made 'em. Who made the famous record of "Oh Johnny Oh?" What trio of girls made "I'll Be With You In Apple Blossom Time?" And who were the fellas who became famous after <sup>this</sup> ~~that~~ record of "If I Didn't Care"? ~~What orchestra leader made a most unusual record of "I'll Never Smile Again."~~
  
3. Here's one of America's top tunes played in the style of the orchestra that introduced it. Listen and tell Billy Dell Owens of Houston, Texas, the name of the song and the name of the orchestra leader (PLAY). ~~Who is Sophie~~ \_\_\_\_\_ ? *Is he Sophie's son?*

ROUND II - Page 2

4. I'm sure we've all seen the painting called "The Spirit of '76" and Miss Ethel Markey of Milwaukee believes you're familiar enough with it to tell us how many instruments are in that painting. And there's a very famous painting by Gainsborough called "Blue Boy". Is this ~~the same~~ <sup>he</sup> Little Boy Blue who blows his horn?

5. Here's a selection originally entitled "Poem" by Fibich and Bernard Caves of Cleveland wants you to listen and tell us what popular song is an adaptation of that melody. (PLAY) Who wrote the famous \_\_\_\_\_ Sonata? ~~Whats the difference between moonlight and moonshine?~~

6. It's tonight's right or wronger and Miss Myrtle Jordan of Birmingham, says the great white way will get another light if you don't take long to distinguish wrong from right. Is this statement right or wrong:

- (1) Mr. Farley's wife wrote ~~the song~~ "Jim."
- (2) Orson Wells, not superman put on the broadcast "~~Men From Mars~~" <sup>"The War of the Worlds"</sup>
- (3) Joe DiMaggio is starred in "A Yank In The RAF."
- (4) ~~Earl Carrell is America's foremost picker of football teams?~~

*New York was formerly named New Amsterdam*

ROUND II - Page 3

7. Here's a song called "Andalucia" and Carlton Bennett of Staten Island New York wants to know what popular Tuesday night comedian uses it <sup>when he</sup> ~~to~~ signs off the air. (PLAY) Is Frances Langford or Judy Garland featured with him this year? Are Jerry Colonna and Skinny Ennis on with him?
8. Apiary and Aviary are the topic of discussion in this one from Miss Gloria Karson of Portland Oregon. Listen to the following sound effects and tell us which is which and give us the common name for each of them. (SOUND) Now this \_\_\_\_\_ (SOUND).
9. There sure will be plenty of excitement this Saturday when Princeton meets Vanderbilt - Stanford meets Washington and Budd Cottey of Indianapolis says when Minnesota meets Michigan the college bands will be playing this fight song (PLAY). Now is that the Minnesota Rouser or the Michigan Victors? Now don't bowl us over Sugar-- but where do they hold the Sugar Bowl game?

SOUND: (CLASS BELL)

GRAUER: The fun's done, Professor - nudge a judge.

KYSER: We'll have the decision in two shakes of a lamb's tail...

SOUND: (RACKET -- <sup>pink out</sup> BLEETING OF A LAMB)  
*I said lamb not ham*

KYSER: Ah, the Faculty declares that the lambie pie of the second exam is \_\_\_\_\_

(APPLAUSE)

KYSER: "They can't pull the wool over your eyes, Miss \_\_\_\_\_.

You are hereby made the official chicken of Kyser College and carefully laid away in cold storage for the Final Exam. Right now light up a Lucky Strike as revelry rustles up recess.....

RECESS: Evenin' everyone -- have a herring?

KYSER: I'll settle for a derring do, Mr. Recess, but right now it's time for ~~that~~ <sup>a</sup> new song that's ~~is~~ sweeping the country "Tonight We Love."

(AUDIENCE APPLAUSE)

(7. TONIGHT WE LOVE . . . . . PRODUCTION)



LUCKY STRIKE "KAY KYSER"  
Commercial #3 - October 22, 1941

KYSER: Now chillun, Dean Grauer has a suggestion to make - a very easy one for you to follow.

GRAUER: It's just this, folks - next time you step up to that cigarette counter, at the very moment you are buying cigarettes, just think of tobacco ... that's really worth remembering, because in a cigarette, it's the tobacco that counts. The better the tobacco, the better the smoke - and, ladies and gentlemen, Lucky Strike means fine tobacco. As our Lucky Markets game showed you a few minutes ago, The American Tobacco Company consistently pays the price to get the finer, the lighter, the naturally milder leaf, for example:

26 percent more than the average market price at Hughesville, Md. last season;  
45 percent more at Waycross, Ga.

So it goes at market after market all over the South, and the best we buy goes into Luckies. Yes Lucky Strike means fine tobacco. Next time you buy cigarettes, ask for Luckies and prove this to yourself.

~~8. (BY HECK . . . . . ORCHESTRA)~~

9. (TAPS TILL REVEILLE . . . . . QUARTET)

(FANFARE . . . . .)

(FANFARE . . .)

GRAUER: The Final Exam! This is the big crash for cash,  
~~Professor.~~

~~KYSER:~~ And we've gleaned two scholars from the first exams  
to take part, Dean Grauer.

GRAUER: So step up \_\_\_\_\_ ... the old  
Professor would have a word with you.

KYSER: (SOFT AND STACCATO) Hello. (PAUSE - IN REGULAR VOICE)

(ADD FINAL EXAM)

10/22/41

*+ also by Pres Roosevelt  
proclamation total  
defense day*

FINAL ROUND - Page 1

Next Monday, October 27th...is NAVY DAY, so tonight for our final exam we think it's fitting and proper to pay tribute to the occasion salute the NAVY!

~~(HARRY (SIGN) AUDIENCE HOORAY BAND PLAYS "SAILORS HORNPIPE")~~

1. In the air, on the surface, and under the sea Moses Cooke of Norfolk says "It's Hats Off" to (PLAY). Do Naval Officers get their training at Columbia? Where do they get it? Who is the Secretary of the Navy.
  
2. Commander Perry Wood of San Diego 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 have not yet begun to fight* "~~Don't Give Up The Ship?~~" Did Thomas E. Dewey say "You may fire when ready Gridley?" ~~How do you christen a ship?~~

3. Tom Sawyer of Los Angeles, California, says here's a song Irving Berlin wrote for our Government and it is now the theme of the TREASURY HOUR broadcast every Tuesday. Listen and tell us the name of it. (PLAY) What kind of bonds does this song refer to? And by the way next Tuesday I am to have the honor of appearing on the Treasury Hour with Charles Boyer - Gertrude Lawrence - Dick Powell - Fay Wray and Postmaster General Walker. I hope you'll be listening.
  
4. This is indeed the Land of The Free where we can enjoy Life-Liberty and The Pursuit of Happiness --- Frank Corey of Noak, Conn. says to him it is. (PLAY) And what famous American said "Give Me Liberty Or Give Me Death". And speaking of Defense - what is America's First Line Of Defense? That's \_\_\_\_\_ and all good American's will look forward to NAVY DAY next Monday which takes on greater significance this year because it is also TOTAL DEFENSE DAY!

SOUND: - SHIPS BELL

GRAUER: "Ships Bell" - "Alls well, Professor" -  
the exams are over.

HARRY: (SIGN) (HOORAY)

KYSER: Now, now, chillun -- relax -- our faculty judges  
make their way to the faculty room to pick the honor  
scholar of the week and while they're gone sit with me  
in brief convocation while Dean Grauer delivers the  
tobacco laurate address.

GRAUER: Smokers, make no mistake - in a cigarette, it's the  
tobacco that counts. So remember these two important  
facts: that at market after market, Lucky Strike  
consistently pays the price to get the finer, the  
lighter, the naturally milder tobacco - and that with  
independent experts - with men who know tobacco best,  
it's Luckies 2 to 1. Yes, Lucky Stike means fine  
tobacco. Make your next package Luckies - and see for  
yourself.

(FANFARE . . . .)

KYSER: Here it is --- the faculty report (POP GUN) yes,  
naming the honor scholar of the week to be none other  
than ----

(APPLAUSE)

KYSER: Ah dear --- dear ---- I drape a cape round the nape of  
your handsome neck .... I pin on a star of scholarship  
and into your little pink hands I dump the United  
States mint (CRASH) this \$35 first prize .... to you  
dear second placer this award of \$20 and to the  
other four scholars ten dollars each - to all six a  
carton of Luckies. Then to each and every member of  
our student body here tonight for those ninety yard  
runs ... swell blocking and cheers - a package of better  
than ever Lucky Strike Cigarettes.

10. (MARIA ELENA . . . . . ORCHESTRA)

(NEW KYSER RADIO THEME . . . . .)

10/22/41

KYSER: Well das all chillun - the old school catches the uptown express until next Wednesday night at the same time ~~when we shall take our usual corner in the Rialto of musical knowledge.~~ Until then keep up with the class by attending a session of Information Please and Your Hit Parade. The address for questions to the old Professor is - Kay Kyser - 480 Lexington Avenue, New York City. And now, 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 auctioneers heard on tonight's program were Mr. F. E. Boone of Lexington, Kentucky and Mr. L. A. (Speed) Riggs of Goldsboro, N.C.

nc/ms/dm  
10/22/41  
12:55

ROUTINE

KAY KYSER

October 29, 1941

- |    |                                       |           |
|----|---------------------------------------|-----------|
| 1. | Why Cry Baby                          | Orchestra |
| 2. | I Don't Want to Set the World on Fire | Babbitt   |

COMMERCIAL 1

ROUND I.

- |    |             |       |
|----|-------------|-------|
| 3. | Yes, Indeed | Mason |
| 4. | Jim         | Dunn  |

COMMERCIAL 2

- |    |  |           |
|----|--|-----------|
| 5. | By Heck                                      | Orchestra |
| 6. | <del>Two in Love</del> <i>Cadby Serenade</i> | Group     |

STATION BREAK

ROUND 2

- |    |   |            |
|----|---|------------|
| 7. | <del>Representative</del> <i>Taught We Love</i> | Production |
|----|---|------------|

COMMERCIAL 3

- |    |                   |             |
|----|-------------------|-------------|
| 8. | Short 'nin' Bread | Mason       |
| 9. | Yours             | Erwin, Trio |

FINAL ROUND

- |     |              |           |
|-----|--------------|-----------|
| 10. | Hut Sut Song | Orchestra |
| 11. | Daddy        | Orchestra |



10/29/41

WEAF

THE AMERICAN TOBACCO COMPANY

#188

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

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

OCTOBER 29, 1941

WEDNESDAY

GRAUER: In a cigarette, it's the tobacco that counts!

RIGGS: (OPENING CHANT - ENDING "SOLD AMERICAN")

GRAUER: Let that chant remind you that Luckies are a milder, better-tasting cigarette, because at market after market, we pay the price to get the finer, the lighter, the naturally milder tobacco. Yes, Lucky Strike means fine tobacco. That's why, with men who know tobacco best, it's Luckies 2 to 1.

(LUCKY STRIKE TIME . . . . .)

GRAUER: Lucky Strike presents Kay Kyser's College of Musical Knowledge - with the usual number of scholars - six ... and the standard amount of dollars - ninety-five ... and the regular one-man Faculty - Kay Kyser!

(KYSER THEME: . . . . .)

(AUDIENCE APPLAUSE)

KYSER: Evenin' folks - how y'all? (HARRY - THE SIGN)

AUDIENCE: Oh Kay, Kay!

KYSER: That's fine chillun, cause the little red schoolhouse is ready to rock and roll with examinations and excursions into the musical unknown. It sure does my heart good to see so many seekers of wisdom....so what say, chillun, shall the first course be readin'?

CROWD: NO!

KYSER: How about writin'?

CROWD: NO!

KYSER: 'Rithmetic?

CROWD: NO --

KYSER: Well what do you want?

CROWD: "YET'S DANCE!"

KYSER: Well all right! *lets done*

1. ("WHY CRY BABY" . . . . . ORCHESTRA)

2. ("I DON'T WANT TO SET THE WORLD ON FIRE" . . . . . BABBITT)

KYSER: Now Dean Grauer, tell us ... when is a coincidence, not a coincidence?

GRAUER: Well, folks, everybody knows a coincidence is something that may happen by chance. For instance, if you saw just three tobacco experts, and two of them were smoking Luckies, that might be a coincidence. But when sworn records show that all over the South among independent tobacco auctioneers, buyers, and warehousemen Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined - well, you can be mighty sure that isn't a coincidence! For these men are the world's most impartial judges of tobacco - and at the auctions they see just who buys what tobacco and the prices paid. So you can bank on this: their choice of a cigarette is based on something that really counts. As Mr. Charles L. Belvin - independent tobacco buyer of Durham, North Carolina - said recently:

MAN: When anybody asks me why I smoke Luckies, I just tell 'em what I see at the auctions, year in and year out ... Luckies pay the price to get the finer, milder leaf - and that means they must be a finer, milder cigarette. So I've smoked Luckies for 12 years now.

RUYSDAEL: Smokers, what Mr. Belvin says makes clear that in a cigarette it's the tobacco that counts. And it's just as clear that he and other independent experts smoke Luckies, because they know Lucky Strike means fine tobacco. Remember that, when you hear the phrase, "With men who know tobacco best, it's Luckies 2 to 1." And next time you step up to the cigarette counter, ask for Lucky Strike and see if you don't agree with the experts.

(ORCHESTRA: . . . PLAYOFF)

(CLASS BELL - BAND CHATTER AND AD LIBS)

GRAUER: Hey, kids, let's get a look at the exam questions on teacher's desk.

ISH: Here's one -- how many teeth has a musical saw?

~~JACK: Gee that's a toughie.~~

GRAUER: Look at this one - it says - Lyman's going to play a note on the piano ... (LYMAN PLAYS) .. which finger is he using?

~~JACK: We'll never answer these.~~

ISH: Hey - get this. You're going to hear some sound effects and you tell us what they represent.

(SOUND: WHIRR - RATCHETT - GUNS GO OFF - TRUMPET BLOWS - BELLS RING - ROCKS SLIDE DOWN A CHUTE - TIN CANS FALL OVER - ENDING IN THOSE THREE LOON LAUGHS)

GRAUER: ~~My~~ gosh - what's ~~the answer on that?~~

ISH: ~~A pinball machine!~~ *Don't look now - that's Kay Kyser*

BOBBY: (OFF) ~~Cheeze it, kids - here comes the old Professor!~~

(~~BIG SCUFFLE INTO~~)

(PLAY-ON MARCH . . .)

(AND AUDIENCE APPLAUSE)

KYSER: ~~Hope you chillun haven't been peaking at the exam questions,~~  
~~'cause it's time for \_\_\_\_\_ to step up and~~  
answer his first question.

(MORE)

1. Jack Healey of Freeport, Ill., wonders if you know what the bank-teller sings as he counts the money. Well as the money passes through the bank-teller's fingers he sings (PLAY)  
Speaking of banks, who is Tallulah Bankhead? *Can you bank on* ~~What's Bank~~  
~~Night~~ *airplane*
  
2. I'm going to combine the first names and the home towns of some well-known personalities and Miss Mary Albertson of Glen Cove, New York, wants you to give us their last names. For instance, Al New York would be Al Smith - get it? All right, let's go - Jack Waukeegan, Bob Van Buren, Joe Detroit.
  
3. A certain band made a sizzling record of this torpid song, and we're going to try to play a little of it just the way it was recorded. The boys of Camp Walters, Texas, want you to listen -- name the song and tell us whose record we are impersonating. (PLAY)

4. Here's a cuty ~~that gushed~~ from the mind of Mrs. M. D. Lee of Alameda, California. She asks - Why can't you beat a hum-drum; why can't you play an ear-trumpet; and why can't you blow a cape-horn?
  
5. We've taken the #1, #2 and #3 songs on "Your Hit Parade" of last Saturday and jumbled them up. Robert Curry of Louisville, wants you to listen and name 2 of the 3 songs and tell us which you think was #1. (PLAY)
  
6. Miss Margaret Kearns of Toronto, says all the kids in the neighborhood will plague you on Halloween if you can't say right or wrong to the following statements:
  - 1 - The song "Last Night on the Back Porch" was written by Carmen Veranda.
  - 2 - The Duke <sup>*Windsor is NOT Governor of Bermuda*</sup> and Duchess of Windsor ~~are visiting the USA.~~
  - 3 - Basso Profundo is an opera star.
  - 4 - Halloween always comes on Friday the 13th.

*Andre Kostelanetz*

7. Here's the theme that ~~Paul Whiteman~~ plays on a certain radio program, and John Gaven of Casper, Wyo., wants you to listen

and tell us the ~~comedy team~~ the theme identifies: (PLAY)

*Is it Pepsi-Cola - Cola 7-up, Dr. Pepper - 3*  
~~Are George and Bob brothers? What are side burns? Do you know fat burns? Well it does!~~  
*and by the way - Monday were honored to inaugurate Coca-Cola's new program, which will spotlight a most efficient orchestra every night - We'll be on Monday - one night only -*

8. If you know your movies at all, Miss Fay Gregory of Wilmington, Del., is sure you'll be able to tell us what instrument Melvin Douglas plays in the picture "Our Wife". And what instrument did John Paine play in the picture "Sun Valley Serenade?" In the picture "They Shall Have Music" the world-famous violinist *Jacka Hupfetz* played what?

9. This coming Saturday will see some of the hottest grid classics in America, including Stamford vs. Santa Clara, Minnesota-Northwestern, and Pennsylvania-Navy. Paul Erickson of Colorado State College of A & M says that Fordham will play the school this song identifies. (PLAY) Is the National League the only professional football league?

(SOUND: CLASS BELL)

GRAUER: Hey professor this is the hour they shut off the power - so get into your bower.

KYSER: And get ready to glower, my manly Dean Grauer, cause from the Ivory Tower, the Faculty will shower - the name of the flower, tonight's classroom wower -- it's \_\_\_\_\_.

(APPLAUSE)

KYSER: What have you done, my dear Mr. \_\_\_\_\_ ... you have come through true blue to win the first exam so light up a Lucky Strike and sit quietly in the Final Exam box. And stepping lightly over the curriculum comes Recess....

RECESS: Evenin' everybody - have a cookie?

KYSER: Make mine vanilla, Mr. Recess....and if it's not impolite to heel and toe with a mouthful of dough....come on, chillun - yet's go!

3. (YES INDEED . . . . . MASON)

4. (JIM . . . . . DUNN)



KYSER: Chillun, here's news from an important Southern tobacco market...Listen!

(SOUND: TICKER)

VOICE: Tarboro, North Carolina. Tobacco auctions here swing into the home stretch. Competition keen for better tobacco. So far this season, The American Tobacco Company has paid 27 percent above the average market price to get the finer, milder tobacco. (FADE OUT TICKER AND FADE IN CROWD NOISES AND CHANT - SOLD AMERICAN)

WHSMAN: At 26! (CHANT)

BARBER: This is Red Barber, ladies and gentlemen, reenacting one of the tobacco auctions now going on in Tarboro, North Carolina. This big tobacco warehouse covers about as much ground as a football gridiron and what's happening here is as exciting as a championship game. For there are a dozen or more buyers competing for this tobacco and each basket is sold individually ... sold to the highest bidder ... It looks like ... yes ... here comes a sale now.

(SOLD TO BELVIN)

WHSMAN: Fine, mild leaf, boys ... start 'er at 28!

BARBER: That was the warehouseman calling out the opening bid on this next basket. It's 28 - 28 dollars a hundred pounds. But Lucky Strike wants it and bids 29. Now an export buyer bids 30 - another cigarette company 31 - a leaf buyer 32. Looks like all the buyers want this basket - the auctioneer is chanting 35 now - 35 - 35. And that export buyer bids 36 - but a split second later Lucky Strike makes it 37 - 37. This basket's going ... going to Lucky Strike at 37.

(CHANT UP SOLD AMERICAN)

RUYSDAEL: Smokers, make no mistake - in a cigarette, it's the tobacco that counts. That's why it's important for you to know that Lucky Strike consistently pays the price to get the milder, better-tasting leaf. For example, as the report you heard a few minutes ago stated, so far this season at auctions in Tarboro, North Carolina, The American Tobacco Company has paid 27 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 27 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we buy goes into Luckies. So it goes at market after market, this year and every year. And the result is ... Lucky Strike means fine tobacco. Try Luckies for a while and prove this to yourself.

5. (BY HECK . . . . . ORCHESTRA)

6. (~~TWO IN LOVE~~ <sup>Cowboy Serenade</sup> . . . . . ~~GROUP~~)

4 (REPRISE GLEE CLUB CARMEN OHIO)

(GLEE CLUB SONG . . . (COLLEGE SONG TO BE SELECTED)

GRAUER: The winds rage high through the trees on the old campus and flickering fires leap up and shed their warming light in ruddy glowing shadows in room of Frosh and Prof. And warming, too, is that touch of heartening friendship as we join hands across the nation and pause briefly for a kindly word from every station.

(STATION BREAK)

(KYSER MARCH . . . . . UP TO FINISH)

GRAUER: Rip off a rondelay, slide into a sonnet, languish a lullaby, cause here he comes, the guy with his eye on that pie in the sky.....

RECESS: Evening every<sup>ONE</sup>body - have a catfish?

GRAUER: No no - Mr. Recess.....not now - you'll have to peddle your stuff someplace else 'cause it's time for the three girls, the second exam and the dear old Professor himself - hello, Kay.

KYSER: Hello - how you Ben Grauer?

BEN: Okay Kyser.

(ADD SECOND ROUND)

1. Richard Arthur of Topeka, says the "chassis song" is "I Ain't Got No Body!" but that "The Jackpot Song" is (PLAY). He further says "when a husband claims he works late at the office" that it's (PLAY).
  
2. Most girls like to talk about boys so Mrs. Sinclair of Seattle, assumes it's okay to ask you about these boys - distinguish between Dough Boy, <sup>Tom Boy</sup> ~~Play Boy~~, ~~Blue Boy~~, High boy, and Lifebouy.
  
3. Here's Chopin's Fantasy Impromptu and Paul Saunders of Blue Hills, Maine, wants you to listen and tell us what popular song was based on it. (PLAY) What's at the end of the rainbow? Is Horace Heidt there too?

4. This is the time of year when the elements really act up, so Miss Virginia Weylin of Wheeling, West Virginia, wants you to name three personalities whose last names are the same as the elements, such as Snow, Wind, Rain, Lightning, Hail, Thunder.
  
5. Here's the theme of an orchestra leader now appearing at the Waldorf Astoria here in New York and Pvt. L. C. Buckland of Kelly Field, Texas, wants you to listen and tell us who he is. (PLAY) Does he play a musical instrument?
  
6. Miss Virginia White of Stevens Point, Wis., says that our class session from the big city is a fitting place to have you tell us who the personalities are in the following limericks:

Each Wednesday this "voice with a frown"  
Crusades to put criminals down  
His chief aide and spy  
Is named Lorelei  
And the scene of his action's Big Town.

This fellow when put to the test  
Makes Buck Rogers look like a pest  
With "Silver" and Tonto  
He's always there, pronto  
When villians run wild in the West.

7. Here's a song which ran all through the picture <sup>Strawberry</sup> ~~"The Great~~  
<sup>Blonde</sup> ~~Life"~~. Curtis Darby of Jackson, Miss., wants you to listen  
and name it. (PLAY). And this song was the theme of what  
great picture? (PLAY) Can you name one star of each picture?
8. Jeepers creepers, it's a beep-beep beeper - We're about to  
play a bit of the Hut Sut Song and every time the orchestra  
leaves out a note, Helen Mason of New York City wants you to  
say "beep" or "beep-beep" - if we leave out two notes.  
(PLAY)
9. Leslie Laurin, of the University of South Carolina, says  
let's get back to the Pigskin Parade for a second. This  
Saturday Duke plays Georgia Tech; Wisconsin-Syracuse;  
SMU-Texas, and Army clashes with the team that is spurred  
on by this song (PLAY). Is that known as "The Old Army  
Game"? Miss \_\_\_\_\_ - Do football players  
usually have a good line?

(SOUND: CLASS BELL)

GRAUER: The exam is over, Professor - Take a splice in the mice.

KYSER: Yes suh, Dean Grauer - collapse girls - the faculty has come thro with their official verdict - naming the honor woman of the second exam to be \_\_\_\_\_.

(APPLAUSE)

KYSER: Dear Miss \_\_\_\_\_, let me tap you for Phi Beta Kyser (one sock of temple block) (BOBBY HOLIERS) ---

go light up a Lucky Strike and stitch up a gown for commencement. *and now here's a song which ~~was~~ George Dunning*  
*Right now, chillus, here's a beautiful new*  
*was arranged so beautifully I know you'll want to hear*  
*again - It's Tonight We love*  
~~song based on the Mexican legend of "Popocatepetl" --~~  
~~the mountain of flame. In this song a little Mexican boy~~

~~Tonight we <sup>LOVE</sup> is singing to the mountain. Let's listen~~

7. (POPOCATEPETL . . . . . PRODUCTION)

(APPLAUSE)



KYSER: Now Basil Ruysdael points out that the most obvious facts are sometimes the easiest to forget.

RUYSDAEL: For instance, ladies and gentlemen ... Here's something I'm sure you know very well about smoking: in a cigarette it's the tobacco that counts. But I wonder if you always bear that fact in mind when you step up to your cigarette counter? If not, you may be missing out on a lot of real smoking enjoyment. For the good old rule never changes: the better the tobacco, the better the cigarette - and, smokers, Lucky Strike means fine tobacco. At market after market all over the South, we pay the price to get the milder, better-tasting leaf. For example last season, The American Tobacco Company paid 25 percent more than the market average at Mt. Sterling, Kentucky - 33 percent more at Morristown, Tennessee - 41 percent more at Weston, Missouri - and the best tobacco we buy goes into Luckies. Yes, Lucky Strike means fine tobacco. So next time ask for Luckies and see for yourself that better tobacco makes a better cigarette.

8. (SHORT 'NIN' BREAD . . . . . MASON)

9. (YOURS . . . . . ERWIN & TRIO)

(FANFARE: . . . . .)

(APPLAUSE)

(FANFARE: . . . . .)

GRAUER: The final exam ~~(CORNY TROMBONE ALA GAY NINETIES)~~  
Not a dry eye in the house...for June has come to October  
and 'tis time to wring out the last bitter bit of information  
from our two surviving seniors. Step forward dear frightened  
duet....you're just two fish caught in the net.

KYSER: And don't flounder while I trout out these final questions.

~~(ADD FINAL EXAM)~~

KYSER: This Friday the black cats will screech and yowl cause Halloween's their night to howl -- so we're gonna dedicate the final round tonight to Halloween.

1. Paul Green of Los Angeles says that on Halloween nothing scares him like a black cat with (PLAY) ~~How many lives has a cat got? What's catgut? What's a hepcat? What's catsup?~~ *where's the catskills*
2. Halloween is one night when everyone has a good time and ~~lots of fun~~ - so Betty Dickinson of Garden City, Long Island says name two typical stunts pulled on Halloween. And now here's a little stunt for you -- we want you to recite this nursery rhyme that's ~~quite appropriate~~ <sup>and</sup> (RECITE) ~~Oh, that's fine Miss \_\_\_\_\_ and now here's a great big piece of pumpkin pie -- take a big bite and repeat "Peter Peter Pumpkin Eater."~~ <sup>recite</sup>

3. There's a certain bird that hangs around witches and pumpkins and black cats on Halloween and Warren Stewart of Brooklyn says he doesn't give a hoot whether you get it or not - Listen (PLAY) What's a night \_\_\_\_\_? Who rides around on broomsticks on Halloween? ~~What's~~ ~~hazel?~~ What would happen to you if you ~~thumbed a ride with a witch on a splintered broomstick?~~ (Well --- if you get hitches with such witches, you'll get rips in yo' britches!)

4. Toy Maguire of San Francisco says a friend of hers loves to get frightened - (Boo) so he went to a picture show where they had a triple horror bill and when he came out he said "they didn't scare me half enough so (PLAY). ~~Who frightens people on the radio (DOBBY HOLLERS)~~ Who frightens people in the movies? Who frightened "Little Miss Muffett?" ~~(sign)~~

(SOUND: CLASS BELL)

GRAUER: Exams are over.

HARRY SIGN: (AUDIENCE HOORAY)

KYSER: The faculty flops off to faculty hall to decide upon the honor scholar of the week. And while they are gone Dean Grauer delivers a brief dissertation of advice to the nation.

GRAUER: Smokers, make no mistake - in a cigarette, it's the tobacco that counts. So remember these two important facts: that at market after market, Lucky Strike consistently pays the price to get the finer, the lighter, the naturally milder tobacco - and that with independent experts - with men who know tobacco best, it's Luckies 2 to 1. Yes, Lucky Strike means fine tobacco. Make your next package Luckies - and see for yourself.

(FANFARE: ORCHESTRA)

KYSER: This week's winner! The faculty comes back and names the scholar with the best come backs as \_\_\_\_\_.

(APPLAUSE)

Dear -- dear \_\_\_\_\_, you are an owl for wisdom ....a paragon of virtue...a honey for the money...take into your mitts this first award of \$50 and go forth into the bleak world and live on the fat of the land...to you dear second placer this second prize of \$20 and to the other four scholars ten dollars each....to all six a carton of Luckies. Then to each and every member of our student body here tonight for those cheerful earfuls.... those spry cries and old school spirit - a package of better than ever Lucky Strike cigarettes.

(CHEERS)

(HUT HUT . . . . . ORCHESTRA)

10/29/41

(THEME . . . .)

KYSER: Well das all chillun -- Kyser Hall doubles as a mothatorium until next Wednesday night at the same time when we shall measure the bumps on another batch of deserving heads and award scholarships in musical knowledge. In the moantime have fun and keep your rep for musical hep by attending sessions of Information Please and Your Hit Parade. The address for questions to the old Professor is 480 Lexington Avenue, New York City. And now, 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 auctioneers heard on tonight's program were Mr. L. A. (SPEED) Riggs, of Goldsboro, N.C., and Mr. F. E. Boone, of Lexington, Kentucky. This is the Red Network of the National Broadcasting Company.

10/28/41 sk  
11:40p.m.

SUBMITTED TO NBC CLEARANCE FOR USE ON THE KAY KYSER-LUCKY STRIKE PROGRAM OCT. 29TH

- |  |           |                 |
|--|-----------|-----------------|
| 1. Lucky Strike Time                     | Orchestra | BMI             |
| 2. Kay Kyser Radio Theme                 | Orchestra | BMI             |
| 3. Why Cry Baby                          | Orchestra | BMI             |
| 4. I Don't Want To Set the World on Fire | Babbitt   |                 |
| 5. Orchestra Play Off to Commercial #1   |           | Rel on NBC File |
| 6. Tar Heels on Hand (Play On)           | Orchestra | Rel on NBC File |

FIRST ROUND:

7. These Are the Things I Love
  8. Yes Indeed (ala Tommy Dorsey)
  9. I Don't Want to Set the World on Fire
  10. You and I
  11. Jim
  12. Burns & Allen Radio Theme as used on NBC Tuesdays
  13. Trumpet does scale
  14. Piano does scale
  15. Violin tunes up
  16. Purdue Football Song "Yen of Purdue"
17. Yes Indeed
  18. Jim
  19. By Heck
  20. Two in Love
  21. Carmen Ohio (College Song of the University of Ohio)
  22. Tar Heels on Hand (Play On Following Station Break)

SECOND ROUND:

23. It All Comes Back to Me Now
  24. The Same Old Story
  25. Chopin's Fantasy Impromptu
  26. Eddy Duchins Radio Theme - (played before by us on NBC)
  27. Tchaikowsky Piano Concerto in B Flat - (Tonight We Love)
  28. Intermezzo
  29. Hut Sut
  30. University of Notre Dame Victory March
31. Popocatapetyl (Played by us before on NBC)                      Marks or BMI
  32. Shortnin' Bread
  33. Yours
  34. Fanfare to the Final Round    Release on File

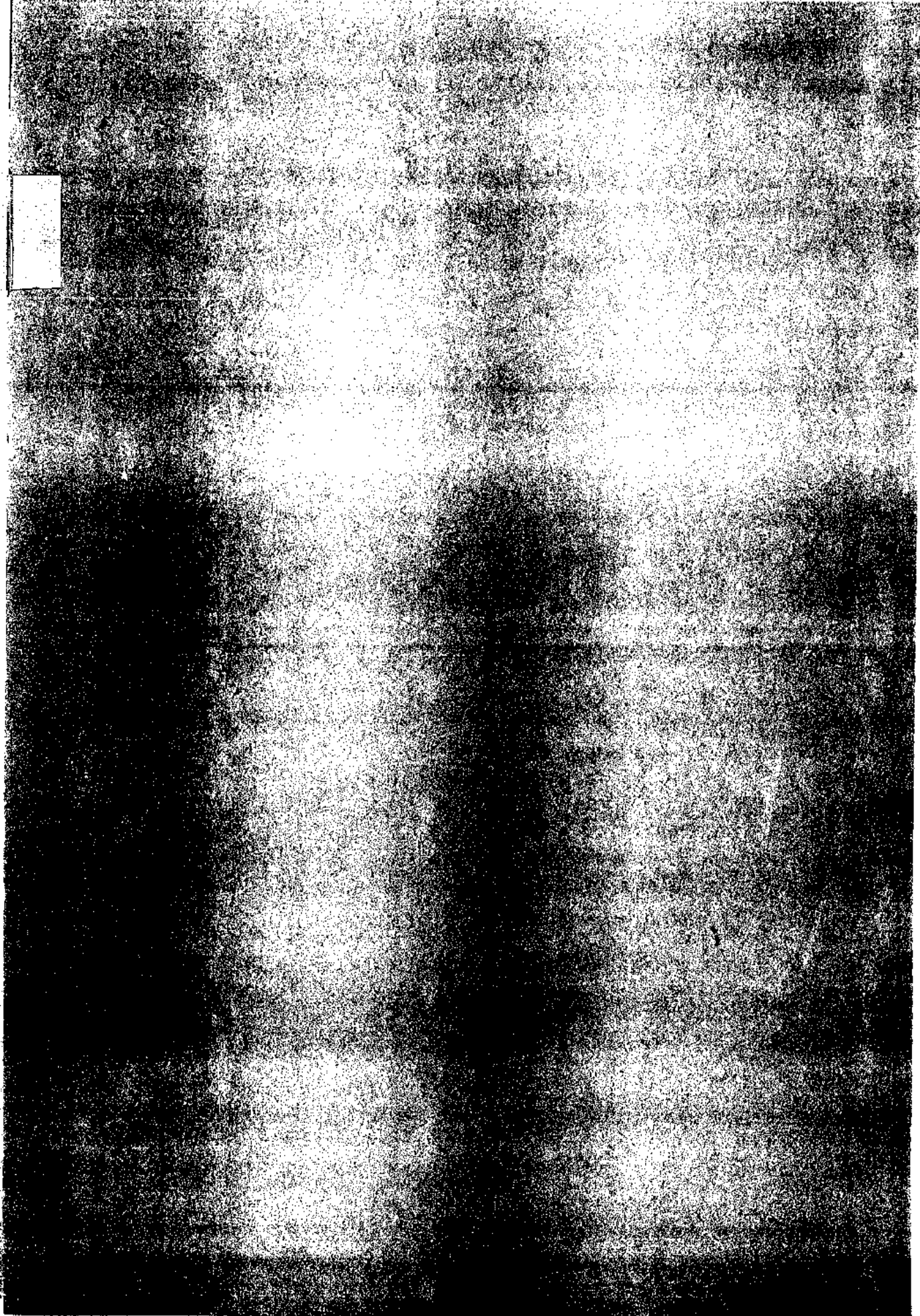
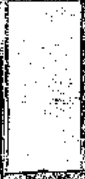
FINAL ROUND:

35. Green Eyes
36. Wise Old Owl
37. I Guess I'll Have to Dream the Rest
38. Orchestra Fanfare leading into the Winners Annot.      Release on file
39. Hut Sut Song
40. Daddy

From Edmund L. Cashman at Lord & Thomas, New York City



NOVEMBER



*As Broadcast*

ROUTINE

KAY KYSER

November 5, 1941

1. High Neighbor Orchestra

2. I Guess I'll Have to Dream the Rest Babbitt

COMMERCIAL 1

ROUND 1

3. The Girl I Left Behind Mason

4. You and I Dorothy Dunn

COMMERCIAL 2

5. Louisiana Lullaby Quartet

6. Time Was Babbitt

STATION BREAK

ROUND 2

7. Popocatapetyl Production

COMMERCIAL 3

8. Jeepers Creepers Orchestra

9. Til Reveille Quartet

FINAL ROUND

10. Tisket a Tasket Orchestra

11. Daddy Orchestra

Grauer:

Lucky Strike presents Kay Kyser's College of Musical Knowledge -  
the first Wednesday following the first Tuesday in November session of the c:  
old classroom for fun, prizes and makes you want-t-dance music.  
It's class night tonight and here comes your old professor -  
Kay Kyser-

THINKING OF YOU \* BAND and AUDIENCE APPLAUSE

10/5/41

WEAF

THE AMERICAN TOBACCO COMPANY

#189

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

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

NOVEMBER 5, 1941

WEDNESDAY

GRAUER: In a cigarette it's the tobacco that counts.

BOONE: (CHANT... "SOLD AMERICAN")

GRAUER: Let that chant remind you that Lucky Strike means fine tobacco. At market after market we pay the price to get the milder, better-tasting leaf. That's why with men who know tobacco best, it's Luckies two to one.

~~(KYSER THEME: . . . . THINKING OF YOU)~~ *lucky Strike Time*

(AUDIENCE APPLAUSE)

10/5/41

WEAF

THE AMERICAN TOBACCO COMPANY

#189

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

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

NOVEMBER 5, 1941

WEDNESDAY

GRAUER: In a cigarette it's the tobacco that counts.

BOONE: (CHANT... "SOLD AMERICAN")

GRAUER: Let that chant remind you that Lucky Strike means fine tobacco. At market after market we pay the price to get the milder, better-tasting leaf. That's why with men who know tobacco best, it's Luckies two to one.

~~(KYSER THEME . . . . THINKING OF YOU)~~ *Lucky Strike Time*  
(AUDIENCE APPLAUSE)

**Grauer:**

Lucky Strike presents Kay Kyser's College of Musical Knowledge - the first Wednesday following the first Tuesday in November session of the old classroom for fun, prizes and makes you want-t-dance music. It's class night tonight and here comes your old professor - Kay Kyser-

THINKING OF YOU \* BAND and AUDIENCE APPLAUSE

KYSER: Evening, folks -- how ya all? (HARRY: THE SIGN)

AUDIENCE: Swell, Kay.

*Pot Belly*

KYSER: Das good...shake up the ~~Sibley~~ stove...put your feet up on the apple barrel and take up the slack in your red flannels ... Dean Grauer do we have a forum quorum?

GRAUER: Certainly, Professor -- readin' from left to right we got six of the happiest, brightest - bona fide scholars you ever shook a stick at.

KYSER: Well, frost my pumpkin, Dean - they were sure enough chosen fair and square?

GRAUER: Sure enough - far and squar.

KYSER: Well then lock the doors...sand the floors...and come on, chillun -- do be willun -- ~~eyes~~ eyes dance!

1. (HI NEIGHBOR . . . . . ORCHESTRA)

2. (I GUESS I'LL HAVE TO DREAM THE REST . . . . . BABBITT)

(AUDIENCE APPLAUSE)

KYSER: Now Dean Grauer has something he wants you to figure out for yourselves ...

GRAUER: Well, folks, let me just state it to you this way .... There's a certain group of men in this country who know everything there is to know about tobacco. In fact, they spend their lives buying, selling, and handling the leaf. And they prefer one cigarette by an overwhelming majority ... What's the reason? ... Why - fine tobacco of course! Yes, smokers, the independent tobacco experts - auctioneers, buyers and warehousemen - smoke Luckies 2 to 1 because they know that Lucky Strike means fine tobacco. Here's what Auctioneer Bob Cooper of Washington, North Carolina said recently:

MAN: As a tobacco auctioneer I'm in a position to observe just who buys what leaf and how much they pay for it. So I know for a fact that Lucky Strike pays the price to get the finer, milder leaf. That's why I've smoked Luckies for four years now.

RUYSDAEL: You see, ladies and gentlemen, Mr. Cooper's choice of a cigarette is based on his knowledge of this fact: ~~that~~ in a cigarette, it's the tobacco that counts. And that's the important thing to bear in mind in selecting your cigarette. Just remember that at market after market we pay the price to get the milder, better-tasting leaf. That's why with independent experts - with men who know tobacco best, it's Luckies 2 to 1. Make your next package Luckies and see if you don't agree with the experts.

(ORCHESTRA: . . . PLAY OFF)

(SOUND: CLASS BELL)

(SCHOOL BELL)

GRAUER: Class time ... ready for the first exam ... let the freshmen out of the dungeon!

JACK: The freshmen have dug a tunnel -- they're trying to escape!

(SIREN LOUD)

VOICE: (BEN) (FILTER WITH SIREN) Calling all cars -- calling all cars. (FADE)

(SOUND OF PNEUMATIC DRILLS LOUD ON ECHO)

BOBBY: Stand back men -- we're almost out -- let go with the dynamite.

(SPARK AND EXPLOSION AND LOUD OVER CRASH OF STUFF)

(LOON LAUGH)

KYSER: Greetings, freshmen...you dug yourself right into the old classroom -- now dig deep <sup>into these questions & try to</sup> and ~~come up with some smart~~ answers or back to Yale you go --

(ADD FIRST EXAM)



1. This one from Scott Lawrence of Chicago, finds us in the first half of a football game between Barrymore Teck and Sub Normal. Sub Normal is leading <sup>96</sup>100 to nothing because Barrymore Teck was penalized 30 days - had 9 fumbles - 2 old fashions - and passed out a bounds. By this time their coach was in a (PLAY). At half-time the coach really gave 'em (NBC CHIMES) <sup>well he</sup> and told them if they didn't do better in the second half (PLAY). The pep talk did the trick - final score Barrymore Teck 106 - Sub Normal 100.

2. Speaking of sports, here's one that carries a lot of weight -- Miss Jane Harvey of Bristol, Vermont, wants you to name a heavyweight boxing champion named Joe, John, Gene, Jack and James.

3. Here's a theme of a well-known orchestra and Miss Helen Myers of Cleveland, wants you to listen and tell us who the orchestra is (PLAY). What style of music does he feature? ~~Tell me~~  
Mr. \_\_\_\_\_ are you from Dixie?

KYSER THANKSGIVING ANNOUNCEMENT

*Speaking of things to eat*

KYSER: And ~~by the way~~ Thanksgiving is just around the corner and in service camps all over the country thousands of our soldier boys will be unable to travel back home for the day. Th' Old Professor is suggesting that you invite a soldier boy to your house for Thanksgiving Day. It will be a mighty fine thing to do and you'll get a kick out of it. Just write the Commanding

4. Many song titles contain the conjunction "and" so Martin Rogers of Portland, Oregon, wants me to start a few of those titles and have you finish them.

(1) Frankie and \_\_\_\_\_

(2) Let's Face the Music and \_\_\_\_\_

(3) I'm Gonna Sit Right Down and \_\_\_\_\_

(4) All This and \_\_\_\_\_

5. Here's a song that has 3 edibles in its title, <sup>*Yu know - something to eat*</sup> and Miss Billie Dean Wear of Decatur, Alabama, wants you to tell us what they are (PLAY). That's the theme song of a trumpet playing orchestra leader, and it's either Henry Busse, Harry James, Red Nichols or Vaughn Monroe.

6. Baby Snooks is not the only one who says "why" because Donald Groves of Milwaukee asks why can't you blow a shoe-horn; and why can't you strum a catarrh - and why can't you play taps on the beegle?

4. Many song titles contain the conjunction "and" so Martin Rogers of Portland, Oregon, wants me to start a few of those titles and have you finish them.

- (1) Frankie and \_\_\_\_\_
- (2) Let's Face the Music and \_\_\_\_\_
- (3) I'm Gonna Sit Right Down and \_\_\_\_\_
- (4) All This and \_\_\_\_\_

5. Here's a song that has 3 edibles in its title, <sup>*You know - something to eat*</sup> and Miss Billie Dean Wear of Decatur, Alabama, wants you to tell us what they are (PLAY). That's the theme song of a trumpet playing orchestra leader, and it's either Henry Busse, Harry James, Red Nichols or Vaughn Monroe.

6. Baby Snooks is not the only one who says "why" because Donald Groves of Milwaukee asks why can't you blow a shoe-horn; and why can't you strum a catarrh - and why can't you play taps on the beagle?

KYSER THANKSGIVING ANNOUNCEMENT

*Speaking of things to eat*

KYSER: And ~~by the way~~ Thanksgiving is just around the corner and in service camps all over the country thousands of our soldier boys will be unable to travel back home for the day. Th' Old Professor is suggesting that you invite a soldier boy to your house for Thanksgiving Day. It will be a mighty fine thing to do and you'll get a kick out of it. Just write the Commanding

*to bring on couple  
of radio funnies* 10/5/41

7. Here's the theme that Paul Whiteman plays/ on a certain radio program and Miss Rosemary Diamond of Pueblo, Colorado, <sup>who</sup> ~~wants~~ you to listen and tell us <sup>*This Comedy team is*</sup> ~~the comedy team~~ the theme identifies (PLAY). Are George and Bob brothers? What are side burns? Do you know fat burns? ~~(Well, it does)~~.

8. Bob Perry of Hamilton, Ontario, Canada, wants you to listen to the following sound effects and tell us where we are or what we are doing. (SOUND "A") (SOUND "B") (SOUND "C")

9. There's a lot of hectic football clashes this Saturday -- <sup>*and*</sup> ~~and~~ <sup>*Speaking of football - what team does Lou Little coach?*</sup> Dartmouth-Princeton; Fordham-Pittsburgh; Washington-California; and Miss Ruth Hartman of New York City says this fight song will tell you who plays Ohio State (PLAY). And now, Mr. \_\_\_\_\_ ~~without using your hands what's the difference between a football and a basket ball?~~

(SOUND: CLASS BELL)



(CHANT ESTABLISH AND FADE)

KYSER: Now, friends, here's that game smokers are talking about.  
Let's go Dean Grauer, with another session of "Lucky  
Markets!"

(CHANT UP - SOLD AMERICAN)

GRAUER: Folks, in a cigarette it's the tobacco that counts. The  
better the tobacco, the better the cigarette. Well, this  
game of ours proves that Lucky Strike means fine tobacco.  
For it shows you that at market after market The American  
Tobacco Company consistently pays the price to get the  
finer, the lighter, the naturally milder leaf - the kind  
that gives 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 last season bought over 96 percent of all the  
cigarette tobacco sold at auction in this country. Now a  
member of our audience, Miss Hattie Ladd of  
Mobile, Alabama, 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 last season for tobacco ... and then

(SOUND - CASH REGISTER) see what happens. All right,  
Miss \_\_\_\_\_ will you draw the first name please?  
Thank you - it's Greensberg, Rp.

**Lucky Market Percentages Picked**

Gallatin, Tenn.	30%
Clarktown, N.C.	50%
Billion, S.C.	60%
Conway, S.C.	55%
Nashville, Tenn.	40%
Glasgow, Ky.	10%
Ashokle, N.C.	8%
2) Greensburg Ky.	22.7%



MAN OR  
WOMAN: 12 percent more.

GRAUER: a percent more in a, \_\_\_\_\_,  
(CASH REGISTER) and Lucky Strike pays the gentleman  
with the a \_\_\_\_\_ card  
a dollars. Now friends, that means that at  
tobacco auctions in a, \_\_\_\_\_

last season, The American Tobacco Company paid  
a percent more per pound for the tobacco it bought  
for its cigarettes and other tobacco products - yes  
a 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. All right -  
next market being drawn from the goldfish bowl and it's  
\_\_\_\_\_.

(CROWD MURMURS UP)  
(ETC.)

(BELL)

GRAUER: Oh - oh - there's the bell, ending this session of  
Lucky Markets. Thanks very much everyone. Now Basil  
Ruysdael says this game of ours emphasizes one important  
fact ...

11/5/41

MAN OR  
WOMAN:

a percent more.

GRAUER:

a percent more in a, \_\_\_\_\_,

(CASH REGISTER) and Lucky Strike pays the gentleman

with the a, \_\_\_\_\_ card

a dollars. Now friends, that means that at

tobacco auctions in a, \_\_\_\_\_

last season, The American Tobacco Company paid

a percent more per pound for the tobacco it bought

for its cigarettes and other tobacco products - yes

a 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. All right -

**Lucky Market Percentages Picked**

Gallatin, Tenn.	38%
Clarktown, E.C.	50%
Dillon, S.C.	60%
Conway, S.C.	50%
Nashville, Ga.	40%
Claasgow, Ky.	10%
Ashokis, E.C.	5%
2) Greensberg Ky.	22.7%

Lucky Markets. Thanks very much everyone. Now Basil  
Ruysdael says this game of ours emphasizes one important  
fact ...

RUYSDAEL: It's this fact, ladies and gentlemen: that Lucky Strike means fine tobacco. For at every one of those tobacco markets, drawn completely at random, The American Tobacco Company paid well above the average market price to get the milder, better-tasting tobacco. So it goes at market after market, and the best tobacco we buy goes into Luckies. Now - you know yourself - that in a cigarette it's the tobacco that counts. So, surely, it's worth your while to try Luckies. Why not make your next package Lucky Strike and see for yourself that better tobacco makes a better cigarette.

5. (LOUISIANA LULLABY . . . . . QUARTET)

6. (TIME WAS . . . . .BABBITT)

(REPRISE "THINKING OF YOU")

(BAND AND GLEE CLUB . . . . "THINKING OF YOU")

(FADE FOR: . . . . .)

GRAUER: As the semester ends .. the old school is still thinking of you as nipping across the nation we dally to pass the time with every station.

(STATION BREAK)

(KYSER MARCH . . . . .)

GRAUER: The second semester comes to Kyser College with a nip in the air and Dean Kabibble to get in your hair. The Dean stands on the steps of Kyser Hall and recites in all directions.

KABIBBLE: (POEM ABOUT FISHES STAYING UNDER WATER)

KYSER: Thank you Dean Kabibble and now three little girls have come to have their moment in class. What will happen? Who will win -- who will fail? Listen in right now.

(ADD SECOND EXAM)

And we'll have to be blues if we don't see lots of the child  
up Boston way during our week at the theatre there starting Friday

1. Here's a silly willie from Harold Wallen, Fort Harrison, Mont.  
A gang of kids in white play suits were drawing pictures on each other's clothes so when Junior got home he went to his mother and said, "Mother, we've been playing tick-tack toe on my white suit, and (PLAY). Mother said, "Do I" and grabbed him to give him a spanking. When she turned him over her knee she saw that the kids had drawn the Universe on the seat of his breeches. As she spanked him, she said "I won't hit you hard, because (PLAY).

2. Helen Kirks of Petersburg, Virginia, says you'll be in a bushel of trouble if you can't distinguish between, a peck, peckin', Peck and Peck, and Hen-pecked.

*the way 2 certain*  
3. Here's a ~~pop~~ song played ~~in the style of a popular~~ orchestra leader and J. A. Leevey of Memphis, Tenn., wants you to identify the orchestra and the song. (PLAY). ~~And by the way we're takin' a choochoo to Boston this week. Yes sir, we're gonna open at the RKO Boston on Friday and we sure hope to see a lot of you chillun while we're there.~~

1. Here's a silly willie from Harold Wallen, Fort Harrison, Mont.  
A gang of kids in white play suits were drawing pictures on each other's clothes so when Junior got home he went to his mother and said, "Mother, we've been playing tick-tack toe on my white suit, and (PLAY). Mother said, "Do I" and grabbed him to give him a spanking. When she turned him over her knee she saw that the kids had drawn the Universe on the seat of his breeches. As she spanked him, she said "I won't hit you hard, because (PLAY).
  
2. Helen Kirks of Petersburg, Virginia, says you'll be in a bushel of trouble if you can't distinguish between, a peck, peckin', Peck and Peck, and Hen-pecked.

*the way 2 certain*

3. Here's a ~~pop~~ song played ~~in the style of a popular orchestra leader~~ and J. A. Leevey of Memphis, Tenn., wants you to identify the orchestra and the song. (PLAY). ~~And by the way we're takin' a choochee to Boston this week. Yes sir, we're gonna open at the RKO Boston on Friday and we sure hope to see a lot of you chillun while we're there.~~

**And we'll have t be blues if we don't see lots of the chillun  
up Boston way during our week at the theatre there starting Friday**



4- Mayor La Guardia first name Fiorello Means Little Flower

To Mayor LaGuardia who was re-elected and to all public officials  
in America who were elected and re-elected and even unelected  
yesterday we wish say congratulations.

4. I'm going to turn some very popular song titles all around and Miss Sylvia Reeves of Tucson, Arizona, wants you to tell us what the real names of them are. For instance, if I said "~~It is not my desire to conflagrate the Universe~~" would be "~~I Don't Want to Set the World on Fire~~"; - "I presume I must create the remainder in my nocturnal slumbers"; "From such time as the lights are extinguished in the camp until I'm requested to fall in line"; "Personal pronoun, second person, in addition to personal pronoun, first person singular."

5. ~~Here's a bit of Ceaser Frank's symphony in D Minor and Ted Reno of Buffalo, New York wants you to listen and tell us what popular~~ <sup>TYPE</sup> ~~song was inspired by it.~~ (PLAY) What's a masquerade ball?  
*of dance were going to*  
*Is the March Song a Masquerade?*

6. It's tonight's right or wronger. Yesterday we had election, and tonight there'll be dejection if you're slow on your detection. So quickly tell Miss Marian Cullen of Seattle, Washington, whether these statements are right or wrong.

- (1) Bing Crosby wrote the book "My Son, My Son, My Son, My Son".
- (2) The Donkey Serenade was not written by the Democratic Party.
- (3) ~~Orchestra leader Meredith Willson is also a composer.~~
- (4) George Jessel wrote Daddy.

4. I'm going to turn some very popular song titles all around and Miss Sylvia Reeves of Tucson, Arizona, wants you to tell us what the real names of them are. For instance, if I said "~~It is not my desire to conflagrate the Universe~~" would be "~~I Don't Want to Set the World on Fire~~"; - "I presume I must create the remainder in my nocturnal slumbers"; "From such time as the lights are extinguished in the camp until I'm requested to fall in line"; "Personal pronoun, second person, in addition to personal pronoun, first person singular."

5. ~~Here's a bit of Ceasar Frank's symphony in D-Minor and Ted Reno~~ of Buffalo, New York wants you to listen and tell us what ~~popular~~ <sup>TYPE</sup> ~~of dance were going to~~ song was inspired by it. (PLAY) What's a masquerade ball?  
*Is the March from a Masquerade?*

6. It's tonight's right or wronger. Yesterday we had election, and tonight there'll be dejection if you're slow on your detection. So quickly tell Miss Marian Cullen of Seattle, Washington, whether these statements are right or wrong.

- (1) Bing Crosby wrote the book "My Son, My Son, My Son, My Son".
- (2) The Donkey Serenade was not written by the Democratic Party.
- (3) ~~Orchestra leader Meredith Willson is also a composer.~~

4 Mayor La Guardia first name Fiorello Means Little Flower

To Mayor La Guardia who was re-elected ~~tax~~ and to all public officials in America who were elected and re-elected and even unelected yesterday we wish say congratulations.

7. Here's a theme song of a romantic tenor who's heard on the air five nights a week and Harvey Artman of Pittsburgh, wants you to listen and see if you can tell us who he is (PLAY).
  
8. If you're a good movie goer, Mary Graham of Lafayette, La. is sure you can tell us what instrument Fred Astaire and Burgess Meredith played in the picture "Second Chorus". In the picture "Pot of Gold" Jimmie Stewart played a certain instrument - what was it? In the picture "Some Like it Hot", Gene Krupa played what instrument?
  
9. John Neff, of St. Paul says there's gonna be a lot of excitement this Saturday when America's great elevens line up on the football fields from coast to coast - Yes, Suh, Minnesota takes on Nebraska; Texas plays Baylor and on the Pacific Coast Stanford meets Southern Cal. at Los Angeles and here's one that's gonna be terrific - Notre Dame and (PLAY). Is there a Gridiron Club?

(SOUND: CLASS BELL)

GRAUER: The round is up, Professor, the ladies wobble - so hobble  
your tongue.

KYSER: And das all, fillys -- in two seconds our faculty will whip  
up a decision.

(WHIP CRACKS)

EDDIE: Get up you lazy decision.

HARRY: (SOUTHERN) I'm up, boss.

EDDIE: Who won.

JACK: Kay Kyser.

(SHOT)

KYSER: Carry him away -- the official verdict of the judges is that  
the honor girl of the second exam is \_\_\_\_\_.

(APPLAUSE)

KYSER: Dear Miss \_\_\_\_\_ you got a toe hold on the rim of  
fame...go light up a Lucky Strike and cram for the finals.  
Recess is here again.

RECESS: Evening everyone -- have a deep-dish apple pie?

KYSER: Yes, suh -- But first a beautiful new song based on the  
Mexican legend of "Popocatetyl" - the mountain of flame.  
In this song a little Mexican boy is singing to the  
mountain. Let's listen.

7. (POPOCATAPETYL . . . . . PRODUCTION)

Since Tuesday is Armistice Day -lets dedicate this one to them  
men and women of the American Legion.

KYSER: Now here's Dean Grauer with the neatest trick of the week.

GRAUER: Well, it's really no trick folks - it's simply a matter of condensing into just eight words the gist of the many thousands of words you must have heard about cigarettes' mildness, and better taste. The eight words are: In a cigarette, it's the tobacco that counts. And, smokers, that says it all! Just choose a cigarette you know is made of fine tobacco and you can count on getting the kind of smoke you want. Now in our Lucky Markets game just a few minutes ago, you heard proof that Lucky Strike means fine tobacco. For at market after market all over the South, we pay the price to get the milder, better-tasting leaf. For example, you'll recall that at \_\_\_\_\_, \_\_\_\_\_ last season, The American Tobacco Company paid \_\_\_\_\_ percent more than the market average - \_\_\_\_\_ percent more at \_\_\_\_\_, \_\_\_\_\_ and so on - and the best tobacco we buy goes into Luckies. Yes, Lucky Strike means fine tobacco. So next time ask for Luckies and prove this to yourself.

- 8. (JEEPERS CREEPERS . . . . . ORCHESTRA)
- 9. (TIL REVELLE . . . . . QUARTET)
- (FANFARE . . . . .)

KYSER: Now here's Dean Grauer with the neatest trick of the week.

GRAUER: Well, it's really no trick folks - it's simply a matter of condensing into just eight words the gist of the many thousands of words you must have heard about cigarettes' mildness, and better taste. The eight words are: In a cigarette, it's the tobacco that counts. And, smokers, that says it all! Just choose a cigarette you know is made of fine tobacco and you can count on getting the kind of smoke you want. Now in our Lucky Markets game just a few minutes ago, you heard proof that Lucky Strike means fine tobacco. For at market after market all over the South, we pay the price to get the milder, better-tasting leaf. For example, you'll recall that at \_\_\_\_\_, \_\_\_\_\_ last season, The American Tobacco Company paid \_\_\_\_\_ percent more than the market average - \_\_\_\_\_ percent more at \_\_\_\_\_, \_\_\_\_\_ and so on - and the best tobacco we buy goes into Luckies. Yes, Lucky Strike means fine tobacco. So next time ask for Luckies and prove this to yourself.

8. (JEEPERS CREEPERS . . . . . ORCHESTRA)

9. (TIL REVELLE . . . . . QUARTET)

(FANFARE . . . . .)

Since Tuesday is Armistice Day - let's dedicate this one to them  
men and women of the American Legion.



GRAUER: The final exam! Two champion scholars face to face. The faculty hides -- the parents are in chains ... and into the glare comes that stare from nowhere -- that pixie from dixie -- that face in old lace ... your old yam, ham and chittlin' man -- Kay Kyser!

(MOUTH SIREN)

KYSER: ~~Yes, suh, my brace of duck ... let's see who's got luck.~~  
*Scratch your nose to see*  
Who goes home with the boodle.

(ADD FINAL EXAM)

1. The title of our final round tonight is "Meet John Doughnut" and in this round we'd like to discuss Mr. Donut and his typical American family. Cecilia Brenman of Berkely, California, says - In this family John Donut is the (PLAY). Who played the part of John Doe in the picture "Meet John Doe"? What's a doe?
  
2. John Doughnut feels very fortunate in having such a lovely wife. She's so typically American that her name is (PLAY). Martha was the wife of what great American? Charles Foster of Newark, N.J. asks - Is Martha Scott married to Randolph Scott? ~~Is there an opera "Martha"~~.

3. John and Martha are very proud of their daughter whose name is  
 (PLAY), Eleanor Russo, of Norwalk, Conn., wants to know if <sup>eddie Cantor</sup> ~~there~~  
<sup>wrote + the</sup> ~~was a Broadway~~ play called "Yes My Darling Daughter"? What singer  
<sup>with eddie Cantor</sup> made a wonderful recording of the tune "Yes My Darling Daughter"?

4. In addition to Maria Elena, John and Martha have one son and  
 his name is (PLAY). Mrs. Dorsey has a famous son named Jim -  
 does he play the saxophone or trombone? Allen Proctor of Des  
 Moines, says getting back to John Doughnut, he's not a rich man  
 - in fact he makes an average American salary, but he's proud of  
 his wife, his home and his family. This, <sup>so happy he's proud</sup> John <sup>make</sup> ~~says~~ (PLAY).

(SOUND: CLASS BELL)

GRAUER: The exams are over. (~~HARRY: THE SIGN~~)—

(~~AUDIENCE HOORAY~~)

KYSER: Hold it, chillun - while our faculty mull over the report cards -- sit with me in convocation while Dean Grauer delivers the trustees report.

GRAUER: Smokers, make no mistake -- in a cigarette, it's the tobacco that counts. So remember these two important facts: that at market after market, Lucky Strike consistently pays the price to get the finer, the lighter, the naturally milder tobacco -- and that with independent experts -- with men who know tobacco best, it's Luckies 2 to 1. Yes, Lucky Strike means fine tobacco. Make your next package Luckies -- and see for yourself.

(FANFARE: . . . . .)

(FANFARE: . . . . .)

KYSER: Dear, dear \_\_\_\_\_ I glow with pardonable pride at your accomplishment <sup>and</sup> ~~I drop a single tear that you must graduate and remove yourself from the hallowed halls . . . but ere you go -- clutch this little token to your bosom -- this specific of faculty pride -- this spending money of \$35 first prize . . . go forth into the world and eat high on the hog. To you dear second placer a good cry and this second award of \$20. 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 tips, nips and yips -- a package of better-than-ever Lucky Strike cigarettes.~~

(CHEERS)

10. ~~(PISKET A TACKET~~ <sup>Proc. OF San Antonio</sup> ORCHESTRA)

~~(THINKING OF YOU THEME . . . . .)~~

10/5/41

KYSER: Well, das all chillun -- the old schoolhouse puts a bag over its head until school time next Wednesday night at the same time when we will hold forth again <sup>from Boston</sup> ~~with rule and book and metronome~~. Until then keep a shine on your music and knowledge by attending sessions of Information Please and Your Hit Parade. The address for questions to the old professor is - Kay Kyser - 480 Lexington Avenue, New York City. And now, 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 auctioneers heard on tonight's program were Mr. F. E. Boone of Lexington, Kentucky, and Mr. L. A. (SPEED) Riggs of Goldsboro, North Carolina. This is the Red Network of the National Broadcasting Company.

10/5/41 sk  
2:30a.m.

SUBMITTED TO NBC MUSIC CLEARANCE FOR USE ON THE KAY KYSER-LUCKY STRIKE PGM OF NOV. 5, 1941

- |  |           |                 |
|--|-----------|-----------------|
| 1. LUCKY STRIKE TIME                   | Orchestra | BMI             |
| 2. THINKING OF YOU (Kay Kyser's Theme) | Orchestra |                 |
| 3. HI NEIGHBOR                         | Orchestra |                 |
| 4. I GUESS I'LL HAVE TO DREAM THE REST | Babbitt   |                 |
| 5. ORCHESTRA PLAY OFF TO COMMERCIAL #1 | Orchestra | Release on file |

FIRST ROUND

- |  |               |  |
|--|---------------|--|
| 6. Frenesi                                       | Orchestra     |  |
| 7. There'll Be Some Changes Made                 | Orchestra     |  |
| 8. Summertime from "Porgy & Bess" (Crosby Theme) | Orchestra     |  |
| 9. Ciribiribin                                   | Orchestra     |  |
| 10. Crazy People (Burns & Allen Theme)           | Orchestra     |  |
| 11. On Wisconsin                                 |               |  |
| 12. The Girl I Left Behind Me                    | Sully Mason   |  |
| 13. You and I                                    | Dorothy Dunn  |  |
| 14. Louisiana Lullaby                            | Quartet       |  |
| 15. Time Was                                     | Harry Babbitt |  |
| 16. Reprise "Thinking of You"                    | Glee Club     |  |
| 17. Kyser March                                  | Orchestra     |  |

SECOND ROUND

- |  |           |     |
|--|-----------|-----|
| 18. Do You Care                            | Orchestra |     |
| 19. I Don't Want to Set the World on Fire  | Orchestra |     |
| 20. Chattanooga Choo Choo                  | Orchestra |     |
| 21. Ceasar Frank's Symphony in D Minor     | Orchestra |     |
| 22. Masquerade                             | Orchestra |     |
| 23. Moonlight & Shadows (Lanny Ross Theme) | Orchestra |     |
| 24. Anchors Aweigh                         |           |     |
| 25. Popocatapetyl                          | Group     | BMI |
| 26. Jeepers Creepers                       | Orchestra |     |
| 27. Til Reveille                           | Quartet   |     |

FINAL ROUND

- |   |           |  |
|---|-----------|--|
| 28. Daddy   | Orchestra |  |
| 29. Martha  | Orchestra |  |
| 30. Maria Elena   | Orchestra |  |
| 31. Jim   | Orchestra |  |
| 32. These Are the Things I Love                                 | Orchestra |  |
| 33. Yes Indeed  | Orchestra |  |
| 34. Fanfare to Final Round & Fanfare to Winners<br>Announcement | Orchestra |  |
| 35. Tisket A Tasket   | Orchestra |  |
| 36. Daddy   | Orchestra |  |
| 37. Thinking of You Closing Theme                               | Orchestra |  |
| 38. Lucky Day   | Orchestra |  |
| 39. Star Spangled Banner  | Orchestra |  |

From Edmund L. Cashman at Lord & Thomas - New York.

*The Broadcast*

ROUTINE

KAY KYSER

November 12, 1941

- |  |            |
|--|------------|
| 1. I'm Nobody's Sweetheart               | Orchestra  |
| 2. I Don't Want to Set the World on Fire | Babbitt    |
| COMMERCIAL 1                             |            |
| ROUND 1                                  |            |
| 3. Yes, Indeed                           | Mason      |
| 4. Jim                                   | Dunn, Trio |
| COMMERCIAL 2                             |            |
| 5. Elmer's Tune                          | Quartet    |
| 6. Humpty Dumpty Heart                   | Babbitt    |
| STATION BREAK                            |            |
| ROUND 2                                  |            |
| 7. Any Bonds Today                       | Production |
| COMMERCIAL 3                             |            |
| 8. Japanese Sandman                      | Orchestra  |
| 9. Yours                                 | Quartet    |
| FINAL ROUND                              |            |
| 10. Tisket a Tasket                      | Orchestra  |
| 11. Daddy                                | Orchestra  |



KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE( ) ( )  
10:00 - 11:00 P.M.NOVEMBER 12, 1941WEDNESDAY

GRAUER: In a cigarette it's the tobacco that counts.

BOONE: (CHANT - ENDING BETWEEN 36 AND 40 INCLUSIVE - SOLD AMERICAN

GRAUER: Let that chant remind you that Luckies are a milder, better-tasting cigarette, because at market after market, we pay the price to get the finer, the lighter, the naturally milder tobacco. Yes, Lucky Strike means fine tobacco. That's why, with men who know tobacco best, it's Luckies 2 to 1.(LUCKY STRIKE TIME *Happy Day* ORCHESTRA)GRAUER: Lucky Strike presents Kay Kyser's College of Musical Knowledge, ... your Wednesday night <sup>*date for dancing*</sup> ~~installment in the~~ <sup>*pursuit of happiness and romance and*</sup> ~~pursuit of happiness and higher musical education for fun, prizes and generous helpings of that famous~~ <sup>*he*</sup> ~~to dance music. But, now, attention, students here~~ <sup>*comes now*</sup> your <sup>*own*</sup> ~~old professor himself~~ - Kay Kyser!(THINKING OF YOU . . . . . ORCHESTRA)

(AUDIENCE APPLAUSE)

KYSER: Evenin' folks -- how're ya all? Stick your feet under those shiny ~~old~~ desks and make yourself to home. Close the doors, Mr. Janitor-- class is now in session. Dean <sup>Gen</sup>Grauer will call the roll.

GRAUER: Certainly professor --- our faculty leading from left to right --- Dorothy Dunn and Trudy Irwin -- <sup>Lully Mason + Jack Kabelle</sup> ~~our two packages~~ of singing pulchritude....Harry Babbitt, <sup>+ our dean of public smoking</sup> ~~dean of harmony~~ and Basil Ruysdael, ~~dean of public smoking~~. Then we have our student body <sup>the</sup> Cabots, Lowells, Smiths, ~~Joneses~~ and Cohens, Kellys and Kysers. *(Yes Boston)*

KYSER: Why bless my soul, Dean Grauer, we must be in New England!

GRAUER: We are professor...the old college is set up tonight in Boston.

KYSER: Well bake my beans, Dean...what are we waitin' for? Come on scholars ~~don't bounce till you see the whites of my eyes~~...One, two -- and I do mean you...yet's dance!

1. (I'M NOBODY'S SWEETHEART . . . . . ORCHESTRA)

2. (I DON'T WANT TO SET THE WORLD ON FIRE . . BABBITT)

KYSER: Now Dean Grauer points out that when it comes to cigarettes, there's one group of people who are really in the know.

GRAUER: That's right, smokers. They're the independent tobacco experts, buyers, auctioneers and warehousemen. At auction after auction they see just who buys what tobacco - and the prices paid. As one of them, Tobacco-buyer Herbert T. Highsmith of Robersonville, North Carolina, said recently:

MAN: People like me, who see what goes on at the tobacco auctions, notice right away that Luckies go after the better leaf and pay the price to get it. So it's just common sense to smoke Luckies ... In my case, I've smoked 'em for eleven years.

RUYSDAEL: Now Mr. Highsmith gives a very good definition of common sense for all smokers: pick the cigarette you know is made of fine tobacco - because, in a cigarette, it's the tobacco that counts. That's why he and other independent tobacco experts smoke Luckies by an overwhelming majority. They know that Lucky Strike means fine tobacco because, at markets all over the South, they see us pay the price to get the milder, better-tasting leaf. Smokers, those are the facts behind our well-known phrase: "With men who know tobacco best, it's Luckies 2 to 1." So why not take a tip from the experts? Ask for Lucky Strike and see if you don't confirm their judgment.

(ORCHESTRA: . . . . . PLAY OFF)

(SOUND: POUND OF HORSES' HOOFS - RINGING OF HAND BELL)

11/12/41

ISH: Awake....awake...Kay Kyser is coming!

One if by land

Two if by sea

*Except February which has 23*  
~~But I with the opposite sex will be!~~

KYSER: 23 Skiddoo, Dean Paul Revere Bible...school is now ready to consider higher education....First - let's have the weekly reading of the trustees report.

GRAUER: Six scholars have been chosen at random. Three of these bright new Englanders are ready to take their examinations for degrees in musical learning, and they're rarin' to go.

KYSER: Fine. Now what has the faculty determined as our course of study for tonight, Dean?

GRAUER: New England, professor.

KYSER: Why, blow my horn, faculty - I wish I were a boy and girl again -- Shucks, we'll have a field trip thro old New England right now. Bundle up, scholars -- and let's go look under rocks.

1. We hope you won't go overboard on this one from Spuddy Stone of Boston - He says, here's a song with the same name as a famous New England historical event (PLAY). Now is that the One O'Clock Jump <sup>to Fisher house Roll on</sup> - ~~The Boston Tea Party - or The Three T's~~ "Geylong-Oolong & Se Long". <sup>What kind of party is this?</sup> ~~How many people are having tea~~ <sup>how many are present</sup> ~~in this one (PLAY). Are they married?~~

2. Bessie Scola of Gloucester, Mass...says <sup>a new England bay</sup> ~~we all know there are~~ <sup>write the dictionary - was it Dan Webster or Noah Webster</sup> ~~six New England States - now which one is famous for potatoes?~~ <sup>who was John Hancock? And we're broadcasting from</sup> ~~For Maple Sugar? For Beans? For Johnny Cakes? Which one is~~ <sup>John Hancock hall tonight</sup> ~~known as the Nutmeg State - and finally, which one is known~~ ~~as the Granite State?~~

3. Mother Goose goes to Town! We've taken a well-known Mother Goose rhyme and at the suggestion of Ranny Todds of Stanford, Conn...we've replaced <sup>a couple of</sup> ~~the third line and the sixth line~~ with songs the names of which will give us a brand new rhyme. You name the songs ~~as we play them so we can see what the~~ ~~new rhyme is - Ready now -~~

"Little Miss Muffet sat on a Tuffet  
Dressed in her (PLAY)  
Along came a spider and sat down beside her,  
and Miss Muffet said (PLAY).

4. Patsy McGrath of Baltimore says if you're a movie fan you'll know these famous <sup>New England</sup> personalities quicker than I can say "Miles Standish". (VOICE: Did you want me Kay?) No Miles --- now to get on, these folks are all from New England. The girl in "The Philadelphia Story" --- The Wife in The Little Foxes --- The Father in "The Hardy Family" --- ~~The Hero in The Chocolate Soldier~~ and the Bandit Queen in "Belle Starr". And of <sup>from Troy</sup> course there's Rita Johnson from Worcester - Ruth Hussy <sup>from Conn.</sup> from Providence and Eleanor Powell from Springfield. All mighty fine, too.

5. Ben Hadfield of Station WNAC says here's the theme of a great dance band that's providing lots of fun for the chillun up this way - Listen and tell us who it is (PLAY). That's right ...now playing at The Totem Pole - <sup>Did G. G. write the book</sup> ~~is there a book~~ <sup>from Conn.</sup> called "High Man on a Totem Pole"?

6. I'll reward you with <sup>Fish Chowder</sup> ~~Boston~~ beans and <sup>Boston</sup> Brown bread if you can handle tonight's right or wrongers. Virginia Barber of Detroit wants you just to say right or wrong to these statements.

1. Serge Koussevitsky, conductor of the Boston Symphony is ~~also~~ a world famous virtuoso of the ~~Bassoon~~ <sup>double bass</sup>.
- ~~2. Daniel Webster of New Hampshire wrote the dictionary.~~
- ~~3. Parker House Rolls became famous first in Boston.~~
- ~~4. What's sauce for the goose is sauce for the asanberries.~~
2. Clark Gable was born in the House of Seven Gables.
3. Admiral Richard E. Byrd ~~hails from Boston~~ <sup>makes</sup> his home.
4. <sup>Gals</sup> All girls who sit on Plymouth Rock are thereafter called "Plymouth Rock Chickens".

7. Pick up your heels and perk up your ears Mr. \_\_\_\_\_  
cause here's where you can really go to town. Just listen  
and tell Milton Cohen of Boston whether this is a hay ride -  
joy ride - night ride - or sleigh ride (PLAY). Speaking of  
\_\_\_\_\_ what New England Patriot made a famous  
\_\_\_\_\_? What was the lantern signal? Did you know that  
ride was from Charlestown to Lexington - a distance of about  
12 <sup>86/88 miles</sup> ~~or 13~~ miles.
8. It's a well known fact that Boston tenors are famous the  
world over. Now we don't know whether you're a tenor or not  
Mr. \_\_\_\_\_ but we're gonna soon find out cause  
Bernie Milligan of Los Angeles wants us to give you these  
words to My Wild Irish Rose and for you to start singing  
(PLAY). Ah that's fine Mr. \_\_\_\_\_. Now, just a  
minute - you did that so well - how's about leading the  
students in a chorus -- Ready now let's go (PLAY).
9. Dorothy Coughlin of Milton, Mass. <sup>says</sup> ~~writes~~ we sure had some fine  
Football Weather last Saturday and we're hoping it will <sup>be</sup> ~~hold~~  
<sup>the same</sup> ~~out till~~ this Saturday when Dartmouth meets Cornell -- Yale  
meets Princeton -- Holy Cross-Manhattan and when the Vols  
from Tennessee come to Boston town to play (PLAY). Is there  
an Ivy League in Football?

(SOUND: NOON WHISTLE)

by the way, Boston U.  
is having its annual home  
coming game Sat. when  
it plays the U. of New  
Hampshire

(SOUND: NOCN WHISTLE)

KYSER: Egad, Pilgrims -- hold everything.

GRAUER: Sorry, professor - just an old New England custom...the first round whistle...time to give the Indians their <sup>tomahawks</sup> ~~beads~~.

KYSER: Why poke my hontas...the faculty wampum and beads go to Pilgrim Father \_\_\_\_\_.

(APPLAUSE)

KYSER: Dear Mr. \_\_\_\_\_, that performance was indeed worth of old New England. Light up a Lucky Strike and while you're waiting for the final exam, the old school will go to town. Recess is here.

RECESS: Evening everyone...have a <sup>Jelly Roll</sup> ~~nice New England Boiled Dinner?~~

KYSER: Help yourself folks ~~and gather round~~ while we shag around the state house...bustle roun' back bay - truck a jill up Beacon Hill...<sup>Charleston round the commons</sup> what I mean to say, chillun is come on, yet's celebrate.

3. (YES, INDEED . . . . . MASON)

4. (JIM . . . . . DUNN, TRIC)



KYSER: Chillun, down at Martinsville, Virginia, the tobacco auctions are swinging right along and here's a report on the way sales have been going ...

(CHANT ESTABLISH - FADE)

VOICE: Over two million pounds of tobacco sold in Martinsville, Virginia to date. So far this season in Martinsville, The American Tobacco Company has paid 35 percent above the average market price to get the finer, milder tobacco.

(CHANT UP - ENDING BETWEEN 36 and 39 INCLUSIVE - SOLD AMERICAN)

11/12/41

WHSMAN: At 27!

THORGERSEN: This is Ed Thorgersen, ladies and gentlemen, reenacting one of the tobacco auctions now going on in Martinsville, Virginia. And here's a rapid fire description of the scene in this big tobacco warehouse, tobacco - farmers - buyers - excitement - bids - bids - and more bids! For every basket of tobacco in this warehouse is sold individually, you know, sold to the highest bidder. Listen! Here comes a sale now ...  
(SOLD TO HIGHSMITH)

WHSMAN: Good, mild tobacco, boys ... start 'er at 31!

THORGERSEN: 31 dollars a hundred pounds is the warehouseman's opening bid on this next basket - 31 - 31. A leaf company buyer signals a bid and the auctioneer chants 32 - 32! And now Lucky Strike bids 33 - an export company makes it 34 - another cigarette company 35 - say, they all seem to want this basket of tobacco - must be one of the best. The bid went up to 37, just while I was saying that and now Lucky Strike makes it 38 - that leaf company 39 - but Lucky Strike comes right back with 40 - 40 - 40 and it looks like ... yes ... it's going to Luckies at 40!  
(SOLD AMERICAN)

RUYSDAEL: Yes, "Sold American" ... What does that mean? Well that would mean more fine tobacco headed for Lucky Strike. You see, ladies and gentlemen, we pay the price to get the finer tobacco - because we know, as you do, if you stop to think of it, that in a cigarette it's the tobacco that counts. And that report from Martinsville, Virginia you heard a few minutes ago was typical. You'll recall that so far this season in Martinsville, The American Tobacco Company has 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 tobacco sold there - and the best we buy goes into Luckies. So it goes at market after market, this year and every year. We consistently pay the price to get the milder, better-tasting leaf - and so Lucky Strike means fine tobacco. Try Luckies for a while and prove to yourself that better tobacco makes a better cigarette.

5. (ELMER'S TUNE . . . . . QUARTET)

6. (HUMPTY DUMPTY . . . . . BABBITT)

(AUDIENCE APPLAUSE)

~~(REPRISE - PIPE & DRUM & MARCHING FEET - "GIRL I LEFT BEHIND ME")~~

*Glee Club "Fair Harvard"*

(REPRISE .....PAIR HARVARD .....GLEE CLUB .....)

Grauer (Over Music)

Tonight the old college keeps watch on hallowed ground, land where the patriot's ardor first took flame, Nearby the founding fathers first saw the rugged shore and kept to their vision of a nation for free men carved from the wilderness. Beyond our campus, a million lights gleam bright . . . in homes that grew from Yankee grit and pride, So ~~is~~ with that ~~stakeholder~~ thought for good New England determination, we nip across the nation ... to identify each station.

(STATION BREAK)

(THINKING OF YOU ... MARCH THESE ..... ORCHESTRA)

11/12/41  
*for Kabibble*

GRAUER: The second semester comes to Kysor College and your wacky dean ~~without a bean or a pot to bake it in is ready to salute Boston with an epic poem. The bard, with dangling arms...hair stream in his eyes...ears flying in the wind, takes his place...gulps...races back and sprays us with iambic fantameter.~~

(PICCOLO INTRODUCTION)

TSH: (RECITES)

~~Streets...water...gas...electric...rent...  
Buildings...taxes...that's Boston.  
Cops...food...people...commons...  
preferred...that's Boston...  
Women...women...women...WOMEN...  
That's Boston...I'm glad.~~

KYSER: Thank you, Dean Kabibble...that was a masterpiece...and while my associates wheel you to the infirmary, ~~your old professor will take care of the women...these three~~ beautiful Boston Beauties...These Massachusetts cuties who have put aside their duties and lend themselves to culture...~~step up, gals, and let's be pals.~~

1. Everyone knows how much Boston means to the arts and sciences and fine music but what the rest of the country probably doesn't know is that Boston is the proving grounds for lots of our big Broadway shows and stage plays. Last night a popular radio comedian opened his new show here - listen to this song and tell us who he is (PLAY). Olsen and Johnson have a new hit show here in Boston - it's called - "Sons of Fun" and when you hear this song you should be able to tell us what South American star it featured (PLAY) Was the song "Last Night on the Back Porch" written by \_\_\_\_\_ . By the way we've had a wonderful week here at Kieth's Boston - in fact yesterday we established a new all time record ---
2. Robert Snow of the U. of Alabama says - If the I.R.T. is a subway in New York is M.I.T. a subway in Boston? Was Ethan Allen and his Green Mt. Boys a hill billy band? No, but they sho did come round the mountain. They captured Ticonderoga.
3. A certain orchestra leader and composer has become famous for his strange but amusing song titles. He is now playing in Boston with his new band. This is one of his compositions. When you hear it you should be able to tell Bob Briaty of New York who he is (PLAY) What's the name of the song? Is Mark Warnow his brother?

4. Carolyn Nelson of Seattle reminds us that the origin of many well-known expressions and statements can be traced to New England. I'm going to mix a few of them up and she wants you to straighten them out.
1. Calvin Coolidge said "I do not choose to chuckle."
  2. Don't fire until you see the whites of two eggs and two cups of flour.
  3. As Maine goes, so goes Vermont.
  4. Under the spreading mistletoe the village smithy sits.
5. Now let's get back to Paul Revere for a moment. Donald Kaufman of Rochester, N.Y. says the name of this next song is just about what Paul Revere might have told the people as he rode from house to house (PLAY). In those days ~~almost every~~ town had <sup>a</sup> ~~its~~ town crier, and I wonder if you know what famous novelist, humorist and commentator is known on the radio as "The Town Crier". ~~Did he write Vermont is where you find it?~~ Is he broadcasting from London now?
6. New England is not only a wonderful vacation land in summer but it's also tops in winter sports...so for Eileen Lensert of Racine, Wisconsin will you name three popular winter sports. One of New England's leading colleges has become nationally famous for its annual winter carnival - which one is it?  
~~How do you spell \_\_\_\_\_?~~

7. A Cambridge boy, a graduate of the Massachusetts College of Pharmacy has become an internationally famous Orchestra Leader. Burle Thompson of Washington, D. C. says the following style of piano playing is identified with him and we also want you to name the song (PLAY). ~~Was it his band that made the popular recording "Miss Austin from Boston"?~~

8. Miss \_\_\_\_\_ I know this is no time for a ~~clam chowder~~ debate but Eileen Nolan of Cleveland wants to know what's the difference between Boston Clam Chowder and Manhattan Clam

~~Chowder and which do you like best? Speaking of food, does Boston's Jack Sharkey own a restaurant here? Let's turn to football. Tell me Miss - do you think football players should be penalized for holding.~~

*Swimsday*

Richard A. Fleming of Astoria, New York ~~says he'll bet you~~ <sup>bets</sup> a Boston Green Pie that there'll be plenty of excitement this

Saturday when these college elevens get-to-gether - Michigan <sup>Texas + Texas Christians</sup> and Columbia - ~~NYU and Tulane~~ - Duke and <sup>North</sup> Carolina, ~~and Army - Penn~~

*in* Cambridge Brown and (PLAY). ~~Tell me Miss \_\_\_\_\_, do you think football players should be penalized for holding. What's a fair catch?~~

(SOUND: INDIAN WAR WHOOPS AND WOO WOOS)



GRAUER: Looks like the red <sup>shins</sup> caps are on the warpath, professor - the exam must be over.

KYSER: All right, Dean Grauer and while we are waiting for a decision our faculty players will perform a special premier Boston performance of this week's class play called "The Courtship of Miles Standish and Priscilla Mullins.

LLOYD: Oh, Miss Mullins....

AUDREY: Oh, Cap'n Standish....

LLOYD: OH, PRISCILLA....

AUDREY: OH, MILES....

LLOYD: O--hhhhhhhhhhhhhhhh.

AUDREY: (INDIAN WAR WHOOPS)

(BAND: CHORD IN "G")

KYSER: And the honor girl of the second stanza is Miss Priscilla .....I mean \_\_\_\_\_.

(APPLAUSE)

KYSER: Dear Miss \_\_\_\_\_, you're a <sup>Boston Cream Puff & Sweetie</sup> ~~fast girl with a bean~~, <sup>Pie</sup> I congratulate you...I promote you...I chuck you under the chin....

(SOUND: RATCHET)

Go light up a Lucky Strike and collapse until the final exam. Recess is here again.

RECESS: Evenin' everyone-- have a codfish....?

KYSER: No...no fishin' in here...come on chillun, swing your partners...to and fro and let's go --

7. (ANY BONDS TODAY . . . . . PRODUCTION)

KYSER: Now Basil Ruysdael says quite a bit depends on your answer to this question.

RUYSDAEL: That's right, ladies and gentlemen ... When it comes to smoking enjoyment, a whole lot depends on your answer to this very simple question: Are you smoking a cigarette you know is made of fine tobacco? That's worth thinking over because, in a cigarette, it's the tobacco that counts. The better the tobacco, the better the cigarette. Now you have proof that Lucky Strike means fine tobacco, for we bring you actual reports from tobacco markets all over the South, showing that we consistently pay the price to get the milder, better-tasting leaf. For example, last season, The American Tobacco Company paid 22 percent more than the market average at Henderson, North Carolina - 34 percent more at Brookneal, Virginia - 43 percent more at Madison, North Carolina - and the best tobacco we buy goes into Luckies. Yes, smokers, Lucky Strike means fine tobacco. Why not make your next package Luckies and prove this to yourself.

8. (~~JAPANESE SANDWICH~~ *Love for Sale* ORCHESTRA)

9. (YOURS . . . . . QUARTET)

(FANFARE . . . . .)

11/12/41

GRAUER: The final exam! The trumpets have blown and the relatives have flown. Our two champion scholars have sharpened their wits and stand on the shore ready to face it for here comes that blow in the know - that squall of "you all" ... that blast with a past - that hoo from Cape Cod ... that New England boulder ... an old Boston Flounder ... it's your dish ... and it's ...

(SOUND: FISH HORN)

VOICE: FISH!

KYSER: Well....it all comes out in the chowder, chillun --- so scram clam and let the brightest scholar get out of the soup.

1. Here are two New England College songs that \_\_\_\_\_ of \_\_\_\_\_ feels are unique enough to stand apart from the usual run of school songs. See if you can tell us their names and the schools they represent (PLAY) (PLAY). ~~Which was founded first Yale or Harvard?~~ Is the Smithsonian Institute located at Smith College?

Here's a very unusual situation --

2. A famous orchestra leader born in Island Pond, Vermont graduated from Yale and previously a student at another New England State University, the home of this song which he later popularized. (PLAY) Now tell Marie Bond of Jackson, Mississippi the name of the song and the fellow we're talking about? Did he write "How Green <sup>Was</sup> ~~is~~ My Valley"? ~~Where are the Green Mountains?~~

FINAL ROUND (CONTINUED)

3. New England has given us some of our greatest men of culture and Frank Gallop of Boston wants us to see how quickly you can name 3 of them. The first is a great poet. He gave us the "Courtship of Miles Standish" "The Village Blacksmith" "The Wreck of the Hesperus" and many others. His middle name is "Wadsworth". The second was a great American jurist and a renowned member of the United States Supreme Court. He lived to the astounding age of 94 years. His middle name was Wendell and it wasn't Sherlock. Another well-known poet of New England birth who gave us the famous "Snow Bound" "The Barefoot Boy" and his middle name is "Greenleaf".
4. Bill Carroll of Providence points out that New England also gave us some of our greatest entertainers and wants you to identify the following. The star of the Texaco Star Theater? The last of the red hot mama's? The M'C of We the People? And that great song and dance man who gave us "Over There" "Give My Regards to Broadway" and this song (PLAY).

(SOUND: CLASS BELL)

GRAUER: The exams are over...

KYSER: Then let the faculty depart for the faculty room to arrive  
at a decision.

(TRAMPING FEET GO OFF)

And while they debate...join me, chillun in Boston convocatior  
while Thirty-second man Grauer...delivers a message from the  
founding fathers.

GRAUER: Smokers, make no mistake - in a cigarette, it's the tobacco  
that counts. So remember these two important facts: That at  
market after market, Lucky Strike consistently pays the price  
to get the finer, the lighter, the naturally milder tobacco -  
and that with independent experts - with men who know tobacco  
best, it's Luckies 2 to 1. Yes, Lucky Strike means fine  
tobacco. Make your next package Luckies - and see for  
yourself.

(FANFARE: . . . . .)

11/12/41

GRAUER: The Final Round has been written into the annals of the colonists, Professor. Which of the two scholars was the brightest and the best?

KYSER: The judges have decided that the grand champion of the New England College of Musical Knowledge is \_\_\_\_\_!

(APPLAUSE)

KYSER: My dear \_\_\_\_\_, take these thirty-five dollars worth of genuine antique copper Indians we dug up on our field trip. Go have yourself a real Boston tea party. To our second placer pioneer goes a fistful of twenty dollars in guaranteed Green Mountain folding money. The other four contestants each get a bean-pot with a ten dollar jack-pot, and all six receive a carton of Luckies.

GRAUER: Not forgetting the loyal cheering of the student body, Professor?

KYSER: Certainly not, Dean Grauer. To each and every member of the student body as their reward goes a package of better than ever Lucky Strike cigarettes!

(APPLAUSE)

10. (TISKET A TASKET . . . . . ORCHESTRA)

(THINKING OF YOU . . .)

11/12/41

KYSER: (ON CUE) We'll das all, scholars, and the old College of Musical Knowledge will be boarded up and shipped back to New York next week at this same time. And don't forget Information Please and Your Hit Parade. The address for questions to the old Professor is - Kay Kyser - 480 Lexington Avenue, New York City. Until next Wednesday, this is Kay Kyser thinkin' of you -- thanks a lot for being with us ... and ... so long, everybody!

*Between now & then we hope to see late Schiller in Buffalo - gonna shuffle off to Buffalo for the week. end*

(LUCKY STRIKE TIME . . . . .)

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

THIS IS THE RED NETWORK OF THE NATIONAL BROADCASTING COMPANY.

11/9/41 sk  
11:10p.m.



SUBMITTED TO NBC MUSIC CLEARANCE FOR USE ON THE KAY-KYSER-LUCKY STRIKE PROGRAM OF NOVEMBER 12, 1941 TO BE BROADCAST FROM JOHN HANCOCK HALL, BOSTON, MASSACHUSETTS.

- 1. Lucky Strike Time Orchestra BMI
- 2. Thinking of You Orchestra
- 3. I'm Nobody's Sweetheart Now Orchestra
- 4. I Don't Want to Set the World on Fire Babbitt
- 5. Orchestra Play Off to Commercial #1 Orchestra Release on File

FIRST ROUND

- 6. Boston Tea Party Orchestra
- 7. Tea for Two Orchestra
- 8. Alice Blue Gown Orchestra
- 9. Get Out of Town Orchestra
- 10. Smoke Rings (Casa Loma Band Theme) Orchestra
- 11. Night Ride Orchestra
- 12. My Wild Irish Rose Vocal by contestant
- 13. Boston College Football Fight Song Orchestra
- 14. Yes Indeed Sully Mason
- 15. Jim Dorothy Dunn
- 16. Elmer's Tune Quartet
- 17. Humpty Dumpty Heart Babbitt Southern
- 18. The Girl I Left Behind Me Orchestra
- 19. March Theme based on Thinking of You Orchestra

SECOND ROUND:

- 20. Makin' Whoopee (Eddie Cantors Hit) Orchestra
- 21. The South American Way (Carmen Miranda hit) Orchestra
- 22. Toy Trumpet (Ala Raymond Scott) Orchestra
- 23. Here Come the British with a Bang Bang Orchestra
- 24. A Pretty Girl Is Like a Melody (Ala Eddie Duchin) Orchestra
- 25. Harvard Fight Song Orchestra
- 26. Chord in G Orchestra
- 27. Any Bonds Today Orchestra
- 28. Japanese Sandman Orchestra
- 29. Yours Quartet
- 30. Fanfare Orchestra

FINAL ROUND

- 31. Yale Whippenpoof Song Orchestra
- 32. Lord Jeffery Amherst Orchestra
- 33. The Maine Stein Song Orchestra
- 34. I'm a Yankee Doodle Dandy (George M Cohan composition) " Orchestra
- 35. Fanfare to Winners Orchestra
- 36. Tisket A Tasket Orchestra
- 37. Daddy Orchestra
- 38. Thinking of you - Closing theme Orchestra
- 39. Lucky Strike Time Orchestra
- 40. (Emergency use - Star Spangled Banner) Orchestra

From Edmund L. Cashman at Lord & Thomas - New York - November 8, 1941

*Boggiano*

*As Broadcast*

ROUTINE

KAY KYSER

November 19, 1941

- |  |                                |
|--|--------------------------------|
| 1. I Got Rhythm                                    | Orchestra                      |
| 2. <del>Time Was</del> <i>This Love of mine</i>    | <del>Babbitt</del> <i>Dunn</i> |
| COMMERCIAL 1                                       |                                |
| ROUND 1  |                                |
| 3. Thank Your Lucky Stars and Stripes              |                                |
| 4. <del>This Love of Mine</del> <i>Time Was</i>    | <del>Dunn</del> <i>Babbitt</i> |
| COMMERCIAL 2                                       |                                |
| 5. Chattanooga Choo Choo                           | Mason                          |
| 6. White Cliffs of Dover                           | Babbitt                        |
| STATION BREAK                                      |                                |
| ROUND 2  |                                |
| 7. Tonight We Love                                 | Production                     |
| COMMERCIAL 3                                       |                                |
| 8. Louisiana Lullaby                               | Quartet                        |
| 9. <del>Shepherd Serenade</del> <i>Jan &amp; L</i> | Duet                           |
| FINAL ROUND  |                                |
| 10. A Tisket A Tasket                              | Orchestra                      |

WEAF

THE AMERICAN TOBACCO COMPANY

No 191

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

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

NOVEMBER 19, 1941

THURSDAY

GRAUER: In a cigarette it's the tobacco that counts.

RIGGS: (CHANT - ENDING BETWEEN 36 and 40 INCLUSIVE - SOLD  
AMERICAN)

GRAUER: Let that chant remind you that Lucky Strike means fine tobacco. At market after market we pay the price to get the milder, better-tasting leaf. That's why with men who know tobacco best, it's Luckies two to one.

(HAPPY DAYS ARE HERE AGAIN)

GRAUER: Lucky Strike presents - Kay Kyser's College of Musical Knowledge -- your Wednesday night forehead forum and skull drill for degrees -- fun, prizes and makes you want to dance music ... and here comes your fair-haired boy -- Dr Kill Joy -- Kay Kyser.

(THINKING OF YOU . . . . .)

(AUDIENCE APPLAUSE)

November 19, 1941

KYSER: Evenin' folks -- how ya all ...?

AUDICE: Swell, Mac ...

KYSER: Mac? Why bless my tibbit, Dean Grauer, we must be back in New York.

GRAUER: <sup>You said it</sup>  
~~That's right,~~ Jackson - I mean, Professor -- we're gathered tonight on the worn benches in P S - 1001, a fast furlong from old Broadway.

KYSER: Have we got a quizorum, Dean?

GRAUER: Yes suh, James Kay ... These six ruddy scholars chosen at random to represent the student body tonight in the Kyser exams.

KYSER: Than, shake up the stove .. put out the apples ...  
lock the door and warm the floor -- What do you want to do first, chillun?

AUDIENCE: Yets dance ...

KYSER: Well, then, all right .. hold the bell and dance a spell.

(1. "I GOT RHYTHM" .....ORCHESTRA)\_

(2. "~~TIME WAS~~" <sup>This Love of Mine</sup> .....~~RABBITT~~)\_

(APPLAUSE)

November 19, 1941

## COMMERCIAL #1

KYSER: Now Dean Grauer wishes you could just sit down and talk a while with a few tobacco men.

GRAUER: That's right, folks . . . If you could step into a big tobacco warehouse, fragrant with the aroma of the leaf -- and just sit and chat with tobacco experts, you'd get what might be a new viewpoint for you on smoking. You'd find that those experts have you very much on their minds. For instance a veteran tobacco auctioneer like Otis Grey Rucker of Kinston, North Carolina might offer you a Lucky and say - as he said recently:

MAN: We know what smokers want in a cigarette - the finer, lighter tobacco. That's because it's milder. So as a matter of course this milder leaf is bid up higher here at the auction. Well, Lucky Strike pays the price to get it. That's why I smoke Luckies myself.

RUYSDAEL: Ladies and gentlemen, Mr Rucker and you are alike in wanting a milder, better-tasting cigarette. Well, he knows as you do, if you stop to think of it, that in a cigarette, it's the tobacco that counts, and at market after market he sees us pay the price to get the finer, the lighter, the naturally milder leaf. Yes, Lucky Strike means fine tobacco. That's why the overwhelming majority of independent experts like Mr Rucker - auctioneers, buyers and warehousemen - choose Luckies for their own smoking enjoyment. In fact, with men who know tobacco best, it's Luckies 2 to 1. Why not make your next package Lucky Strike and see if you don't confirm the experts' judgment.

(ORCHESTRA PLAY OFF)

(CLASS BELL)

ew 11/19/41 3:00 p.m.

GRAUER: Forward foreheads ...

(MARCHING FEET)

Submit to the noodle test ...

(THREE WOOD BLOCK TAPS ON RISING SCALE ..

PAUSE - THEN DULL CONK AND WHISTLE)

GRAUER: Whoa - get that guy out of there ...

(CRASH)

BOBBY: Hey - that was the Professor!

GRAUER: You mean - that Diller from Dixie ... *catch 'em you*  
~~that gent with the~~  
*pickle - get 'em back, get 'em back*  
~~gent ... that Santa from Atlanta ... that Caroline Quizzer..~~  
~~your old perfizzer ... Kay Kizzer?~~

(MARCH... THEN...)

(AUDIENCE CHEERS)

~~RYSTEN:~~ *Thanks fellows + now let's*  
~~Ah, my fine healthy specimens ...~~ render for the masculine  
gender .. let's open our scholastic bender.

ROUND 1

1. Most of America celebrates Thanksgiving tomorrow and whereas every day is a day of gratitude, tomorrow is the day set aside when we sincerely give (PLAY). Now Edna Swift of Washington, D. C., says the following is "thank you" in what language - Gracias, Merci <sup>tych-so-much-it-~~is~~ - ~~play~~ - and what's this</sup> Beaucoup, ~~Muito Bessato~~, <sup>(~~is~~ loud kiss - Trudy - ooh um)</sup> that's thank you in any language.

2. Pvt. Ray Hudson, of Sparton School of Aeronautics, Tulsa, will say "thank you" if you can tell us why you can't play a baboon - why you can't <sup>blow</sup> ~~strum~~ a marionette and why you can't <sup>play</sup> ~~blow~~ a hobo.

3. And when you give thanks tomorrow, for your many good fortunes, Elvera Manville of Ogden, Utah, says for your greatest blessings you should (PLAY) And who is the mother in this song (PLAY). And by the way, if you can't get home for Thanksgiving, be sure to write, wire, 'phone, or send flowers, and say I'm <sup>thinking of you</sup> ~~(PLAY)~~

ROUND 1

(CONTD)

*We all enjoy playing records so*

4. There'll be Thanksgiving here in <sup>the</sup> College tonight if you tell us whom we should thank for inventing the phonograph. And Martin Brown of Akron, wants to know whom we should thank for composing the song "Stardust." And we should express our appreciation to whom for giving us the telephone? *(Bobby Holles - "de opereta")*

5. Julia Graham of Troy, Alabama, wants you to name this song and tell us what comedian, ~~comes on the air singing it~~ *sings it on the air* ... (PLAY) And what lovely girl does he thank each week for singing a lovely song.

6. Here comes the what whats and Jimmy Campion of Hanover, New Hampshire, says you'll gain his undying gratitude if you'll take out the "Whats" in the following song titles and give us their correct titles. What don't What <sup>What</sup> to ~~Sit~~ the What on What. What's <sup>From</sup> til Reveille. I What a What <sup>What</sup> ~~Just~~ like the What that Whatted What old What.



ROUND 1, Page 3

7. Jean Johnson, of Helena, Montana, says if you can't pick out any specific thing to give thanks for on Thanksgiving, just say (PLAY) Mr \_\_\_\_\_, would you mind naming three things you're thankful for. *And* by the way, ~~if you haven't already done so it's not too late to do a mighty fine deed tomorrow.~~ There are lots of soldiers and sailor boys near you who won't be able to go home for Thanksgiving and I know they'd appreciate it if you'd invite one of them to your home for Thanksgiving dinner. You'll get a big kick out of it and I'm sure he'll say "thanks" for everything.

8. Jack Cantor of New York City asks "what part of the turkey would Gene Krupa prefer for Thanksgiving? What part of the turkey would ~~Veronica Lake prefer? What part of the turkey would Marlene Dietrich's fans prefer? What part of the turkey do you think Skinny Eavis would like?~~ *7 The Boys at Randolph field - or any flying field prefer (sing)*

~~(CLASS BELL)~~

~~(CORNY CLARINET BACKGROUND OF HEARTS AND FLOWERS)~~

9. I'm sure all of us everywhere are grateful for that great sport football and there'll be several important turkey day tussels played tomorrow. Helen Huber of Wyoming, Minnesota says ~~Washington and Lee tackle Maryland at Baltimore. V M I meets~~ *Rutgers tackle Brown at Providence*

V P I at Roanoke and Manhattan is host to this college eleven in New York (PLAY) ~~Does Columbia play Colgate, Palmolive Foot~~ *What orchestra leader uses the Alma Mater of Rutgers*  
 Sunday? *for his theme song? Tuesday morning in Cleveland, Case School of Applied Science plays their 50th anniversary game with Western Reserve U.*  
 (CUES) (CLASS BELL) (CORNY CLARINET)

November 19, 1941

GRAUER: (WITH CORNY <sup>piano</sup> ~~CLARINET~~ BACKGROUND OF "HEARTS & FLOWERS")  
 Professor...stay your hand, don't beat the poor freshmen...  
 It's a cold night out...the exam is over and you got a  
~~mother.~~ *heart-ain't ya?*

KYSER: I'm sorry -- truly I am -- unshackle the boys while our  
 faculty reports. (CHAINS CLANKING -GROANS) (~~CLARINET OUT~~)  
*My how you've grown*  
 Ah - they name the honor man of the first exam to be

(APPLAUSE)

(~~CORNY CLARINET IN AGAIN~~)

KYSER: (~~WITH THE OBLIGATOR~~) Ah -- my son -- my son -- I'm sorry  
 I addled your brains...and brought you pains...put you in  
 chains...I'm sorry I made you cry...~~Take off these~~  
~~habiliments of childhood for right now you are a man.....~~  
 (~~CLARINET OUT~~)....Go light up a Lucky Strike and get ready  
 for the final exam. Right now recess is here....

ISH: Evenin' everyone....have <sup>a whiskey</sup> ~~some berscht?~~

KYSER: Help yourselves, chillun...~~and close your desks...this is~~  
~~tonight, here's a swell song from our new~~  
~~chain and grip...to get those two cents in...so grab your~~  
~~picture Playmates - that appropriate right now~~  
~~babes and bounce for victory - hit the hickory and dance -~~  
~~let listen~~  
~~yes suh -- yet's dance.~~

3 ("THANK YOUR LUCKY STARS AND STRIPES" . . . . .)

4 (~~THIS LOVE OF MINE~~ *Time Was* ~~DUNN~~) *Babbitt*

(APPLAUSE)

November 19, 1941

(CHANT ESTABLISH AND FADE)

KYSER: All right, Dean <sup>Ben</sup>Grauer, let's get out the goldfish bowl!  
'Cause here we go with another exciting session of "Lucky  
Markets!" (CHANT UP - ENDING BETWEEN 36 & 40 INCLUSIVE -  
SOLD AMERICAN)

GRAUER: Folks, in a cigarette it's the tobacco that counts. The  
better the tobacco, the better the cigarette. Well, this  
game of ours proves that Lucky Strike means fine tobacco.  
For it shows you that at market after market the American  
Tobacco Company consistently pays the price to get the finer,  
the lighter, the naturally milder leaf, the kind that gives  
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 last season  
bought 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 last season for tobacco...and  
then (SOUND: CASH REGISTER) All right, Miss \_\_\_\_\_,  
will you draw the first name please? Thank you - it's  
\_\_\_\_\_.

MAN OR  
WOMAN:

\_\_\_\_\_ percent more.

GRAUER:

\_\_\_\_\_ 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 for tobacco - yes \_\_\_\_\_ 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. All right - next market being drawn from the

goldfish bowl and it's \_\_\_\_\_, \_\_\_\_\_.

(CROWD MURMURS UP)

(ETC.)

Lucky Market Percentages Picked

Shelbyville, Ky.	13%
Wateville, N.C.	60%
Columbia, Tenn.	24%
Danville, Ky.	17%
Laurensville, Va.	32%
Lumberton, N.C.	64%
Carthage, Tenn.	23%

(BELL)

GRAUER: Oh - oh - there's the bell, ending this session of Lucky Markets. Thanks very much, everyone. Now here's Basil Ruysdael to explain what the shouting was all about.

RUYSDAEL: Well, ladies and gentlemen, those percentage figures you heard mean just this: At market after market all over the South, The American Tobacco Company consistently pays well above the average market price to get the milder, better-tasting tobacco - and the best we buy goes into Luckies. The result is....Lucky Strike means fine tobacco. And, smokers, that's important. Just think it over and you'll see that, in a cigarette, it's the tobacco that counts. So why not make your next package Lucky Strike and prove to yourself that better tobacco makes a better cigarette.

5. (CHATTANOOGA CHOO CHOO . . . . SULLY & ORCHESTRA)

6. (WHITE CLIFFS OF DOVER . . . HARRY & ORCHESTRA)

November 19, 1941

(APPLAUSE)

(LUCKY STRIKE TIME . . . . .SUB THEME)\_

GRAUER: Attention, Nation...It's time for Station Identification.

.....STATION BREAK.....

(LUCKY STRIKE TIME UP AND OUT)\_

GRAUER: The second semester comes to Kyser College as a distinct shock to women!

(WOMEN SCREAM)

GRAUER: Don't faint, girls - <sup>2</sup> ~~we~~ can't help how <sup>2</sup> ~~we~~ looks ~~--it's~~  
~~just Ish Kabibble, the peet. Listen....~~

~~ISH: (POEM)~~

~~(APPLAUSE)~~

~~ISH: Evenin', everyone -- have a shotgun?~~

~~(SHOT)~~

~~KYSER: Thank you, Dean Kabibble, while they glue you back together in the infirmary, our three lady candidates for degress will take their exams. Stop up, my <sup>3</sup>glamour <sup>gals</sup> ~~pieces~~ and give out with education.~~

(ADD SECOND EXAM)

ROUND 2 - PAGE 1

1. Thanksgiving is also a day for plain and fancy eating, and Pvt. Marshall of Ft. Louis, Washington, says from these two songs you should be able to pick the one with "Turkey" in its title - or you'll get the bird. (PLAY)(PLAY) What bird is in the other title?

*Turkey or Chicken*

2. ~~Nothing~~ would be complete without dressing so Dorothy Keller, of Los Angeles, says from the following list tell us which would be the most appropriate dressing for those birds \_\_\_\_\_ and \_\_\_\_\_. Thousand Island, Sage, French, Chestnut, Mayonaise- and what are the others used for?

ISH: Say say do you know what the mayonaise said to the ice box?

KAY: No, Ish, what did the mayonaise say to the ice-box?

ISH: Shut the door, I'm dressing.

3. If you can't get your hooks on a turkey, John Chapman of Chicago wants you to name two of these three musical birds that you might cook up for tomorrow. (PLAY) Are fowls ~~found~~ at the South Pole called Admiral Birds?



ROUND 2, PAGE 2

- define 3 of these -*
4. Paul Burton of Houston, wants you to be a ~~sweetie pie~~ and tell us ~~four kinds of dessert for Thanksgiving.~~ *chicken patty - Turkey Raffle - Sat. night owl shower - real bird* ~~What's meant by hasting?~~
  5. Miriam Saunders of Philadelphia, says if you aren't a bird eater that for Thanksgiving a fancy fry would be. (PLAY). I know a lady who doesn't like fish or fowl so she's going to (PLAY) ~~Say, are the colored pencils that the little kids draw with made from cranberries?~~
  6. It's tonight's right or wronger so Pvt. James Mansfield of Jefferson Barracks, Missouri, will thank you to say right or wrong to the following statements:
    1. The three little Fishes was written by Bob Trout.
    2. George Washington proclaimed the last Thursday in November 1789 as the first official Thanksgiving Day.
    3. Next year Thanksgiving will <sup>again</sup> be celebrated on the last Thursday in November.
    4. ~~Talking Turkey is foul language.~~
    4. ~~A campaign for duckling only on Thanksgiving is being conducted by Donald Duck, Porky Pig and Peter Rabbit.~~

ROUND 2, PAGE 3

7. Thelma Richards of Portland, Oregon, tells of two lovey-dovys who won't have any fancy food for Thanksgiving. They want to live on love. All they need to sustain them is (PLAY). The boy says, "We can live on love, but in case we get weak hone (PLAY). ~~Can you name a comedian associated with a coffee program?~~

8. We have been discussing all these fancy dishes for Thanksgiving and now Preston Holden of Baton Rouge will thank you very much to imitate a few of them. For instance, will you imitate a turkey - a pig - chicken - a rooster or bird. Miss \_\_\_\_\_ no doubt you have or if you had to, you could prepare a Thanksgiving dinner - so just for fun tell us your idea of a scrumptious Thanksgiving meal.

9. I know a gang of guys who will have to wait until Thursday night for their Thanksgiving dinner, the boys who are going to play football tomorrow. For instance, William & Mary will have to wait until they meet Richmond, University of Virginia will have to wait until they meet North Carolina and <sup>Maryland</sup> Brown will have to wait until after its finished with (PLAY) <sup>this sat. does Columbia play Colgate,</sup> ~~What orchestra leader used the~~ Palmerine Post? ~~Alma Mater of \_\_\_\_\_ as his theme song?~~

(CLASS BELL)

GRAUER: Exam's over, James Kay...you've given the women a trimmin'.

KYSER: Well, das all, girls..our faculty comes thro pronto with a report card (WHISTLES NIP) naming the honor girl of the second exam to be \_\_\_\_\_.

(APPLAUSE)

KYSER: Ah my dear chick..you've earned the right to be promoted to the senior class..go, light up a Lucky Strike and iron out a gown for the final round. It's rompin', stompin, chompin time...so pass out the vittels..and hand round the girls..swing your date..come on, agitate...~~agi-one..~~  
~~agi-two..agi-three...yes go'~~

7. ("TONIGHT WE LOVE" . . . . . PRODUCTION)

(APPLAUSE)

*Kyser - ad libed that Linda Davell of the movie and who had been with the band on a tour of the army camps was present in the classroom (Linda Davell took a bow)*

KYSER: Now Dean Grauer - tell us which comes first, the tobacco or the smoke?

GRAUER: Well, Professor, that's a lot easier than the old one about the chicken or the egg. Because everybody knows that, in a cigarette, the tobacco comes first. Mildness, better taste, whatever qualities you're looking for - depend on the kind of tobacco that goes into your cigarette. That's why it's important for you to know that Lucky Strike consistently pays the price to get the finer, milder, better-tasting leaf. For example, as our Lucky Markets game showed you a few minutes ago, The American Tobacco Company paid 32 percent more than the market average at Lawrenceville, Va. last season - 24 percent more at Columbia, Tenn. So it goes at market after market - and the best tobacco we buy goes into Luckies. Yes, smokers, Lucky Strike means fine tobacco. So surely it's worth your while to make your next package Luckies..and prove this to yourself.

8. ("LOUISIANA LULLABY. . . . .QUARTET)

9. ("SHEPHERD SERENADE. . . . .DUET) *cut*

(FANFARE. . . . .)

GRAUER: The final exam!...the Bronx blubbers..Brooklyn bleats..  
Manhattan mutters and Statan Island stays home..it's  
terrible..it's awful...it's murder...it's worse..for it's  
time for tootsie...that footsie..that teaser with the  
beezer...that triflin, riflin, ruin' man...guess who..

AUDIENCE: Kay Kyser!

KYSER: ~~That's right -- that's absolutely right~~ <sup>Thank you</sup>...now let's see  
if I can't stump you two chillun with these nip quips...  
and helpful tips.

(ADD FINAL EXAM)

1. George Dessero of Detroit says all of us in the Good Old USA should be mighty thankful because in this land of ours (PLAY) And whether it be the fellow next door, the man on the street or the Nation next to us, its a great feeling when you (PLAY) What two famous radio comedians appeared in \_\_\_\_\_?

2. Another great thing <sup>for which</sup> we can thank our lucky stars <sup>is this —</sup> ~~for is that if~~ if we're happy we can shout it from the house tops but if we're not ~~happy~~ <sup>you & I can say</sup> (PLAY) Who is considered the Daddy of the Blues? ~~Who is Blue Barron?~~ Did he write the Birth of the Blues?

4. Edna Thornton of Cheyenne, South Dakota says that if all of us remember the things we have to be thankful for - Tomorrow will surely be (play) There's a great day named Dennis - what program is he on? Thursday is Thanksgiving Day - Robinson Carusoe's man was what day? - Well, happy thanksgiving Day to everyone, everywhere.

(Class Bell)

*Sarah Thompson of Savannah says*

3. From Maine to California and from the Great Lakes to the Rio Grande

~~we all know how wonderful the American way of life can be. Sarah~~

~~Thompson of Savannah says~~ most of us are content to go about our

daily tasks in our own ~~way~~ <sup>way and all we want to say is</sup> (PLAY) Was there a radio

program called "The Pursuit of Happiness"? And you'll find out

too chillun one of the best ways to be happy is by helping others-

and this is a fine time to help the RED CROSS which is having its

annual Roll Call. - Lets sign up today.

(insert) From what famous document was the phrase "The Pursuit of Happiness" taken?

4. Each of us has his own blessings for which to be thankful, but I

~~agree with Edna Thornton of Cheyenne, South Dakota..all of us here~~

~~in the land of the free are mighty thankful for (PLAY). Whom do~~

~~we thank for the words to the Star Spangled Banner? And here's~~

~~hoping all of the students every where have a Happy Thanksgiving!~~

~~(CLASS BELL)~~



3. *Sarah Thompson of Savannah says*  
 From Maine to California and from the Great Lakes to the Rio Grande

~~we all know how wonderful the American way of life can be. Sarah~~

~~Thompson of Savannah says~~ most of us are content to go about our  
 daily tasks in our own ~~way~~ <sup>way and all we want to say is</sup> (PLAY) Was there a radio

program called "The Pursuit of Happiness"? And you'll find out  
 too chillun one of the best ways to be happy is by helping others-  
 and this is a fine time to help the RED CROSS which is having its  
 annual Roll Call. - Sets, sign up today.

(insert) From what famous document was the phrase "The Pursuit of Happiness" taken?

4. Each of us has his own blessings ~~for which to be thankful, but I~~  
 agree with Edna Thornton of Cheyenne, South Dakota..all of us here  
 in the land of the free are mighty thankful for (PLAY). Whom do  
 we thank for the words to the Star Spangled Banner? And here's  
 hoping all of the students ~~every where have a Happy Thanksgiving!~~

~~(CLASS BELL)~~

4. Edna Thornton of Cheyenne, South Dakota says that if all of  
 us remember the things we have to be thankful for - Tomorrow  
 will surely be (play) There's a great day named Dennis -  
 what program is he on? Thursday is Thanksgiving Day -  
 Robinson Carusoe's man was what day? - Well, happy thanks-  
 giving Day to everyone, everywhere.

(Class Bell)

November 19, 1941

(SCHOOL BELL)

GRAUER: Exams are over -- school's out ...

(CHEERS)

KYSER: Ta ta (OSSAFATEEDY ROUTINE) While our faculty add up your report cards, chillun, join me in brief convocation while Dean Grauer delivers a special graduation message from the board of trustees.

GRAUER: Smokers, make no mistake - in a cigarette it's the tobacco that counts. So remember these two important facts: that at market after market, Lucky Strike consistently pays the price to get the finer, the lighter, the naturally milder tobacco -- and that with independent experts - with men who know tobacco best, it's Luckies 2 to 1. Yes, Lucky Strike means fine tobacco. Make your next package Luckies -- and see for yourself.

(FANFARE)

November 19, 1941

KYSER: The report cards are here and the gold star and top honors are awarded to \_\_\_\_\_.

(APPLAUSE)

KYSER:

Dear Mr. \_\_\_\_\_, <sup>you're a chip off the</sup> ~~old Plymouth Rock~~ <sup>old Plymouth Rock</sup> ~~congratulate you ...~~ ~~I shake your hand~~ ~~(MUSIC)~~ ~~I~~  
~~reserve space for you in the Hall of Fame ...~~ ~~Accept this~~  
 humble token of our <sup>holiday</sup> ~~scholarship~~ esteem .. <sup>50¢ Uncle</sup> ~~this year's~~  
~~honors of \$75 scholarship~~ <sup>Sams best Turkey feathers</sup> ... go, take your place in the  
~~teeming world and snow at bankers.~~ <sup>miss</sup> To you dear ~~second~~  
~~placer,~~ <sup>for your Sancy answers, these cranberries</sup> ~~this award 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 those hearty cheers, <sup>and turkey trots</sup> ~~cheers and~~  
~~old school spirit~~ - a package of better than ever Lucky  
 Strike cigarettes.

(APPLAUSE)

(10. "A TISKET A TASKET" . . . . . ORCHESTRA)

~~(KYSER THEME . . . . . THINKING OF YOU)~~

*2 \$50 prizes  
Tie and perfect  
scores.*

November 19, 1941

KYSER:

Well, das all, chillun ... the old school goes back into the  
~~woods and hits the trail to California.~~  
~~wagon, and hits the road back to Hollywood, California,~~  
~~where~~ Next Wednesday night <sup>we'll be saying "hello"</sup> we pass ~~among you again with~~  
~~our text book and baseball~~ <sup>from Hollywood</sup> but in the interests of higher  
~~mutual~~ <sup>brush up</sup> ~~help.~~ In the meantime, ~~brush~~ your lamp of  
learning by attending sessions of Information Please and  
Your Hit Parade. The address for questions to the old  
Professor is - Kay Kyser - Box 909 - Los Angeles --  
California.

So, until next Wednesday, ~~we'll be thinking of you.~~ This  
is Kay Kyser <sup>thinking of you</sup> saying thanks for being with us ... and ...  
so long, everybody!

(HAPPY DAYS ARE HERE AGAIN.....)

GRAUER:

The famous tobacco auctioneer heard on tonight's program  
was Mr. L. A. (SPEED) Riggs, of Goldsboro, North Carolina.  
(SONG CREDITS IF ANY)

THIS IS THE RED NETWORK OF THE NATIONAL BROADCASTING COMPANY.

59<sup>40</sup> → one seconds late  
off on time,

ew/es/mg  
11/19/41  
1:00 P.M.

*A Broadcast*

ROUTINE

KAY KYSER

November 26, 1941

1. Somebody Stole My Gal Orchestra
2. Shepherd's Serenade (HP) Babbitt

COMMERCIAL 1

3. ~~(B I Bi (HP))~~ *When Buddha Smiles* ROUND 1 *Orchestra*  
*Mason*
4. Jim (HP) Dorothy Dunn

COMMERCIAL 2

5. ~~When Buddha Smiles~~ *B. I. Bi* *Sully*  
*Orchestra*
6. ~~I Guess I'll Have to Dream the Rest (HP)~~ *Popocatapetzi* Babbitt

STATION BREAK

ROUND 2

7. I Don't Want to Get Well Mason and Production

COMMERCIAL 3

8. Elmer's Tune (EP) Dunn and Eric
9. ~~Popocatapetzi~~ *I Guess I'll have to Dream the Rest.* Babbitt

FINAL ROUND

10. Of Thee I Sing Orchestra
11. ~~Daddy~~ Orchestra

HIESTAND: In a cigarette, it's the tobacco that counts.

BOONE: (CHANT - ENDING BETWEEN 36 & 40 INCLUSIVE -  
SOLD AMERICAN)

HIESTAND: Let that chant remind you that Luckies are a milder,  
better-tasting cigarette, because at market after  
market, we pay the price to get the finer, the  
lighter, the naturally milder tobacco. Yes, Lucky  
Strike means fine tobacco. That's why, with men  
who know tobacco best, it's Luckies 2 to 1.

HAPPY DAYS ARE HERE AGAIN. . . . .

HIESTAND: Lucky Strike presents Kay Kyser's College of Musical  
Knowledge ... your Wednesday night huddle muddle for  
fun, prizes and makes-you-want-to-dance music ...  
and here he comes now - the slap happy Professor from  
Santa Clause lane - Kay Kyser.

THINKING OF YOU. . . . .)

(APPLAUSE)

KYSER: Evenin' folks -- how ya all ... ?

AUDIENCE: Swell -- Kay ...

KYSER: My goodness what enthusiasm ... what verve ...  
what a smell of fresh green growing things ...  
what flowers ... what beamin' faces ... where  
am I?

*Audience: "Hollywood"*  
~~NIESTAND: Sab, Professor -- we're in California again and  
here is old man Hollywood to welcome you.~~

~~(FANFARE)~~

~~OLD MAN HOLLYWOOD: Evenin', Professor welcome back to Hollywood ...  
(Same voice as  
Recess) have you got a little part for me in your next~~

~~picture?~~

*trahle*  
KYSER: Well, ~~shudder~~ my sound track, chillun - I'm sure glad  
to be back ----- Tell me Dean Hiestand, have we got our  
six volunteer scholars ready for exams..

HIESTAND: We sure have Professor - everything's peachy dandy.

KYSER: Well, then close the doors - sand the floors ...  
come on chillun ~~don't hide~~ *the dance as you* ~~get a glide~~

1. ("SOMEBODY STOLE MY GAL" . . . . . ORCHESTRA)
2. ("SHEPHERD'S SERENADE" . . . . . BABBITT)

(APPLAUSE)

(COMMERCIAL #1)

KYSER: Now Dean Hiestand tells us what a tobacco expert is like . . .  
after hours.

HIESTAND: Well, Professor, I think the typical tobacco expert is just like most of us, when the auctions are over for the day, he likes to go home and relax - listen to the radio - and enjoy a good cigarette. And ladies and gentlemen, a tobacco expert's really in a favored position when it comes to choosing a cigarette. As one of them, Mr. Reuben G. Fleming, independent tobacco buyer of Middleburg, North Carolina, said recently;

MAN: . . . Though I'm independent it's part of my business to know exactly what kind of tobacco the various companies buy at the auctions. Well, at market after market I've seen Lucky Strike pay the price to get the finer, milder tobacco, - that's why Luckies have been my cigarette for fifteen years.

WHITMAN: Smokers, you know as well as Mr. Fleming does that in a cigarette it's the tobacco that counts, so surely a tip from him and from the overwhelming majority of independent tobacco experts is worth taking. These experts - auctioneers, buyers, and warehousemen - know that Lucky Strike means fine tobacco because at market after market they see us pay the price to get the milder better tasting leaf. That's why with men who know tobacco best it's Luckies 2 to 1. Make your next package Luckies and see if you don't confirm their judgment.

ORCHESTRA: . . . . . PLAY-OFF

SOUND: CLASS BELL



HIESTAND: Class begins .... alright, chillun --- everybody  
in --- everybody in...

SOUND: (RUNNING FEET ... <sup>kid voice</sup> MURMURS)

BOBBY: Hey, Ish Kabibble...

ISH: Yeh...

BOBBY: Before class begins let's have some fun ... hey you  
freshmen ---- get hold of this blanket ---

ISH: Goody --- let's toss this guy with the funny square  
hat...

BOBBY: Alright freshmen --- hold on --- one, two, three -- toss...

SOUND: (WHISTLE GOES UP ... QUIVERS)

HIESTAND: Boys - boys ~~now~~ ---- no pranks ---- our first three  
freshmen will take their places on the old lecture  
platform --- Professor is coming ... Professor is coming  
--- where is Professor?

SOUND: (WHISTLE STOPS GOING UP ... STARTS COMING DOWN)

BOBBY: (LOON LAUGH) Don't look now ---- that was Professor  
we tossed in the blanket --- here he comes now.

SOUND: (WHISTLE COMES DOWN)  
(PLOP ... DUCK RUNS OFF)

ISH: That wasn't Professor - that was a duck.

SOUND: (BIG CRASH)

BOBBY: That's Professor

KYSER: That's right - you're right - hats off --- school is  
took in. Forward freshmen - I'm goin' to toss you.

(ADD FIRST EXAM)

1. I'm sure you boys like to talk about the gals, so let's devote our first round to a discussion of "Mary". Private Dovie Levenson of Camp Lee, Virginia thinks that's a good idea because he says (PLAY). *al. what. gal was Mary*  
George M. Cohan must have felt the same way about Mary when he wrote (PLAY).

*Mary in Grand Old New*

2. Here are 3 gals named "Mary" and Stephen Campbell of San Diego wants you to tell us which is an opera singer, which is a novelist, and which is known as America's Sweetheart. Mary Gardon, Mary Roberts Rinehart and Mary Pickford.

3. Continuing our discussion about the gals, name this good old song for John Kenny of Memphis, *Mary Lou* (PLAY). What's Jack Benny's wife's name? (BOBBY HOLLERS). *(Mrs. Benny)*

ROUND 1 - Page 2

*and*  
4. Here ~~s~~ some nursery rhymes about "Mary". I'll start them and Earl Erwin of Indianapolis wants you to finish them.

Mary Had A Little Lamb, It's Fleece Was White As Snow ---.

Mary, Mary, quite contrary, How does your garden grow ---.

*(1st poem went here)*

5. Here's a song that should bring a well-known "Mary" to your mind

and James Collins of Louisville, Kentucky, wants you to name the tune

and also the gal. *my friend Helen* *What famous Queen named Mary was*  
(PLAY) *to Lady* Why does Mary Miles Minter have the longest *beheaded*

name in the world?

6. Vernon Beldon of Baltimore would like you to distinguish between William & Mary, Sally, Irene and Mary, The Queen Mary, and Maryland My Maryland.

ROUND 1 - Page 3

7. Here's a beautiful song about a beautiful Mary, so listen and tell

Corporal James C. Winkler of Randolph Field, Texas the name of it.

*The bells of St. Mary*  
(PLAY). Now tell us which Mary this song brings to your mind. *single bell* (PLAY)

*Which Mary played in the "Great Sea"*

8. Now here're a couple of nursery rhymes. Clarence Jackson of

Charleston, S. C. wants you to listen and tell us which you think is

Mary Had A Little Lamb. *London Bridge's falling down* (PLAY). Now, I'm going to ask "Little Audrey"

to sing a bit of that song for you and then we want you to imitate him.

9. Wanda Lee Jester of College Station, Texas says it's about time for

us to get off this "Merry-go-round" and give a little attention to

football. She says tomorrow, Thanksgiving Day in Texas, the University

of Texas Longhorns meet their traditional rivals the Texas \_\_\_\_\_

*Texas Aggies*  
(PLAY) And this Saturday in Philadelphia the Midshipmen from

*Aggie War Hymn*  
Annapolis meet (PLAY) *State of Army Team*

SOUND: CLASS BELL

HIESTAND: The exam is over, Professor <sup>pull in your pants</sup> ~~unhand the goons~~ and play the tunes.

KYSER: Yes suh, dean ... our faculty hands in the official report and it names the honor man of the first exam to be Mr. W. D. Henrichs.

(APPLAUSE)

KYSER: Dear Mr. \_\_\_\_\_ ~~you have a definite medical bent~~ ... you have the metronome bends ... go get decompressed ... go, get your picture took ... light up a Lucky Strike and lie among flowers until you are called for the final exam. Recess is here.

RECESS: Evenin' everyone ... have a soda?

KYSER: Yes suh, chillun help yourselves ... recess is here ... so clear the floor ... lock the door ... take a date - take a stance - come on yets dance.

3. ("~~S-I-BI~~" W. H. Buddha Smiles . . . . MASON)

4. ("JIM" . . . . DOROTHY DUNN)

(APPLAUSE)

KYSER: Chillun, down in Reidsville, North Carolina, the tobacco auctions are moving right along. Let's hear how the sales are going.

(CHANT IN....FADE & CROWD UP & DOWN)

VOICE: Reidsville, North Carolina. Figures have been compiled for sales of all tobacco in this market so far this season. Results show that The American Tobacco Company has paid 36 percent above the average market price to get the finer, milder, leaf.

(CHANT UP, CHECK "SOLD AMERICAN")

WHSM: At 28!

(CHANT)

CARPENTER: Good evening, ladies and gentlemen. This is Ken Carpenter, re-enacting one of the tobacco auctions now going on in Reidsville, North Carolina. There are over a dozen buyers moving along the rows of tobacco in this huge warehouse. Each basket of tobacco is sold individually you know - sold to the highest bidder.

(CHANT UP "SOLD TO FLEMING")

CARPENTER: Oh, oh - that was a sale and that was the last basket in a row. They're about to start on the next row now. The warehouseman's going to call out the opening bid on the first basket. Listen....

WHSM: Fine, mild leaf at 31!

(CHANT)

CARPENTER: 31 is the opening bid - \$31 dollars a hundred pounds. But a leaf company buyer signals 32. Hear that auctioneer chant 32 - 32 - and now an export company buyer raises it to 33 - Lucky Strike bids 34 - another cigarette company 35 - that export company 36. Say - they're really firing in those bids at the auctioneer but he catches and calls them all. It's up to 38 now, bid by Lucky Strike - but another cigarette company makes it 39 - 39. Will Lucky Strike top that? Yes - Lucky Strike bids 40 - 40 dollars - and the basket's going - going...

(CHANT UP - SOLD AMERICAN)

WHITMAN:

Smokers, you may ask: Why is it that at the auctions the price of certain baskets of tobacco is bid up and up? The answer is that these baskets contain the milder better-tasting leaf - the kind you enjoy more - so of course the buyers all want it. Now the proof that Lucky Strike pays the price to get this finer tobacco is contained in reports such as you heard a moment ago.... you'll recall that so far this season the auctions in Reidsville, North Carolina, The American Tobacco Company has paid 36 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products -- yes, 36 percent above the average market price paid for all the various types and grades of tobacco sold there. And the best we buy goes into Luckies. So it goes at markets all over the South - and the result is - Lucky Strike means fine tobacco. Why not make your next package Luckies and prove to yourself that in a cigarette it's the tobacco that counts.

- B-d-Bi*
5. ~~"WHEN BILLY SMILES"~~.....ORCHESTRA
- P. P. O. C. T. O. G. E. T. T. Y. L.*
6. ~~"I GUESS I'LL HAVE TO DREAM THE REST".....HARRY~~

REPRISE: GLEE CLUB COLLEGE FRIENDSHIPS



(SCHOOL SONG .....GLEE CLUB)

HIESTAND: The Hunter's moon is shining bright and on the hill the  
old school's alight ... and in dorm and form the soft  
singing rises ... as town and gown toast close to fires  
and their thoughts go winging with the nostalgic singing,  
as going too, we cross the nation - and schmoose around  
with every station.

..... STATION BREAK .....

KYSER MARCH

HIESTAND: The second semester comes to Kyser College ... with three beautiful babes to take their exams ... that's all well enough, but if you think we're letting well enough alone you don't know our bedraggled-looking class poet Ish Kabibble ... Laureate Kabibble - don't let well enough alone.

ISH: (POEM)

~~SOUND: (DIVE BOMBERS)~~

~~(ARTILLERY)~~

~~(MACHINE GUNS)~~

~~(VERY LOUD)~~

~~HIESTAND: Nothin' to worry about - just the neighbors after Ish ... but they haven't heard anything yet. Wait till Professor Kyser goes to work on Hollywood brains and beauty.~~

KYSER: ~~You said it~~ ... step up my gorgeous ones and shed glamor and answers.

(ADD SECOND EXAM)

(QUESTION ROUND II - Page 1)

1. I guess you gals like to talk about the fellows so instead of confining you to a discussion of one boy, we're going to give you a break and discuss lots of them. Margaret De Mattes of Bridgeport, Conn. tells of a gal who can't eat, can't sleep, ~~is biting her nails~~ and ~~is tearing her hair~~ because she can't make up her mind about these two fellows. <sup>Jim Bill</sup> (PLAY) (PLAY)

*name one of the stars in the picture  
'Tommy, Dick + Harry'*

2. Speaking of Jim and Bill, Betty Randolph of Staten Island, N. Y. would like for you to distinguish between Bill Boyd, Billboard, Jim Ameche and Gym Nasium.

3. Loretta Dickson of Omaha says this gal doesn't have any decision to make. She makes no bones about it - she says (PLAY). Is Harry Von Zell known as Harmonica Harry? What do Harmonica Harry and Larry Adler have in common?

*I can just wild about Harry*

(QUESTION ROUND II - Page 2)

4. Speaking of lovers, Beatrice Denyer of Halifax would like for you to tell us who these screen lovers are of a few years back. The Sheik; The Matinee Idol; Frances X; and The Great Profile.

5. Here's a musical fellow Mary Hildebrand of Wichita, Kansas is sure you'll know and not only wants you to name him, but tell us who ~~is~~ <sup>made</sup> ~~him so popular all over again~~ responsible for his recent popularity. (PLAY) Now can you name a

great golfer and a great pitcher named Bobby? (~~OR - did Johnnie Burke write \_\_\_\_\_ or Who was the star of Tom, Dick and Harry?~~)

6. It's tonight's right or wrongers and Lucile Clifton of Columbus, Ohio says we'll send you a ~~Turkey~~ <sup>Christmas present</sup> if you'll say right or wrong to the following statements:

- 1. Oliver Hardy is Andy Hardy's father.
- 2. ~~Bob Hope's material is written by his wife.~~ <sup>Jack Thomas & Lowell</sup>
- 3. ~~Jim and Ben Amesche are brothers.~~ <sup>Christmas</sup>
- 4. On the radio Mrs. Fonda calls "Henry". <sup>fell on a Thursday this year</sup>

(QUESTION ROUND II - Page 3)

7. I know a gal that says you can have your Bills, Jims, Johnnys, Harrys, etc. but for her it's <sup>Lovin Sam</sup> (PLAY) That's either Lovin Sam, or Woo Woo Herbert. Now Sylvia Lower of Davenport, Iowa says if that's \_\_\_\_\_ who are Singing Sam, Samson and Uncle Sam?

8. Rose Barth of Center, North Dakota points out that not only you gals have your sweethearts or mates, but also the birds, the bees, the animals and the fleas. So from the following sound effects tell us who is calling for its mate. - - - - Can you give an imitation of a jail bird calling for his cellmate?

9. Back to football for a moment. Billy Harrell of Atlanta says lots of traditional rivals go into action this Saturday including T.C.U.- S.M.U., Fordham and N.Y.U., Oregon, and Oregon State, Mississippi and Mississippi State and Georgia and <sup>Reminds Me of Ga. Tech</sup> (PLAY) And L. R. Anderson of Berkeley says it will be a real home coming when these two traditional rivals get together -- Stanford and <sup>Stanford Golden Bears</sup> (PLAY) And to all college teams everywhere on your homecomings and final games, good luck.

SOUND: CLASS BELL

11-26-41

HIFSTAND: Exam's over, Professor - take those mittens off the kittens.

KYSER: Thank you, dean ... the official faculty verdict reads that top honors go to Miss \_\_\_\_\_.  
(APPLAUSE)

KYSER: Dear Miss \_\_\_\_\_, I kiss your blushing cheek  
(KISS EFFECT) I pat your shining head (KONK) I promote you to the senior class - go light up a Lucky Strike and shake the family down for a graduation dress. Recess is here again.  
(CHEERS)

KYSER: Yes suh, chillun ... it's dancing, rompin' stompin' time so come on, kids ... yets go!

7. ("I DON'T WANT TO GET WELL" . . . . . MASON & PRODUCTION)  
(APPLAUSE)

KYSER: Now, chillun, let's ask our good Dean a forthright question: Dean Hiestand, how can smokers know that Luckies will give them more enjoyment?

HIESTAND: Well, Professor, they know, if they stop to think of it, that in a cigarette it's the tobacco that counts. The amount of enjoyment you get out of a cigarette depends on the kind of tobacco that goes into it. And smokers, Luckies offer you mildness, better taste, more smoking enjoyment all around - because Lucky Strike means fine tobacco. That's true, not because we say so, but because it's proved so by reports from tobacco markets all over the South. For example, last season, The American Tobacco Company paid 27 percent more than the market average at Kenbridge, Virginia - 34 percent more at Mebane, North Carolina - 45 percent more at South Hill, Virginia - and so on at market after market. We consistently pay the price to get the milder, better-tasting tobacco and the best we buy goes into Luckies. Yes, Lucky Strike means fine tobacco. Next time ask for Luckies and prove this to yourself.

(8. "ELMER'S TUNE" . . . . . DUNK AND ERIC)

(9. "~~ROCKAWAY~~" *I don't have to dream the best* . . . . . BABBETT)

FANTARE

11-26-41

HIESTAND: The final exam.

RECESS: Evenin' everyone ... have a cookie?

HIESTAND: Get out of here, Recess - this is gruesome ... this is tragedy -- these two champion scholars face it and quiver ... look at it and shiver ... stare at it and deliver ... that frown with a gown -- that nose with a nose ... that Carolina canption ... that Dixie rendition ... that old quizzer - Kay Kizzer!

~~KYSER: Evenin' everyone ... have a brownie? Stop right up  
(Imitating Recess)~~  
seniors and give me the old McCoy.

(ADD FINAL EXAM)



(FINAL QUESTION ROUND - Page 1)

1. Whether she be named Mary, Margaret, Helen or Jane, and he be named Russ, Jack or Ted, it makes no difference when love rears its lovely head. So at the suggestion of Miss Tobe Frankle of Brooklyn, New York, our final round will be called "Boy Meets Girl." Name means nothing when he finds the right gal, but he just locks in her eyes and says *(sings) my means* (PLAY). Whom does Eddie Cantor call Girl of My Dreams Who is Frank Crumit's dream girl?

2. Mel Walsh of Gulfport, Mississippi, says there's no joy for a boy like the moment when the girl of his dreams says you're *the Man of Love* (PLAY). Gracie Allen says *the Man of Love* is George Burns. And Molly says *the Man of Love* is Fibber McGee. And Portland HOFFA says *the Man of Love* is Fred Allen.

(FINAL QUESTION ROUND - Page 2)

3. Dan Cupid is working fast and Gladys Dobbs of Memphis, Tenn. says our boy and girl are now <sup>sweethearts</sup> (PLAY). Who were the sweethearts on the screen in such pictures as "Rose Marie," "Sweethearts" and "Naughty Marietta"? Are Pete De Rose and Mae Singhi Ereen known as "The sweethearts of the air?" Are they on the air for Sweetheart scap?

4. Now we come to our happy ending. The girl of his dreams and the man she loves become sweethearts, then tie the knot so <sup>Mr & Mrs. The Klam</sup> (PLAY) Private Curtis Holland of Fort Shafter, Hawaii wants to know in what series of mystery pictures do William Powell and Myrna Loy say \_\_\_\_\_  
 \_\_\_\_\_? Were Carole Lombard and Robert Montgomery Mr. and Mrs. Smith in the picture of the same name? <sup>Can you name 2 pictures with Mrs. in their titles?</sup>

SOUND: CLASS BELL

HIESTAND: Exams are over.

KYSER: The faculty makes for faculty hall ... while it is gone --  
join me in brief convocation, chillun ... while Dean  
Hiestand delivers a term paper from the graduate school.

HIESTAND: Smokers - make no mistake - in a cigarette, it's the  
tobacco that counts. So remember these two important facts:  
that at market after market, Lucky Strike  
consistently pays the price to get the finer, the lighter,  
the naturally milder tobacco - and that with independent  
experts - with men who know tobacco best, it's Luckies 2  
to 1. Yes, Lucky Strike means fine tobacco. By the way,  
have you seen the new Lucky Strike Gift Chest? Five  
hundred Luckies, in flat fifties and twenties, packed in a  
handsome, <sup>retard</sup> grain sycamore chest. It's an ideal Christmas  
present for anyone you specially want to please. Ask to  
see it tomorrow at your favorite cigarette counter.

FANFARE

KYSER: The reports are in ... by faculty decree the honor scholar of the week is named none other than \_\_\_\_\_.

(APPLAUSE)

KYSER: My dear \_\_\_\_\_ words fail me but I totter on ... I clutch for your lily white hand -- I find it -- I press into it these 35 clams ..... 35 dollars first prize ... go -- go forth into the bitter world a wiser and richer student. To you dear second placer this second prize of 20 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 these old California cheers and school spirit - a package of better than ever Lucky Strike Cigarettes.

(APPLAUSE)

10. ("OF THEE I SING" *Ad libitum* . . . . . ORCHESTRA)

(~~"THE SONG OF YOU"~~ . . . . . THEME)

*Perfect score*  
150

KYSER: Well, das all, chillun - the old school hides under a bushel until next Wednesday night at the same time when we will measure another assortment of volunteer noodles in the interests of higher musical education...until then have fun and keep up with stuff by attending sessions of Information Please and Your Hit Parade. The address for questions to the old Professor is - Kay Kyser - Box 909 - Los Angeles - California.  
So, until next Wednesday, this is Kay Kyser thinking of you - thanks 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.

THIS IS THE RED NETWORK OF THE NATIONAL BROADCASTING COMPANY.

DECEMBER

*Ma Bizzarria  
As Broadcast*

ROUTINE  
KAY KYSER

Wednesday - 12/3/41

1. Drums in My Heart Orchestra
2. Two In Love Babbitt
- COMMERCIAL 1
- ROUND 1
3. The Continental Orchestra
4. This Love of Mine Dunn
- COMMERCIAL 2
5. Chattanooga Choo Choo Mason
6. Humpty Dumpty Heart ~~But~~ *Harry*
- .....STATION BREAK.....
- ROUND 2
7. Tonight We Love Production
- COMMERCIAL 3
8. Louisiana Lullaby Quartet
9. You & I Duet
- FINAL ROUND
10. Sam, The Accordion Man Orchestra
11. ~~Daddy~~ Orchestra

The American Tobacco Company  
KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - No. 193  
December 3, 1941

---

HIESTAND: In a cigarette it's the tobacco that counts.

BOONE: (CHANT - ENDING BETWEEN 36 & 40 INCLUSIVE. - )  
("SOLD AMERICAN")

HIESTAND: Let that chant remind you that Lucky Strike means fine tobacco. At market after market we pay the price to get the milder, better-tasting leaf. That's why with men who know tobacco best, it's Luckies two to one.

(HAPPY DAYS.....)

HIESTAND: Lucky Strike presents Kay Kyser's College of Musical Knowledge - your mid-week mess of monkeyshines and makes-you-want-to-dance music - with ninety-five dollars in prizes and one - count 'em - one beautiful Professor - Kay Kyser!

(KYSER THEME.....)

(APPLAUSE)



-2-

KYSER: Evenin' folks -- how ya all....?

AUDIENCE: Fine - James K!

KYSER: Then rub my bump of knowledge and light my lamp of learning, cause the faculty is presenting six scholars for their examinations.

HIESTAND: Not forgetting that they were chosen at random Professor -  
These six contestants are the ones whose numbers were drawn from the goldfish bowl just a few minutes ago.

KYSER: That's the way we do it chillun ... so let's start things off with a random tandem in the musical line ... get the dancing order way - it's time to play with a big hey-hey so come on everybody - whatcha say?

1. ("DRUMS IN MY HEART".....ORCHESTRA)
2. ("TWO IN LOVE".....BABBITT)

-2-

KYSER: Now Dean Hiestand tells us of big doings this week in the land that's famous for beautiful women, fast horses, and.... fine tobacco.

HIESTAND: Well, ladies and gentlemen, an event that's just as important to tobacco men, as the Kentucky Derby is to racing folks, started the first of this week in the great tobacco markets of Kentucky and Tennessee. The Burley tobacco auctions are now open, and tobacco experts from all over the South are there, to buy, sell, and handle the leaf. These experts really get around, you know. They see who buys what tobacco at markets all over the South. As Auctioneer Fred E. McLaughlin of Florence, South Carolina, said recently:

MAN: I've sold tobacco in every tobacco-growing region ~~there is,~~ <sup>in the country</sup> and in market after market I've seen Lucky Strike pay the price to get the finer, milder tobacco. That's why I've smoked Luckies ever since 1928.

WHITMAN: Ladies and gentlemen, it's worth remembering that every time you buy cigarettes, you're really buying tobacco. For make no mistake - in a cigarette it's the tobacco that counts. And your smoking enjoyment depends on getting a cigarette you know is made of fine tobacco. So surely it's worth your while to take a tip from experts like Mr. McLaughlin. They know that Lucky Strike means fine tobacco because they see us pay the price to get the milder, better-tasting leaf at auctions all over the South. That's why, with these experts, with men who know tobacco best, it's luckies 2 to 1. Why not make your next package Lucky Strike and see if you don't agree with the experts.

ORCHESTRA PLAYOFF (SOUND: CLASS BELL)

c

-4-

HIESTAND: Class is on the grass alas - and three freshmen fresh from refreshments are prepared to wing their way into space. Tonight school is officially opened by the chairman of the board

~~SOUND: (TROMBONE)~~

~~of trustees... right this way, sir.~~

MAX  
WILLIAMS (WOW-WOW TROMBONE STARTS ARTICULATING SPEECH USING PATENTED DUNING EFFECT IN "YES INDEED" AND "DADDY". HE IS INTERRUPTED.)

HIESTAND: Ah - Ah - no speeches, please - just press this gold button!

SOUND: ~~(BUZZER - SECUE TO EXPLOSION - SECUE TO KYSER MARCH)~~

~~AVERTANCE (MOMENT PAUSE):~~ *now don't blow up or take a powder or I'll refuse to pay off*

KYSER: ~~Just step up here my dear~~ \_\_\_\_\_ ~~and~~  
~~we will see what's what in the learning line.~~ → *(Bomb joke)*

(ADD FIRST EXAM)

-4-

(FIRST QUESTION ROUND - Page 1)

1. In this one from Richard Weber of Los Angeles we salute the un-sung hero of the foot-ball squad - the boy on the bench, and I'm sure you'll all agree that his determination, loyalty, and willingness, are the backbone of any team. In our squad our boy on the bench had the misfortune of falling in love with <sup>Betty</sup> (PLAY) <sup>and</sup> He sat on the bench and dreamed about her - To him she had everything. She was <sup>All American girl.</sup> (PLAY)

Our boy on the bench was trying awfully hard to be a star and the coach thought it was because he loved the game so well - but it wasn't that - Betty had told him - if you want my love, you can't be a sub - (PLAY)

*You've got to be a Football Hero*

2. Miss Virginia Anthony of Grand Rapids, Mich. asks why can't you play a coronet - and why can't you strum a harpoon, and if you can blow a saxophone, why can't you blow a dictaphone?

3. Here's the theme of one of America's most popular orchestras and Carl Jackal of Philadelphia, Pa. wants you to name the song and the orchestra leader. (PLAY) *Getting Sentimental Over You.*

(FIRST QUESTION ROUND - Page 2)

4. For Mary Marquade of Kansas City, Mo. distinguish between Jan Savitt, ~~Wally Rabbit~~ *Wally Rabbit*, ~~Bunny Rabbit~~, Harry Babbitt, and riding habit.

5. Jack Leech of Louisville, Ky. reminds us that recently Universal Studios took 3 hit songs and used them for the titles of 3 mighty cute pictures. I want you to listen for a moment and tell us the names of those pictures. (~~PLEASE~~)

*I'm nobody's Sweetheart  
Oh Jonnie  
Six Lessons from Madame La Zonga*

6. It's tonight's right or wrongers and Lottie Lund of Salt Lake City, Utah wants you to say right or wrong to the following statements:

1. Chamber music is played ~~only~~ by the Chamber of Commerce.
2. Phil Harris and Alice Faye are Mr. and Mrs.
3. Eddy Duchin is a graduate of a Pharmaceutical school.
4. The Gallup Poll is a Pogo stick.

(FIRST QUESTION ROUND - Page 3)

7. Thad Burrell of Wichita, Kansas wants you to name this song and tell us what radio comedian's theme it is. <sup>Bob Burnett theme</sup> (PLAY) What instrument does he play? What's his "grandpa" name? *Where's he from?*

8. As you know, orchestras are comprised of sections such as Percussive, Brass, Strings, Woodwind, etc. Miss Mae Reeves of Chicago, wants you to look straight ahead, listen, and tell us what sections of our orchestra are playing. (PLAY) Now what section is this? (PLAY) And this one? (PLAY)

9. There are still a few important football games to be played this coming Saturday. For instance Jack Wellinger of Denver, Colorado says there'll be plenty of sparks flying when these clubs meet (PLAY) <sup>Big Red Pacific</sup> Which are the (B) \_\_\_\_\_ and which are the (T) \_\_\_\_\_? <sup>Fight on</sup> ~~And, by the way, we're looking forward to taking part in the USC home coming this coming Friday night.~~

SOUND: CLASS BELL

HIESTAND: Better hold it Professor ... the exam's on the lam.

KYSER: And our dullard dean, Ish Kabibble will render a ~~shyred~~ decision for the whole faculty.

ISH: (ISH DOES DOUBLE TALK & FLUTTERS HIS LIPS WITH HIS FINGERS)

KYSER: Thank you - Ish - he says the winner is -- H. J. K. Taylor  
(APPLAUSE)

KYSER: Congratulations, my dear H. Taylor.  
Skip lightly over the desks, sit yourself in teacher's chair and keep order until I come back with the Final Exam. The rest of the class can light up a Lucky Strike and relax cause it's time for recess!!

CROWD: (AD LIB CHEERS)

KYSER: One for the money - two for the girl - three ~~cause it's~~ she's a honey  
~~funny~~ - four knit and purl - five on your mark - six take a chance - seven it's a lark - and eight - yets dance!

3. ("THE CONTINENTAL".....ORCHESTRA)

4. ("THIS LOVE OF MINE".....DUNN)

(APPLAUSE)

(CHANT, ESTABLISH & FADE)

KYSER: All right, Dean Hiestand, let's get out the goldfish bowl!  
'Cause here we go with another exciting session of "Lucky  
Markets!"

(CHANT UP....ENDING BETWEEN 36 & 40 INCLUSIVE...SOLD  
AMERICAN)

HIESTAND: Folks, in a cigarette it's the tobacco that counts. The  
better the tobacco, the better the cigarette. Well, this  
game of ours proves that Lucky Strike means fine tobacco.  
For it shows you that at market after market, The American  
Tobacco Company consistently pays the price to get the  
finer, the lighter, the naturally milder leaf - the kind  
that gives 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 last season bought over 96 percent of all the  
cigarette tobacco sold at auction in this country.

Now a member of our audience, Miss Clair R. Jauder of  
Hollywood 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 last season  
for tobacco....and then (SOUND: CASH REGISTER)

All right, Miss Jauder, will you draw  
the first name please?

Thank you - it's Timmoneville, S Carolina



LUCKY MARKETS OF THE LUCKY MARKETS COMMERCIAL -  
DECEMBER 3, 1941

Timmons ville, South Carolina	82%
Waycross, Georgia	45%
Williamston, North Carolina	56%
Wendell, North Carolina	35%
Harrodsburg, Kentucky	11%
Lake City, South Carolina	31%

MAN OR  
WOMAN: 82 percent more.

HIESTAND: 82 percent more in Timmons ville, S. Car.  
(CASH REGISTER) And Lucky Strike pays the gentleman  
with the Timmons ville, S. Car card 82 dollars.

Now friends, that means that at tobacco auctions in  
Timmons ville, S. Car last season, The American Tobacco  
Company paid 82 percent more for tobacco - yes 82  
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. All right - next market  
being drawn from the goldfish bowl and it's Wray cross,  
Georgia.

(CROWD MURMURS UP)

(ETC.)



(BELL)

HIESTAND: Oh - oh - there's the bell, ending this session of  
Lucky Markets. Thanks very much, everyone.... Now Gayne  
Whitman points out that this game here in our studio has  
a real meaning for every smoker listening in....

MAN OR  
WOMAN: 82 percent more.

HIESTAND: 82 percent more in Timmons ville, S. Car.

(CASH REGISTER) And Lucky Strike pays the gentleman  
with the Timmons ville, S. Car card 82 dollars.

Now friends, that means that at tobacco auctions in  
Timmons ville, S. Car last season, The American Tobacco  
Company paid 82 percent more for tobacco - yes 82  
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. All right - next market  
being drawn from the goldfish bowl and it's Way cross,  
Georgia.

(CROWD MURMURS UP) X  
(ETC.)

(BELL)

HIESTAND: Oh - oh - there's the bell, ending this session of  
Lucky Markets. Thanks very much, everyone.... Now Gayne  
Whitman points out that this game here in our studio has  
a real meaning for every smoker listening in....

LUCKY MARKETS ON THE LUCKY MARKETS COMMERCIAL -  
DECEMBER 3, 1941

Timmons ville, South Carolina	82%
Waycross, Georgia	45%
Williamston, North Carolina	56%
Wendell, North Carolina	35%
Harrodsburg, Kentucky	11%
Lake City, South Carolina	81%

WHITMAN: Well, ladies and gentlemen, Lucky Markets show you that, whenever you buy a package of Luckies, you'll get....fine tobacco. For just recall that, at every one of those tobacco markets drawn completely at random, The American Tobacco Company paid well above the average market price to get the milder, better-tasting leaf -- and the best we buy goes into Luckies.

Yes, smokers, Lucky Strike means fine tobacco. And you can see how important this is -- because in a cigarette, it's the tobacco that counts. Why not make your next package Luckies and prove to yourself that better tobacco makes a better cigarette.

- 5. CHATTANOOGA CHOO CHOO.....MASCN
- 6. HUMPTY DUMPTY HEART.....DUET
- LUCKY STRIKE TIME.....ORCH.

(LUCKY STRIKE TIME.....)

HIESTAND: All across the nation we have communication with  
each and every station as we cease our syncopation  
and require identification.

...STATION BREAK...

(LUCKY STRIKE TIME UP & OUT)

-13-

HIESTAND: The second round comes to Kyser College like a poker pot to Blackie Joe, the River Gambler.

*Magners*  
*what man*  
BLACKIE: Ahm seein' ya, Colonel.

COLONEL: Ah have two queens, suh!

BLACKIE: And ah, sir, have three queens!

COLONEL: You-all have three queens, suh?

BLACKIE: And you only have two, sh!

COLONEL: Then you beats me, suh - far and squar!

SOUND: (CHORD IN G)

HIESTAND: But the guy with the college knowledge and three queens tonight is Colonel James K. Kyser, suh.

KYSER: And the first queen is Miss Betty Bell  
who's right on top of a question from Miss Alice Stanton  
of Mobile, Alabama.

(ADD SECOND EXAM)

-13-

(SECOND QUESTION ROUND - Page 1)

1. Folks have asked us many times if those movie kisses are real and if the glamor gals and guys are serious about their osculations. This one from Miss Alice Stanton of Mobile, Alabama is just about the truth of the matter. A big movie love scene was just over in which our hero had hung a long kiss on his screen love. As they walked off the set, he said to the gal - "Gee that was great" - "Will you (PLAY)?" She turned on him, like a tiger, slapped his face and said (PLAY) *Oh You Nasty Man*

2. Most of our radio personalities are associated with familiar expressions and Harold Poe of San Francisco wants you to tell us who says: "Yowsah, Yowsah? And who says - Taint funny Magee? And who says Buzz me Miss Blue? *Oh So cheaply yours?*

3. Here's the theme of one of radio's best dramatic shows, and Miss Lottie Robinson of Lewiston, Idaho wants you to listen and tell us whether it's Lux Theatre, *Silver Theatre Theme* Silver Theatre, Texaco, Star Theatre, or First Nighter. (PLAY) Whose horse is named Silver? Name a song with the word Silver in its title.

(SECOND QUESTION ROUND - Page 2)

4. Here come the "What What's" and Robert Grimes of Austin, Texas wants you to take the "what's" out of the following song titles and give us their correct names.

- 1. *Whataberga What what*
- 2. The what is whatted, but the What ody Whaters on.
- 3. What What Thru the What's.
- 4. You've What to see Whattie every What, or you  
What see Whattie at What.

5. Oldman winter is here so Miss Marilyn Ford of Cleveland, ~~Ohio~~ says that <sup>for</sup> ~~the~~ most of the country good advice <sup>is</sup> ~~is~~ (PLAY) <sup>to battle up your overcoat</sup> But in Florida folks lie in the sun in the day and at night there's a <sup>Worship Music</sup> (PLAY) And out here in California they even have ~~(PLAY)~~ <sup>Roses in December</sup>.

6. Here's a little poem that deals with autumn and Billy Sale of Butte, Mont. wants you to listen and name four of the orchestra leaders included in the poem - No more the sun's ray, Burns the barren fields, For weeks at a time; For now grey skies, Cover the woody glen, And the hill is brown with the leaves of autumn.



(SECOND QUESTION ROUND - Page 3)

7. Here's one of George Gershwin's best-known compositions and Miss Anne Sadler of Richmond, Va., wants you to listen, name it and tell us what orchestra leader uses it for his theme *Blue Bird in Blue* (PLAY). Is he now featured on the air with Fibber McGee & Molly, Burns and Allen, Abbott & Costello or Sears and Roebuck?

8. We're about to play two notes of a well-known song and Joe Abraham of Bristow, Okla. wants you to listen and name the song. (PLAY)

That was a little unfair wasn't it? Well, we'll play 3 notes (PLAY)

Well, how about 4? *You, We Have No Bananas* (PLAY) Now can you name another song that starts with those 4 notes?

9. Miss Claire Little <sup>of</sup> Portland, Oregon says the dust will fly this Saturday when the boys from Eugene, Oregon meet (PLAY) What teams are gonna meet in the Rose Bowl? *Does Colgate play in the Rose Bowl* Being a woman I'm sure you know where the Sugar Bowl is?

SOUND: CLASS BELL

-17-

HIESTAND: Hold the phone, Professor - you've reached the city limits.

KYSER: But bless my soul, here comes Old Man Recess hand in hand with a decision.

RECESS: Evenin' everyone - "Have a weiner".

KYSER: Yes the "weiner" of the second exam is Miss Betty Bell.  
(APPLAUSE)

KYSER: What a showing, my dear Miss Bell ...  
you are hereby draped in an academic dirndl and dropped into the Finals. Light up a Lucky Strike and relax while we form a pretty ring - let's join hands and sing - and give out like anything!

7. ("TONIGHT WE LOVE".....PRODUCTION)

(APPLAUSE)

-17-

KYSER: Now Dean Hiestand has a theory about cigarettes.

HIESTAND: It's more than a theory, ~~key~~ <sup>Proposition</sup>, it's just plain fact. The amount of enjoyment you get out of a cigarette depends on the kind of tobacco that goes into it. Yes, smokers, there's no mistaking that in a cigarette it's the tobacco that counts. That's why it means so much to you that the makers of Luckies consistently pay the price to get the milder, better tasting leaf. For example, this season at auctions in Lumberton, North Carolina, The American Tobacco Company paid 31% more than the average market price published by the United States Department of Agriculture - at Dillon, South Carolina, 36% more - and at Valdosta, Georgia, 45% more. So it goes at market after market all over the South - and the best tobacco we buy goes into Luckies. That's why Lucky Strike means fine tobacco. Is it any wonder that with independent experts - with men who know tobacco best - it's Luckies 2 to 1? Make your next package Luckies and see if you don't confirm their judgment.

8. (LOUISIANA LULLABY.....QUARTET)

9. (~~YOU & I.....DUET~~)

*Cut on air*

(AUDIENCE APPLAUSE)

EXTRA SPECIAL CHRISTMAS FANFARE

ALTERNATE MARKETS

Clarkton, N. Car.	33%
Timmons ville, S. Car.	36%
Mahira, Ga.	47%

-19-

KYSER: Trumpets! - what for?

HIESTAND: Why, Professor, have you, forgotten?

KYSER: Let's see, Wednesday - eighteen shopping days 'til  
Christmas! - (THINKING) Call Santa Claus - make out  
list ...

HIESTAND: Oh Professor - what about <sup>contestant</sup> (~~MAN'S NAME~~) It Taylor.

KYSER: (THE BRUSH) Pleased to meet you. (THINKING) There's  
Mama, Aunt Sip, Uncle Tunket...

HIESTAND: And Miss Betty Bell (GAL)

KYSER: I don't know her.

HIESTAND: No, no, not for your Christmas list. It's the final round.

KYSER: Oh -- why certainly - step right up It Taylor  
and take a look at this question. ~~What shall I give to....~~  
~~I mean~~ Helen O'Mara of New Haven, Connecticut says, etc.

(ADD FINAL EXAM)

-19-

(FINAL QUESTION ROUND - Page 1)

1. Lost and Found is a very important department in most any store, theatre, or any other establishment, and so tonight, the College of Musical Knowledge will conduct a musical lost and found department.

First tell us, is this song <sup>lost</sup> lost or found? (PLAY) In this beautiful <sup>The lost eland</sup> and well loved song by Sir Arthur Sullivan, what's lost? (PLAY)

*I found a Million Dollar Baby*

2. What was found in this song? (PLAY) Now Martin Richcreek of Cheyenne, Wyo. wants to know who found America and was lost when he found it? Who was lost in the picture Stanley & Livingstone and who found him?

(FINAL QUESTION ROUND - Page 2)

3. Now Betty Lagan of New York City wants to know whom they are looking for in this song (PLAY). Now can you tell us who wrote "PARADISE LOST" and "PARADISE REGAINED?" What was lost in the song Tisket Tasket? What was the city in the song "Lost in the Fog"?

4. In a certain legend who was missing for 20 years and had been asleep all that time when they found him. Who started for California and when he landed in Ireland said he was lost. Speaking of missing persons,

Billy Nash of Minneapolis reminds us of a radio program about a <sup>couple of</sup> devoted character who spends his time finding missing persons. Here's <sup>a song</sup> the theme that could very well be their theme (play) (Count of Mischief) of that program. See if you can name the song (PLAY) What's the name of the program. He could be a great detective, but he fights heartbreak (Mr. Keen-Traveler) and not crime. Have you ever been lost Miss —

SOUND: CLASS BELL

K  
HIESTAND: Cut, Professor - time to chime.

KYSER: And while the faculty bewilders, students, join me in listening to Dean Hiestand's word to the wise.

HIESTAND: Smokers - make no mistake - in a cigarette, it's the tobacco that counts. So remember these two important facts: that at market after market, Lucky Strike consistently pays the price to get the milder, better-tasting tobacco - and that with independent experts - with men who know tobacco best, it's Luckies 2 to 1. Yes, Lucky Strike means fine tobacco ... By the way, have you seen the new Lucky Strike gift chest? Five hundred Luckies in Flat Fifties and twenties packed in a handsome, natural-grain, sycamore chest - it's an ideal Christmas present for anyone you specially want to please. Ask to see it tomorrow at your favorite cigarette counter.

(FANFARE)

-23-

KYSER: The great moment has arrived - two armoured cars are <sup>driving</sup> ~~parked~~ in the schoolyard - and the faculty has awarded <sup>(Sound-funny broken down auto effect)</sup> the first prize scholarship to Miss Betty Bell  
(APPLAUSE)

KYSER: Here is your highest reward, my dear Miss Bell  
the plaudits of the whole school - and just incidentally, thirty-five dollars first prize. Go and look inflation in the face without fear. To our second placer goes a handsome handshake which leaves twenty dollars in the palm. Each of the other four contestants gets ten dollars and all six receive a carton of Luckies. And finally to every member of the student body here tonight - for those cheerful little earfuls - a package of better-than-ever Lucky Strike Cigarettes!  
(APPLAUSE)

10. ("SAM THE ACCORDION MAN".....ORCHESTRA)

(~~AUDIENCE APPLAUSE~~)

(~~KYSER THEME....."THINKING OF YOU".....~~)

-23-



-24-

KYSER: Well, das all chillun, (~~and the school is rolled up and stuck in the attic until next Wednesday night. Don't forget Information Please and Your Hit Parade is your regular assignment.~~) And students, from now on 'til Christmas, here's a way we can get together and really do something for a most worthy cause. When you send in your ~~musical~~ questions to <sup>us</sup> ~~us~~, Kay Kyser, Box 909, Los Angeles, California, seal your letter with at least ten official Christmas seals. When we answer you, we'll seal our reply with ten <sup>Christmas</sup> ~~official~~ seals. So how about it? Now until next week - this is Kay Kyser "Thinking of You". Thanks a lot for being with us and so long -- everybody.

(HAPPY DAYS ARE HERE AGAIN.....)

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 RED NETWORK OF THE NATIONAL BROADCASTING COMPANY.

-24-



THE AMERICAN TOBACCO COMPANY  
KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

# 194

December 10, 1941

(SPECIAL NBC NEWS BULLETINS - NBC WILL GIVE GO AHEAD)

HIESTAND: In a cigarette, it's the tobacco that counts.

BOONE: (CHANT....ENDING BETWEEN 36 & 40 INCLUSIVE - SOLD AMERICAN)

HIESTAND: Let that chant remind you that Luckies are a milder, better-tasting cigarette, because at market after market, we pay the price to get the finer, the lighter, the naturally milder tobacco. Yes, Lucky Strike means fine tobacco. That's why, with men who know tobacco best, it's Luckies 2 to 1.

(HAPPY DAYS.....)

HIESTAND: Lucky Strike presents Kay Kyser's College of Musical Knowledge with a high helping of Hollywood hullabaloo, ninety-five dollars in prizes and the mighty, flighty, old blight ~~it~~ himself - Kay Kyser!

(KYSER THEME.....)

(APPLAUSE)

KYSER: Evenin' folks - how're y'all? Class night comes to town and scholars come to class all ready to take those exam hurdles with fun and fame along the way and high finance at the finish.

HIESTAND: (CONFIDENTIALLY) Pardon <sup>me</sup> Professor, but before class, one of the students asked me if it would be all right to give you an apple.

KYSER: An Apple? Why, certainly, Dean Hiestand - - let the little feller come forward.

BOBY: Here it is, teacher!! - But you'll have to bob for it -

SOUND: (SLIDE WHISTLE DOWN - ENDING IN WET SQUASH)

KYSER: A fine way to start class, chillun - - but while we clean up, what say to a bit of required <sup>and</sup> ~~dancing~~ <sup>bobbing</sup> ~~to the big people~~ - I mean ~~come~~ <sup>and</sup> let's dance.

1. (HALLELUJAH.....ORCHESTRA)

2. (~~SHEPHERD'S SERENADE~~ for.....HARRY, .....TRUDY)

WHITE CLIFFS OF DOVER

-3-

KYSER: Now Dean Hiestand - who isn't a betting man - is willing to bet there's one question you'd ask, if you met a real tobacco expert face to face.

HIESTAND: Well, ladies and gentlemen, I think your question would go like this: "What's really the buy in cigarettes?" And, you know, the way lots of independent tobacco experts might answer that question would be by just taking out a package of Luckies and offering you one. For these independent experts, men who spend their lives buying, selling and handling tobacco - smoke Luckies by an overwhelming majority. As one of them, Mr. Andrew Wright, independent tobacco buyer of Kernersville, North Carolina said recently:

MAN: I've smoked Luckies for 13 years because I know Lucky Strike pays the price to get the finer, milder tobacco at auction after auction.

WHITMAN: Smokers, make no mistake - tobacco experts are cigarette experts as well. For, as you know, in a cigarette it's the tobacco that counts and at auctions all over the South experts like Mr. Wright see who buys what tobacco. Yes, they know that Lucky Strike means fine tobacco because they see us pay the price to get the milder, better-tasting leaf. That's why, with these experts, with men who know tobacco best, it's Luckies 2 to 1. Why not make your next package Lucky Strike and see if you don't agree with the experts.

ORCHESTRA PLAY-OFF

SOUND ~~(GLASS BELL)~~

-3-

JACK: (SINGING) Are you from Dixie - - are you from Dixie .....

~~da da da da da da da .....~~

GAYNE: ~~No~~ - I'm from Keckuk, Iowa ~~won't I do?~~

JACK: Nope - ~~sorry~~ - you gotta be from Dixie - are you from Dixie - ~~da da da~~ .....

ISH: I'm from Brawla on the Rillerra -

JACK: Nope - you gotta - - be from Dixie, ~~gotta be from Dixie~~  
~~da da da da da da~~ - how about you little girl?

AUDREY: ~~Oh~~ - I'm not from Dixie - but I know somebody who is.

JACK: Quick - who is he?

AUDREY: His initials are K.K.

JACK: "Kris Kringle?"

AUDREY: No, Kay Kyser - and is he from Dixie?

(KYSER THEME IN 6/8 and audience applause.....)

KYSER: Our first exam tees off with our three fragile freshmen.  
Step up Mr Mc Larney and let's see what's what.

(ADD FIRST ROUND)

n

(FIRST QUESTION ROUND - Page 1)

1. In this one from Albert Caulkins of Peoria, Ill., we delve into the private letters of Private Joe Jeep. He writes home "Dear Mom: It's okay being a soldier - we get lots of food, lots of exercise and I never have any trouble sleeping (PLAY). I don't need to tell you how I could sleep on and on, because you've heard me say all my life (PLAY). But <sup>Till Leville</sup> nothing doing here in the camp. When the bugle plays first call I get <sup>Oh How I Hate to Get Up</sup> all settled to get that extra 5 minutes snooze but the Sergeant shakes my bed and says "Nothing doing, Buddy (PLAY) <sup>in the Morning</sup> You're in the Army Now

2. Miss Irene Lapinto of New Orleans, La. wants you to tell us what two movie and radio comedians have been in the Army, the Navy, and the Air Corps in one year? Now tell us what well known tap dancer spent most all his time in the Army jail in the picture "YOU'LL NEVER GET RICH"? And what well known leading man spent time on the farm and on the front in Sergeant York?

3. Here's a well-known song that is used as the theme of a well-known band and Jesse Brown of San Francisco wants you to listen and name both. <sup>Sometimes I Am Happy</sup> (PLAY) Is Baron Munchausen his dad?

(FIRST QUESTION ROUND - Page 2)

4. Miss Delilah Simmons of San Francisco is sure you aren't a dumb bell so she wants you to tell us why you can't ring a dumb-bell - why can't you blow a shoe-horn and why can't you strum a Shillelagh?

5. We've taken #1, #2 and #3 songs on Your Hit Parade of last Saturday and we've scrambled them up. Harold Skiles of Lincoln, Nebr. wants you to listen, name 2 of the 3 songs and tell us which you think was #1 last Saturday. (PLAY)

*Tonight We Love  
Elmer's Tune  
Chattanooga Choo Choo*

6. I'm sure you're familiar with the home-towns of some well-known athletes so Miss Helen Gruber of Philadelphia wants you to tell us what champion slugger I'm referring to if I say Joe San Francisco. And here's a fellow that swings a mean club - Bobby Atlanta. And here's a fellow that slings a mean glove, Joe Detroit. *Who swings a mean ball?*



(FIRST QUESTION ROUND - Page 3)

7. I'm sure we all enjoy the news reels and Joe McCafferty of New York City believes from the following theme you should be able to tell us which news reel's being shown (PLAY). What two radio stars hit the Road to ~~Singapore~~ and Zanzibar for \_\_\_\_\_? *Paramount News Theme*

8. I can see in your eyes you're good at imitations so Miss Elizabeth Gwom of Nashville, Tenn. would like for you to take a crack at imitating ~~Person~~ *Leslie Robinson*, the Shadow and Mrs. Aldrich.

9. The curtain's just about drawn on Inter-collegiate football in America for this season, so let's put the spot light on some of the conference winners. *Mrs. Edw. Walsh of St Paul Minn* for ~~Harvin McDaniel of Portland, Mo.~~ In the Big Seven it was Utah. In the Big Six - Missouri. In the Southeastern Mississippi State. In the Southwestern, Texas A & M. And in the *Big 10 or Big 9 Minn.* ~~Western Conference~~ (PLAY). And now Mr. *Wheeler* what's the difference between ~~a touch, a touchback and a touchdown~~ *a touch*

SOUND: CLASS BELL

HIESTAND: Hey, Professor - The bell doth toll - throw 'em back in the hole.

KYSER: And our learned faculty will name a winner before you can say

*Isl* ("wrap-your-packages-securely-and-mail-early-to-help-Uncle-Sam's-Mail-Carriers.") ~~I said "wrap your packages securely and-mail-earl....."~~ *Isl, + think of the faculty* Thank you, ~~faculty~~ *and the* winner of the first exam is Yes Friedman.

(APPLAUSE)

KYSER: Congratulations and Christmas spirit are yours for the asking, my dear Mr Friedman. Go revel in your curriculum and wait for the Finals. Right now, students, light up a

Lucky Strike cause it's *audience! hooray!*  
CROWD: ~~RECESS!~~ *recess*

~~KYSER: Right - - dear old golden recess with cussing in the rumpus room - rattling in the runways - partying in the rowboats..... what I mean is come on - let's terpscrete ---~~

3. ("YES INDEED".....SULLY)

(APPLAUSE)

(CHANT...CROWD NOISE...ENDING BETWEEN 36 & 40  
INCLUSIVE SOLD AMERICAN)

WHSMAN: At 28!

(CHANT)

COMM: Good evening, ladies and gentlemen. This is Knox Manning,  
reenacting a tobacco auction in Dillon, South Carolina.  
Literally, tobacco's everywhere in this huge warehouse,  
piled in hundreds of baskets. And every one of these  
baskets of tobacco is sold individually, you know - sold to  
the highest bidder! Listen to the excitement....

(CROWD NOISE....FARMER SHOUTS: "BID IT UP" - CHANT - SOLD  
TO WRIGHT)

COMM: That was a sale to the well-known independent tobacco  
buyer, Andrew Wright. And now they're starting on another  
row of baskets. The warehouseman's about to open the bidding  
on the first pile of fragrant tobacco....

WHSMAN: Start 'er at 31 - (CHANT)

COMM: 31 it is - 31 dollars a hundred pounds. But that's only  
the beginning, folks! An export Company has already raised  
it 32 - 32....and now Lucky Strike bids 33 - another  
cigarette company 34 - a leaf company 35 - These buyers  
know what they want and this tobacco is it - 37 is the bid  
now, made by that export company - and a leaf company buyer  
raises it to 38 - but Lucky Strike tops that with a bid of  
39 - 39 dollars. And - yes - it's going to Luckies at 39....

10 &amp; 11

(CHANT UP - SOLD AMERICAN)

WHITMAN: Ladies and gentlemen, next time you buy cigarettes, remember how tobacco is sold at the auctions where the finer leaf is bid up and up. And you have proof that Lucky Strike pays the price to get this milder, better-tasting tobacco. For example, here's the final report on the season's total sales in Dillon, South Carolina. The American Tobacco Company paid 36 percent more per pound for the tobacco it bought there for its cigarettes and other tobacco products. Yes, 36 percent above the average market price published by the United States Department of Agriculture - and the best tobacco we buy goes into Luckies. That's why Lucky Strike means fine tobacco and, as you know, in a cigarette it's the tobacco that counts. Why not make your next package Lucky Strike - and prove to yourself that better tobacco makes a better cigarette.

4. ("ORANGE BLOSSOM LANE".....DUNN)

REPRISE LUCKY STRIKE TIME

10 &amp; 11

(REPRISE LUCKY STRIKE TIME)

HIESTAND:

*And now time out while we change classes in  
the College of Musical Knowledge*  
~~we now pause for station identification~~

\*\*\*STATION BREAK...N.B.C. NEWS BULLETINS\*\*\*

(LUCKY STRIKE TIME UP AND OUT)

*Rev. Bernard Palha*  
(5. ~~WELMER'S TUNE OF INSTRUMENTAL~~ ... (To be selected) ...)

AUDIENCE: (APPLAUSE)

HIESTAND: The second exam comes to Kyser College like "Merry to Christmas".

FLOYD: "Hy Mary".

TRUDY: "Hy Cris".

BAND: (LAUGHS)

KYSER: And now we're ready for our three little dollies in holly to answer up by golly -- Our first contestant is Miss Louise Langbein.

P

-13-

(OPTIONAL)

HIESTAND: The second semester comes to Kyser College like  
Columbus discovering a new world...

SOUND: (LOUD BOAT WHISTLE)  
(THEN: THREE SILLY SHORT NIPS)  
Thank you, Nina, Pinta and Santa Maria...Mr. Columbus  
stands surrounded by strange creatures.

BOBBY: I am Columbus - who're you all?

GIRLS: (GIGGLE) We are - women -- spelled - women (SPELL IT OUT).

BAND: (STRICTLY PROP SHORT SHARP HURRAH)

BOBBY: (LOON LAUGH) Yippee, fellows - it's Girl's Town!  
(GIGGLES AND SCREAMS)

KYSER: Pass out the beads to the fair maidens, boys...while I  
take these three beauties here and see if they are brighter  
than the folks at home. Step right up, my three glamorous  
noodles and submit to quiz.

(ADD SECOND EXAM)

-13-

(SECOND QUESTION ROUND - Page 1)

1. This one from Pvt. Ralph Davidson of Ordnance Training Center, Maryland, tells of a cop who was strolling thru the park one night and saw a couple of love-birds on a bench arm-in-arm and cheek-to-cheek staring into space. He went over and asked them to break it up. They said, "We can't - we're building <sup>the way to hell</sup> (PLAY). He put his hands on his hips, shook his head and said <sup>Crazy People</sup> (PLAY). They replied "No we're not. Anything is possible (PLAY). <sup>When you wish upon a star</sup>

2. If you're in a rut, you'll think we're nutty because Miss Marie Hewitt of Indianapolis wants you to distinguish between Hut Sut, putt putt, King Tut, Richard Hudnut. (ISH: ~~come in for gag~~)

*What's the difference between  
putt - putt, put*

3. A certain orchestra leader made a very famous record of a certain song which we are about to play. <sup>Chataway Blue</sup> George Devine of Detroit wants you to name it and the band-leader. (PLAY) What's the name of the picture he appeared in with Sonja Henie?

(SECOND QUESTION ROUND - Page 2)

4. Here come the "what what's". Caroline Carson of Phoenix, Ariz. wants you to take out the following "what's" in the following song titles and give us their correct titles.

- 1) What, Oh, What What my little What What,
- 2) To-What we What.
- 3) What What What What What What Tell Her Cause  
What What What What What What Whater.

5. Here's the theme of one of radio's <sup>top Sunday Evening hours</sup> well known hours and Norman Smith of Ogden, Utah wants you to tell us <sup>what show it is (play) Manhattan</sup> whether it's the Sunday <sup>Memory - go - around</sup> Evening Hour, the Family Hour, the Hour of Charm or Mischa Auer (PLAY) <sup>what does it mean when they say she's on the memory - go - around</sup>

~~Does Deane Taylor appear on this program?~~

6. It's tonight's right or wronger and Miss Grace Harmon of Louisville, Ky wants you to say right or wrong to the following statements.

- 1) Old aluminum is from Tin Pan Alley.
  - 2) Vincent Lopez is a student of the stars.
  - 3) Andre Kostelanetz is America's number one air passenger.
  - 4) Judy Garland is married to Billy Rose.
- said to be*



(SECOND QUESTION ROUND - Page 3)

*know*

7. Mrs. John Wyatt of Fort Worth, Texas wants ~~Ish Kabibble~~ to ask you this question. ~~Step up, Ish and proceed.~~

ISH: ~~Miss \_\_\_\_\_~~ *Do* you know what the Desert sang to the cactus plant? Well, to the cactus plant the desert sang *How Dry I Am* (PLAY). Do you know what one mouse in the cash register said to the other mouse in the cash register? He said *What is the money* (PLAY). ~~Do you know what the wallpaper said to the wall?~~

8. And now here's where we're gonna have a little fun Miss *Gerbi* at the request of  ~~Pvt. Sam Goldbager of Hawaii.~~ We want you to try your hand at "Sing a spell." First Sully and I will give you an idea how this goes (PLAY) All right, ready now Miss *Gerbi* (PLAY)

9. Now back to the *Pigskin* parade for just a second. James Combs of Mount Airy, N.C. says in the Border Conference it was Arizona; in the ~~South~~ *Southern Conf.* Duke; in the Missouri Valley, Tulsa; in the Ivy League, Pennsylvania; and on the Pacific Coast *mighty Oregon* (PLAY) What bowl do they play in New Years Day? And by the way next week we're gonna salute *all the bowl games* ~~and the Tournament of Roses~~ *and we'll be broadcasting from Pasadena - home of the Rose Bowl & the Tournament of Roses* Pasadena, California next Wednesday night.

SOUND: CLASS BELL

HIESTAND: Desist, Professor.....the exam is over....the gals are shaken and their measures taken.

KYSER: Das all beauties,...collapse while I read the faculty report -- naming the honor girl of the second exam to be \_\_\_\_\_.

(APPLAUSE)

KYSER: Miss \_\_\_\_\_, I drape the mantle of scholarship round your ~~alabaster~~ shoulders...~~lift up your dimpled chin...gaze deeply into your limpid eyes~~  
(PROP SIGH) ~~Those are your eyes, aren't they? Oh me, oh my, go, my chick,~~ light up a Lucky Strike and languish in loveliness until you are called for the final exam.  
~~Students - Recess is here.~~

~~RECESS: Evenin', everyone - want to go tobogganin'!~~

KYSER: Yes, suh - ~~on the sled and shove ahead...~~ come on, chillun -- hit the slide and come on and glide.

7. ("THE NADOCKY".....PRODUCTION)

(APPLAUSE)

(COMMERCIAL #3)

KYSER: Chillun, if you let things go in one ear and out the other, you may be missing a lot of real smoking enjoyment....Is that right, Dean Hiestand?

HIESTAND: Well, ladies and gentlemen, there are some things that are really worth remembering, when you step up to the cigarette counter...For instance: In a cigarette, it's the tobacco that counts,...That can mean so much to you - because, of course, better tobacco makes a cigarette that's milder, better-tasting, more enjoyable all around. And smokers, Lucky Strike means fine tobacco. The proof is in the reports we bring you from tobacco markets all over the South. For example, at Clarkton, North Carolina, this season, The American Tobacco Company paid 33 percent more than the average market price published by the United States Department of Agriculture. At Live Oak, Florida, we paid 41 percent more - and at Hahira, Georgia, 47 percent more. So it goes at market after market, and the best tobacco we buy goes into Luckies. Yes, smokers, Lucky Strike means fine tobacco. Why not make your next package Luckies and prove this to yourself.

7. ("ELMER'S TUNE" . . . . . DUNK & QUARTET)

8. ("~~MADRI LIND~~ "~~OR WHITE~~ ~~OPERA~~" . . . . . HARRY)

(FANFARE)

*Shepherd Leland*

(FANFARE)

HIESTAND: The final exam! .... time to tie knots in our  
champion tots...our tone-tested twosome...for now  
it gets gruesome and grinning from winning....comes  
that slap happy chappy.....that corn-pone pappy....  
that Carolina geyser -- Key Kyser.

~~SOUND (GEYSER BLOWING OFF)~~

*Sound: - (blows off steam)*  
KYSER: Aha....come to me, my little ones....here's where  
you get your hair curled.

(ADD FINAL EXAM)

(FINAL QUESTION ROUND - Page 1)

1. Most people apply paint in the Spring, but we are going to be different tonight and apply some winter paint. That's right, chillun, the final round here in the old college will deal with "paint and painters." First, Miss Grace Trople of Rapid City, S. Dak. wants you to name this song. *Painters on the Clouds with Sunshine* (PLAY) Now let's classify a few kinds of paint. When Indians and various other tribes go on a rampage what kind of paint do they put on? When actors make up for the stage or screen what kind of paint do they put on? And what's the correct name for the various paints that women plaster on for no good reason at all?

2. Included in the following list of famous painters there are also four well-known musicians and Pvt. Cecil Frye of Camp Blanding, Fla. wants you to name at least three of the four musicians. Paderewski, Leonardo da Vinci; Dali, Mozart, Raphael, Petty, Bruno Walter, Rubenstein, Rembrandt, Donald Duck, Gainsborough - What paint company's slogan is *"Covers The Earth."* Is it Dutch Boy, Ducco, Du Pont, Sherwin-Williams, Fuller, Old Colony, Nu-Enamel, or Lady Esther?

(FINAL QUESTION ROUND - Page 2)

3. We find that some of the most common paint colors are also the last names of famous orchestra leaders, movie stars, writers, etc. So, as I name a few familiar colors, Marion Currie of Ontario, Canada would like you to name at least 4 personalities with corresponding last names - in other words, 4 colors, 4 names - - - Black, Green, Blue, Brown, White and Grey.

*The Last Round-up*

4. Name this song for Russell Taylor of Birmingham, Ala. (PLAY).

Now in the lyrics to that song to what does the word "paint" refer?

*As good bye old paint the slogan of the painter's union*

Complete the following well-known expressions:

- 1) I'm going to paint the town \_\_\_\_\_.
- 2) She turned \_\_\_\_\_ with envy.
- 3) Between the devil and the deep \_\_\_\_\_ sea.
- 4) He turned \_\_\_\_\_ as a ghost.
- 5) Boy, was my face \_\_\_\_\_.

~~Is Good Bye Old Paint the slogan of the Painter's Union?~~

SOUND: CLASS BELL

HIESTAND: Exams are over.....

CROWD: CHEERS.

KYSER: That's right chillun but before we hear the official faculty verdict - sit with me in convocation hall while Dean Hiestand reads a report by the founding father's.

HIESTAND: Smokers - make no mistake - in a cigarette, it's the tobacco that counts. So remember these two important facts: that at market after market Lucky Strike consistently pays the price to get the milder, better-tasting tobacco - and that with independent experts - with men who know tobacco best, it's Luckies 2 to 1. Yes, Lucky Strike means fine tobacco.....By the way, have you seen the new Lucky Strike gift chest? Five hundred Luckies in Flat Fifties and twenties, packed in a handsome, natural-grain, sycamore chest - it's an ideal Christmas present for anyone you specially want to please. Ask to see it tomorrow at your favorite cigarette counter.

FANFARE.....ORCHESTRA

KYSER:

The honor student of the week is named unanimously  
to be Geo. Friedman

(APPLAUSE)

~~Mr Friedman~~ you are patted sweetly on  
~~the head - - you are nudged in the ribs and slapped~~  
~~on the back.~~ Pad your pockets with this thirty-five  
dollars first prize and go forth to the terrors of  
the Bargain Basement. To our second placer goes  
twenty dollars worth of shopping fun. Each of the  
other four contestants gets ten dollars and all six  
receive a carton of Luckies. Finally, to every  
member of our student body here tonight - - for those  
fine yells and spirit of the season - a package of  
better than ever Lucky Strike Cigarettes.

(APPLAUSE)

- 10. (~~"BERR BARNEL POLKA"~~ Five + Dandy .....ORCHESTRA)  
(KYSER THEME - THINKING OF YOU)



KYSER: Well, das all, chillun, and school is wrapped  
 securely and mailed early to avoid the Christmas  
 Rush until next week. ~~Don't forget information~~  
~~Please and Your Hit Parade is your regular assignment.~~  
*cut main*  
 And students, from now on 'til Christmas, here's a  
 way we can get together and really do something for  
 a most worthy cause. When you send in your musical  
 questions <sup>to the college</sup> ~~to me, Kay Kyser,~~ Box 909, Los Angeles,  
 California, seal your letter with at least ten official  
 Christmas seals. When we answer you, we'll seal our  
 reply with ten Christmas seals also. So how about it  
 Chillun? I know you'll want to help.

(APPLAUSE)

And now until next week from Pasadena, California - -  
 this is Kay Kyser "Thinking of You". Thanks a lot  
 for being with us and so long - - everybody.

(HAPPY DAYS.....)

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

(SOME CREDITS IF ANY)

THIS IS THE RED NETWORK OF THE.....NATIONAL BROADCASTING  
 COMPANY.

Mr. Roggiano

*As Broadcast*

ROUTINE

KAY KYSER

Wednesday - 12/17/41

---

- |                                     |            |
|-------------------------------------|------------|
| 1. Rosalie                          | Orchestra  |
| 2. Humpty Dumpty Heart              | Babbitt    |
| COMMERCIAL 1                        |            |
| ROUND 1                             |            |
| 3. Chattanooga Choo Choo            | Mason      |
| 4. Popocatopetl                     | Harry      |
| COMMERCIAL 2                        |            |
| 5. This Love of Mine                | Dunn       |
| .....STATION BREAK.....             |            |
| 6. Liza                             | Orchestra  |
| ROUND 2                             |            |
| 7. Tonight We Love                  | Production |
| COMMERCIAL 3                        |            |
| 8. Thank Your Lucky Stars & Stripes | Group      |
| 9. Two In Love                      | Babbitt    |
| FINAL ROUND                         |            |
| 10. FDR Jones                       | Orchestra  |
| 11. Daddy                           | Orchestra  |

The American Tobacco Company  
KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

No. 195

December 17, 1941

HIESTAND: In a cigarette, it's the tobacco that counts.

BOONE: (CHANT....ENDING BETWEEN 36 and 40 INCLUSIVE: "SOLD  
AMERICAN")

HIESTAND: Let that chant remind you that Lucky Strike means fine tobacco. At market after market we pay the price to get the milder, better-tasting leaf. That's why with men who know tobacco best, it's Luckies two to one.

(HAPPY DAYS.....)

HIESTAND: From Pasadena, Lucky Strike presents Kay Kyser's College of Musical Knowledge....and here comes the man and his band who gave America singing song titles, cookies and makes-you-want-to-dance music....Kay Kyser!

(KYSER THEME.....)

(AUDIENCE APPLAUSE)

-2-

KYSER: Evenin' folks - how y'all? Welcome to Pasadena -  
 where the scent of roses is in the air - and where  
 the bright and shinin' students are ready to  
 get in Professor's hair. But before the scholars  
 start to scurry and scowl - let's give out with  
 a few howls ----

CHORUS: "A Yippey"  
 "A Yappey"  
 "Come On - Get Happy"

KYSER: And Yet's Dance!

- |                        |           |
|------------------------|-----------|
| 1. ROSALIE             | ORCHESTRA |
| 2. HUMPTY DUMPEY STANT | BABBITT   |

(AUDIENCE APPLAUSE)

t.

-2-

KYSER: Evenin' folks ... how're y'all ... welcome to the old classroom that's rompin' with roses as we hold forth tonight in no where else but beautiful Pasadena, California.

(CHEERS)

Yes, pass the dena to me Pasadena

(WHISTLE NIP AND CRASH)

KYSER: Well, Dean Hiestand - you have shepherded our six volunteer scholars up to the old lecture platform?

HIESTAND: Yes, suh, James Kay.

KYSER: Well, then lock the school doors -- shine the floor -- pass the goodies and come on chillun ... this is goin' to be thrillun - do be willun and yets dance.

(ROSALIE.....ORCHESTRA)

(HUMPTY DUMPTY HEART.....BABBITT)

(APPLAUSE)

t.

KYSER: Now Dean Hiestand points out that as a rule the thing you earn your bread and butter doin', is the thing you know best of all!

HIESTAND: Well, ladies and gentlemen, that's certainly true of tobacco experts. They just can't afford to make mistakes in judging the quality and value of tobacco. You see, these men earn their livelihood buying, selling and handling the leaf....and at markets all over the South they see who buys what tobacco. So when the overwhelming majority of independent tobacco experts choose one cigarette....Luckies... you can bet there's a mighty good reason for it. Mr. Reuben G. Fleming, independent tobacco buyer of Middleburg, North Carolina, said recently:

MAN: As part of our day-to-day business, we tobacco men know that Lucky Strike pays the price to get the finer, milder tobacco. So it's not surprising that most tobacco men like me, smoke Luckies. They've been my cigarette for 15 years now.

WHITMAN: Surely ladies and gentlemen, Mr. Fleming's example is worth following when you buy cigarettes. For remember, that in a cigarette it's the tobacco that counts, and experts like Mr. Fleming know that Lucky Strike means fine tobacco. That's why with these experts....with men who know tobacco best, it's Luckies 2 to 1. Why not make your next package Lucky Strike....and see if you don't agree with the experts.

(ORCHESTRA PLAY-OFF.....ORCHESTRA)

(SOUND: CLASS BELL)

-4-

(BAND) (LOTS OF GIRLISH LAUGHTER)

KYSER: Well pat my Pasadena gals, if you ain't a beautiful threesome of Pasadena chicks. You know by this time, chillun, that the Pasadena Tournament of Roses has been cancelled for this year, but to show his gratitude for having been elected Grand Marshall, the old professor is going to have a classroom tournament of roses right now so we think its appropriate tonight to have the buxom brutes give way to beauty and we'll take the gals first. Our first contestant is Miss \_\_\_\_\_

t.

-4-

(FIRST QUESTION ROUND - Page 1)

1. The Tournament of Roses theme was to have been "The America's in Flowers" but tonight we'd like to (PLAY) With old man sunshine, and the birds and bees, and flowers and trees all joining in, Dorothy Collen of Culver City, California, says the theme song could easily be (PLAY).

- 1. Say It With Music
- 2. Mother Natures Lullaby

2. Robert Murray of Butte, Montana wants you to distinguish between Pasadena, Oh Katherina, Farina and Brenda and Cobina?

3. The Rose Bowl is surrounded with 89 varieties of rose bushes, most of which are in bloom on New Years Day. Most of America marvels at this but Betty Brock of Greenville, South Carolina says folks around here think nothing of (PLAY) But roses aren't all, because it's a common sight out here to see thousands of (PLAY)

- 1. Roses in December
- 2. Little White Gardens



(FIRST QUESTION ROUND - Page 2)

4. Pasadena is mighty proud of its "Little Theater" and Harry Billheimer of Pasadena says it has brought to the fore such fine performers as Robert Preston, Robert Young, Lloyd Nolan, Anne Shirley and many others - and it was also in this Playhouse that they discovered the young man who played "Billy the Kid" on the screen. And there's a handsome leading man whose first name is "Victor." And there's a mighty fine feller named "Wayne" -- and "Randolph".

5. The only thing prettier than pretty flowers is pretty gals so John Eilerman of Cincinnati says the best way to talk about a pretty gal is to say it with music because (PLAY) Is a Petty Gal like the m-a-l-o-d-y? Who is Madame Queen? And speaking of QUEENS --- The Queen of the Tournament of Roses and her Court of 6 are here tonight. Miss \_\_\_\_\_

\_\_\_\_\_ of Pasadena Junior College. (AUDIENCE APPLAUSE)

Yes suh, she's Pasadena's Victory Queen.

- 1. *Pretty Girl Like a Melody*
- 2. *Pretty Girl*
- 3. *Madame Queen*

6. And now for tonight's right or wrongers and Beatrice Miller of Denver says everything will be rosey if you just say "Right or Wrong".

- 1) The Tale of Two Cities is about Glendale and Pasadena.
- 2) Former track star Charlie Paddock is now Editor of the Pasadena Star News.
- 3) Bill Busik, a Pasadena Boy, is next year's Captain of the Navy Football Team.
- 4) A combination bird dog is called a pointa-setta.
- 5) The President of the U.S.A. is President of the Red Cross. (That's Right and now more than ever before the Red Cross needs your help - so let's really get in there and help.)

(FIRST QUESTION ROUND - Page 3)

7. Visitors to the Pasadena Tournament of Roses have seen floats decorated with thousands of Orchids and John Brien of Kansas City says sometimes the pretty gals on those floats would hold out (PLAY). For other floats they had hyacinths and other bulbs in bloom - they'd even have little woodland nymphs running up and down on a float and it would be fun watching them (PLAY).

1. Orchids to you  
2. Tiptoe Tulips

8. Harriet Sullivan of Springfield, Mo., says the Tournament of Roses have been so spectacular that you'd be left speechless - but we don't want you to be speechless Miss \_\_\_\_\_ 'cause we want to see how cute you can Beep. Lyman Gandee is gonna pick petals off this rose song and everytime he makes a mistake you say Beep. Ready now, Play Lyman!  
(PLAY)

9. A lot of you chillun from the West who are now in the East will probably be homesick when you hear this song (PLAY) But, Harmon Andrews of Decatur, Ill. says whether you're from Pasadena, Paducah or Poughkeepsie, I'm sure you'll all agree that America will always salute the Tournament of Roses and whether it be this year or next it will always be (PLAY)

1. Back Home Pasadena  
2. Great Day

SOUND: CLASS BELL

HIESTAND: The exam is over, professor -- unhook the small fry and let 'em cry.

KYSER: Certainly, Dean ... and at this moment our faculty awake (WHISTLE NIPS) and give me the official report. Yes, nameing the honor scholar of the first exam to be \_\_\_\_\_! (APPLAUSE)

KYSER: My dear friend....I pluck you a geranium in honor of your colossal cranium ... I clutch your clawper and decorate you with the scholastic dalper--- go, light up a Lucky Strike and be promoted to the senior class. Recess is here.

RECESS: Evenin' everyone ... have a tootsie roll?

KYSER: Yes, suh, chillun -- have a tootsie and grab your wootsies... now's the time to rise and shine ... so gravitate and agitate - yes dance.

3. (CHAUTANOOGA CHOO CHOO.....MASON)

4. (POPCATAPETL.....HARKY)

(APPLAUSE)

(CROWD NOISES & CHANT: "SOLD AMERICAN")

WHSMAN: At 29! (CHANT)

SAM HAYES: This is Sam Hayes, ladies and gentlemen - reenacting a tobacco auction in Chadbourne, North Carolina. There's a crowd of people in this huge tobacco warehouse and each sale is being followed with tense excitement. You know, all these hundreds of baskets of fragrant tobacco are sold individually....sold to the highest bidder: there's one being sold now. Listen....

(Sold to Fleming)

WHSMAN: Fine, mild leaf....at 31....(AUCTIONEER CHANTS)

HAYES: 31 - 31 dollars a hundred pounds....that's the price the warehouseman calls out to open the bidding on this next basket. But a signal from Lucky Strike makes it 32 - 32. Now an export buyer bids 33 - a leaf buyer 34 and another cigarette company 35. But this basket isn't sold yet by any means....two other buyers just signalled bids in rapid succession raising it to 37. 37 chants the auctioneer. Now that export buyer makes it 38. Will anybody top that? Yes....Lucky Strike bids 39, and this basket's going....going to Lucky Strike at 39.  
("SOLD AMERICAN")

WHITMAN: Ladies and gentlemen - you can bank on this in a cigarette it's the tobacco that counts....that's why Lucky Strike consistently pays the price to get the milder, better-tasting tobacco. For example, this season at auctions in Chadbourne, North Carolina, The American Tobacco Company paid 40 percent more for the tobacco it bought for its cigarettes and other tobacco products. Yes, 40 percent above the average market price published by the United States Department of Agriculture....and the best tobacco we buy goes into Luckies. So it goes at market after market, and the result is....Lucky Strike means fine tobacco. Why not make your next package Lucky Strike....and prove to yourself that better tobacco makes a better cigarette.

ORCHESTRA TAG.....ORCHESTRA

5. THIS LOVE OF MINE.....DUNN

ORCHESTRA REPRISE: LUCKY STRIKE TIME

(LUCKY STRIKE TIME.....ORCHESTRA)

HIESTAND: And now while our Students pause a bit our Deans of  
Elocution can talk a bit about their favorite stations...

( N B C CHIMES )

(STATION BREAK-NBC PUTS IN NEWS FLASHES IF ANY)

6. ("LIZA".....ORCHESTRA)

HIESTAND: The second Exam comes to KYSER COLLEGE like "DO NOT OPEN  
TILL CHRISTMAS!"

BOBBY: (MUFFLED VOICE) HEY LET ME HEAR.

VIRGIL: (SOCKS TEMPLE BLOCK AND HOLLERS OUCH)

GAYNE: Shall I wrap the contestants now Professor!

KYSER: No, no, Santa....you'll just have to wait til after  
the round. Unh, unh..."Everyone's doin' their Christmas  
wrappin' Early". Our first contestant is

---

(SECOND QUESTION ROUND - Page 1)

1. We saved you boys for this round because we wanted to discuss the New Years Day Bowl Games and we thought it would be fairer to ask you fellers. Johnnie Butler of Nashville says the teams selected for the Rose Bowl were Oregon State and Duke and they both set their hearts on saying (PLAY) But they're gonna be playing just the same - carrying on the tradition of the great Rose Bowl -- and when the squads heard that the game would be played at Durham, North Carolina and go on as scheduled, they were both mighty happy and shouted (PLAY)

- 1. Calif Here I Come
- 2. My Lucky Day

2. Speaking of Bowl Games Doris Eisen of Brooklyn, New York would like you to give us the names of four of the Bowls. Ready now -- go!

- 1. Rose Orange  
Cotton Pineapple  
Sun Sugar

3. Speakin' of those Bowls, Frank Nachen of Cedar Rapids, Iowa asks which of them will be played (PLAY) The opponents in the Sugar Bowl are Fordham & Missouri. The Fordham Rams are coached by which of the 4 Horsemen - Stuhldreher, Crowley, Layden or Miller.

- 1. n.o
- 2. Crowley

(SECOND QUESTION ROUND - Page 2)

4. Theresa Chopas of Manchester, Conn. wants you to distinguish between Finger Bowl, a bowler, John Boles and "Bola Bola."

5. William Larsen of Omaha says the sun will shine on the Orange Bowl if on the night before there's a (PLAY) One of the teams that's gonna play there is from Texas and the other is from (PLAY) Who are they?  
---TEXAS \_\_\_\_\_ and \_\_\_\_\_ University. And there's a Bowl-game in Birmingham too. Yes suh, Morris Brown College of Atlanta and Langston University of Langston, Oklahoma play there New Years Day in the Vulcan Bowl, and may the best team win!

6. Virginia Duke of Detroit says there's an awful lot that goes on in a football game and from the following sound effects she wants you to tell us what's taking place. (SOUND A  
(SOUND B  
(SOUND C  
(SOUND D  
(SOUND E

X  
b



(SECOND QUESTION ROUND - Page 3)

7. H. Williamson of Seattle says that the following song should tell you in what State the Cotton and Sun Bowl games will be played (PLAY) Which is in D\_\_\_\_\_ and which is in \_\_\_\_\_? Will the Queen of the Cotton Bowl be Stella Dallas? \_\_\_\_\_. bit the opponents in the Cotton Bowl will be Texas A & M and Alabama ---- and in the Sun Bowl Texas Tech and The University of Tulsa.

8. According to Mrs. W. Neilson of Huron, South Dakota everyone at sometime or other thinks he can do a better job than the experts at callin' those football plays over the radio. So just for fun Mr. \_\_\_\_\_ imagine that you're Ted Husing or Bill Stern and that you're gonna give us a rapid fire description of the game between \_\_\_\_\_ and \_\_\_\_\_.

9. Here are the songs of the two schools that were scheduled to play here in Pasadena on New Years Day and Sgt Charles Pope of Fort Knox, Kentucky wants you to tell us which is which (PLAY) And for your final question - who were the teams in the Bowl last New Years Day and who won?

SOUND: CLASS BELL

-15-

(SCHOOL BELL)

HIESTAND: Tut tut, Professor, the exam is over.

KYSER: Oh tut, tut, yourself Dean Hiestand - and just when we were having fun -- I'll bet the faculty's all excited...

SOUND: (SNORES)

KYSER: Wake up, wake up, we must have a winner?

(WAKING UP:) Ah, yes yes!

KYSER: Yes, the big winner of the Second Exam is \_\_\_\_\_.

(APPLAUSE)

KYSER: Dear Mr. \_\_\_\_\_, the old school takes you to its bosom (MOUTH SIREN AND CLANG) -- I clutch your hand... tears are shed (WATER FALL) and you are hereby promoted to the senior class.....go light up a Lucky Strike and limber up for the final exam. Recess is here again and without more ado, we'll all skidoo and skamper round the hamper -- so skid and slide and come on yet's glide.

7. ("TONIGHT WE LOVE"..... PRODUCTION)

(APPLAUSE)

-15-

KYSER: And now, Dean Hiestand, here's a question for you:

Is there any mystery about what makes a good smoke?

HIESTAND: Well Kay - the answer is: No mystery at all! The amount of enjoyment you get out of a cigarette depends on the quality of the tobacco that goes into it.

Yes, in a cigarette it's the tobacco that counts! And that's why we feel the reports we bring you from tobacco markets all over the South are really important to you. For they show you that Lucky Strike consistently pays the price to get the milder, better-tasting tobacco....the kind that gives you more smoking enjoyment. For example, at tobacco auctions in Mullins, South Carolina this season, the American Tobacco Company paid 34 percent more than the average market price published by the United States Department of Agriculture. And at Tabor City, North Carolina, we paid 46 percent more. So it goes at market after market....and the best tobacco we buy goes into Luckies. Yes, smokers, Lucky Strike means fine tobacco. Why not make your next package Luckies and prove this to yourself.

7. THANK YOUR LUCKY STARS & STRIPES.....GROUP

8. TWO IN LOVE.....BABBITT

FANFARE

-17-

(FANFARE.....)

HIESTAND: The final exam! Our two champion scholars put up their hollers for dollars....straight and proud they stand starin' down the band.....oh it's terrific.....oh it's grand -- yes and just a little gruesome too...for here comes Chips.....that dippity dips....that ding dong daddy with his dizzy dicer ... James Kay the man - Kay Kyser.

(GONG)

KYSER: Yes - this is for keeps, chillun, so chuck your luck under the chin and we'll see who will win.

(ADD FINAL EXAM)

-17-

-18-

FINAL ROUND - Page 1

1. In our first round tonight we saluted Pasadena - and now in our final round it's "The Americas in Flowers". For instance with flowers we'll say "hello" to the folks (PLAY). And speaking of the Americas, Mae Barrett of Savannah, Georgia, would like for you to name 3 of the 5 Americas:

(BAND WHISTLES:)

1. Down Argentine Way

2. And to say "hello" to the folks in Brazil, let's go (PLAY). Is Carmen Miranda from South America, Central America or Little America? If Abbott and Costello were from Rio de Janeiro would they be Brazil Nuts?

1. Flying Down to Rio  
2. South America

-18-

(FINAL QUESTION ROUND - Page 2)

3. Our salute to the Americas in Flowers, would not be complete without a "hello" to our friends in Canada and (PLAY). Now, Private Lawrence Brouard of Randolph Field, Texas, wants you to name a Mexican Dish that's the name of a South American country. Who is the Mexican Spitfire?

1. So. of the Border
2. Chile
3. F. U

4. If you had three days off and visited a certain country in the Americas, Mary Lee Flynn of Glendale, California, asks where you'd be if you spent the (PLAY) Do the people in Central America wear a Panama Hattie?

(SOUND: GLASS BELL)

-20-

(SCHOOL BELL)

HIESTAND: The exams are over.

(CHEERS)

KYSER: Our faculty goes to faculty hall (FAST WIND AND DOOR SLAMS)  
While they grind out the official verdict join me in  
brief convocation while Dean Hiestand delivers the tobacco  
laureate address.

HIESTAND: Smokers - make no mistake - in a cigarette, it's the  
tobacco that counts. So remember these two important  
facts: That at market after market Lucky Strike consistently  
pays the price to get the milder, better-tasting tobacco -  
and that with independent experts - with men who know  
tobacco best, it's Luckies 2 to 1. Yes, Lucky Strike  
means fine tobacco...By the way, have you seen the new  
Lucky Strike gift chest? Five hundred Luckies in Flat  
Fifties and Twenties, packed in a handsome, natural grain,  
sycamore chest - it's an ideal Christmas present for  
anyone you specially want to please. Ask to see it  
tomorrow at your favorite cigarette counter.

(FANFARE)

-20-

(FANFARE)

KYSER: The Faculty Reports!

(LOTS OF SNIFFING)

HARRY HEPBURN: My - what beautiful Roses! I'm gonna pick you!

(SOUND - ZIP)

KYSER: Yes - the winner has been picked - The Rose of Kyser Square is declared to be \_\_\_\_\_.

(AUDIENCE APPLAUSE)

KYSER: Ah, you have the bloom of youth on your petal MR/MISS \_\_\_\_\_ Go peddle your way home with this thirty five dollar transplantin' money. It'll do you a world of good. To you Dear Second Placer twenty dollars and a twig of holly to remind you of your folly. To the other four scholars ten dollars each and a piece of mistletoe (Four Smacks)

TRUDY: Here come back you - (Uumm) That's better!

KYSER: And to all six a carton of Luckies. Then to each and every member of our student body here tonight for those wonderful, wonderful Pasadena cheers - a package of better-than-ever Lucky Strike cigarettes.

10. ("FDR JONES" (Unannounced.....ORCHESTRA)

(KYSER THEME.....)



-22-

KYSER: Well, das all chillun...the old school is wrapped in sunshine until next week when Kris Kringle will come down the old school chimney with a bag of goodies for the chillun. In the meantime -- don't forget Information Please and Your Nit Parade. And, chillun, from now until Christmas, remember when you send your questions to us at Box 909 Los Angeles, California, if you seal your envelope with at least ten official Christmas Seals, when we reply, we'll seal our letter with ten seals also...and we'll both be doing something for a really worthwhile cause. Until next week, this is Kay Kyser thinking of you. Thanks a lot for being with us, and "Merry Christmas" everybody.

(HAPPY DAYS:.....)

(APPLAUSE)

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 RED NETWORK OF THE NATIONAL BROADCASTING COMPANY.

-22-

*The Broadcast*  
KAY KYSER MUSICAL ROUTINE

December 24, 1941

- 
1. I NEVER KNEW ORCHESTRA
  2. WHY DON'T WE DO THIS MORE OFTEN BABBITT, ERWIN
  - COMMERCIAL 1
  - ROUND 1
  3. SHADRACK SULLY
  4. ORANGE BLOSSOM LANE DUNN
  - COMMERCIAL 2
  5. ALICE BLUE GOWN ORCHESTRA
  6. WHITE CLIFFS OF DOVER BABBITT
  - ...STATION BREAK...
  - ROUND 2
  7. CHRISTMAS MEDLEY PRODUCTION
  - COMMERCIAL 3
  8. BY-U BY-O GROUP
  9. SHEPHERD'S SERenade DUET
  - FINAL ROUND
  10. SMILES ORCHESTRA
  11. DADDY ORCHESTRA

The American Tobacco Company  
KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - No. 196  
December 24, 1941

---

HIESTAND: In a cigarette it's the tobacco that counts.

BOONE: (CHANT - ENDING BETWEEN 36 & 40 INCLUSIVE -  
"SOLD AMERICAN")

HIESTAND: Let that chant remind you that Lucky Strike means fine tobacco. At market after market we pay the price to get the milder, better-tasting leaf. That's why with men who know tobacco best, it's Luckies two to one.

(HAPPY DAYS.....)

HIESTAND: Lucky Strike presents Kay Kyser's College of Musical Knowledge ... and now ready to fill your stocking and trim your tree comes the man with the Christmas greenery -  
Kay Kyser!

(KYSER THEME.....)

(APPLAUSE)

*merry Christmas*

KYSER: Evenin' folks, how ya all? *Audience* Welcome to the old classroom. We're mighty happy tonight - cause it's Christmas and we're friends and we're together again - Nobody looks a day older ... nobody feels a day older... So ~~come on in~~ - and while the faculty don't wear red robes and long white beards, grin and giggle and have plenty of fun ... kiss your gal under the mistletoe -- and come on chillun - lets go!

1. ("I NEVER KNEW".....ORCHESTRA)
2. ("WHY DON'T WE DO THIS MORE OFTEN"....BABBITT & ERWIN)

(APPLAUSE)

KYSER: All right, Dean Hiestand, tell 'em what Morrie Christmas is like down in the tobacco country.

HIESTAND: Well, it's a whole lot the same as it is everywhere else in the U.S.A. The presents....the tree....the big Christmas feast - with turkey and plum pudding and a good cigarette to top it off....and ladies and gentlemen; those tobacco men surely do know how to pick a good cigarette. As one well-known tobacco auctioneer, Mr. Reuben Smothers of Reidsville, North Carolina said recently:

MAN: We auctioneers know better than anyone how tobacco buyers go for the finer, milder leaf. They start firing those bids and the price goes up and up but I've seen Luckies pay the price to get that finer tobacco at auction after auction. That's why I've smoked Luckies for seven years now.

WHITMAN: Ladies and gentlemen, as you know, in a cigarette it's the tobacco that counts. So surely it's worth taking a tip from independent experts like Mr. Smothers....auctioneers, buyers and warehousemen. They know that Lucky Strike means fine tobacco....because at market after market they see us pay the price to get the milder, better-tasting leaf. That's why - with men who know tobacco best, it's Luckies 2 to 1. Make your next package, Luckies....and see if you don't agree with the experts.

ORCHESTRA PLAY-OFF.....ORCHESTRA

~~SOUND EFFECT BELLS~~

-4-

HIESTAND: In the twinkle of a thousand candles...in the greens and  
 reds of holly and berry ... ~~of fir and fuzore~~ ... our  
 first three freshmen drop their toys and truck<sup>in down</sup> thru tinsel  
 to the <sup>old class room</sup> ~~towering tantrum table~~ ... ~~there to be tested to~~  
~~be victors or beated they wait for the blast of the toy~~  
~~tootin' trumpets.~~

(KYSER MARCH ALA TOYLAND FASHION)

AUDIENCE: (APPLAUSE)

KYSER: Aha ... chillun ... stop your grinnin' and start your  
 chinain'---

(ADD FERST EXAM)

-4-

(FIRST QUESTION ROUND - Page 1)

1. This is the home stretch of the yule-tide season and we're certainly all in the spirit cause this is Christmas Eve and tomorrow (PLAY). He makes his famous ride tonight but for the past two weeks Carl Nolan of Birmingham, Alabama says he has visited every town in the land - on the streets, in the department stores - most ~~every~~ <sup>every</sup> where - to see that the kiddies (PLAY).

2. Agnes Llewellyn of Tacoma, Washington asks you to give two names for the "jolly old man who drives the reindeer at Christmas." Speaking of reindeer, can you name two of his famous eight?

3. Old Santa has checked up on the behavior of thousands of kiddies in the last couple of weeks and James Wadsworth of Jefferson, Georgia says those kiddies have reacted differently when they saw Santa for the first time. Some clapped their hands with glee and yelled (PLAY). Others were bewildered; they got frightened and started to (PLAY). But whether they cried or laughed, they were all (PLAY)

4. Patricia Ryder of San Francisco says whether the kiddies see Santa or not, there's lots of wishing going on these days. There's many a future ~~Gene Krupa~~ <sup>Tommy Dorsey who's</sup> wishing for a \_\_\_\_\_; many a future Casey Jones wishing for a \_\_\_\_\_ and future ~~Tommy Dorsey~~ <sup>Alice Marble</sup> want a \_\_\_\_\_ and future ~~Gene Krupa~~ <sup>Turner</sup> \_\_\_\_\_.

5. Continuing our wishing Jack Keller of Detroit says many a budding young Harry James has his heart set on a (PLAY). Many a tot's thoughts aren't on tooting a trumpet, but if they can just get a piano, right away they'll learn to play (PLAY). And most any music lover will enjoy getting a gadget <sup>for Christmas</sup> that sounds like this. (PLAY)

6. Here's some facts the kiddies might want to know tomorrow, so their ma's and pa's had better listen and learn in self-defense. For Lois Basset of Brooklyn say right or wrong to the following statements:

- 1) Santa Claus is in Indiana; Christmas is in Arizona; and Turkey is in Arkansas, North Carolina, Pennsylvania and Texas.
- 2) And the Angels Sing is a Christmas Carol.
- 3) Mendelssohn wrote the music to "HARK THE HERALD ANGELS SING".
- 4) Another name for Santa Claus is St. Nick a Lucas.



(FIRST QUESTION ROUND - Page 3)

7. Right now we're hearing lots of Christmas Carols, and Harry Connell of Pittsburg says this is one of the most familiar ones (PLAY). What did the WISE men follow? Were the WISE men from the East or the West?

8. ~~Mr. \_\_\_\_\_ as a boy I'm sure you heard about the visit of St. Nick the night before Christmas so Margie Shields of New York City thinks its fitting and appropriate for you to recite some of it now. ISH will give you the first half of the line and you fill in the rest.~~

Ready now - let's go. *For x of name 3 popular personalities named Carol*

~~'Twas the night \_\_\_\_\_  
When all through \_\_\_\_\_  
Not a creature \_\_\_\_\_  
Not even \_\_\_\_\_  
The stockings \_\_\_\_\_  
By the chimney \_\_\_\_\_  
In hopes that \_\_\_\_\_  
Soon would \_\_\_\_\_  
The children were \_\_\_\_\_  
All snug in \_\_\_\_\_  
While visions of \_\_\_\_\_  
Danced in \_\_\_\_\_~~

(AUDIENCE APPLAUSE)

9. *At the Request of* Richard Nelson of Ogden, Utah, says that ~~"Jingle Bells" is played almost all over the world.~~ So we are about to play it the way it might be played in ~~two or three~~ *other* foreign countries, and as we do, you tell us the countries our playing suggests. (PLAY) (PLAY) (PLAY)

SOUND: JINGLE BELLS

ISH: Excuse, Professor ... Good St. Nick says you've turned the trick - unhand the kids and hit the skids.

KYSER: Ho -- donner and blitzen .. das all, kids ... and before you can lick a candy stick our faculty pops out of the box.

(RATCHET...WIRE SPRING AND CLATTER)

LOW VOICE: Hello, chillun ... the winner is

*Everett Jones*

(WHISTLE NIP AND BOX SLAM)

KYSER: Ah yes ... dear Mr. Jones you have won the right to hang your stocking in the senior class ... ~~go get a darning needle and put feet in your socks ... Light up a Lucky Strike and have some Christmas pudding~~ ~~necess is here.~~

~~HARRY: (TLE SIGN)~~

~~AUDIENCE: HOOHAY!~~

~~KYSER: Yes sub, chillun ... all gather round for a Christmas cadenza ... a frolic for all and run by the ton ... the goose hangs high and tomorrow it'll be on the table ... So come on, everybody yets dance.~~

3. ("SHADRACK".....SULLY)

4. ("ORANGE BLOSSOM DANCE.....DUNN)

(APPLAUSE)

(CHANT, ESTABLISH & FADE)

KYSER: All right, Dean Hiestand, let's get out the goldfish bowl!  
'Cause here we go with another exciting session of "Lucky  
Markets!"

(CHANT UP....ENDING BETWEEN 36 & 40 INCLUSIVE....SOLD  
AMERICAN)

HIESTAND: Folks - in a cigarette it's the tobacco that counts. The  
better the tobacco, the better the cigarette. Well, this  
game of ours proves that Lucky Strike means fine tobacco.  
For it shows you that at market after market, the American  
Tobacco Company consistently pays the price to get the  
finer, the lighter, the naturally milder leaf....the kind  
that gives 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 last season bought over 96 percent of all the  
cigarette tobacco sold at auction in this country. Now a  
member of our audience, Miss Gloria Hydel Skendale  
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 last season for tobacco...  
....and then (SOUND: CASH REGISTER) Let's see what  
happens! All right, Miss Hydel  
will you draw the first name please? Thank you - it's  
Chadburne, N.C.,  
57 percent more.

MAN OR  
WOMAN:

c

Lucky Market Percentages Picked

Cadbourne, N.C.	55%
Louisville, ( 7th Street) Ky.	17%
Durham, N.C.	17%
Hartsville, Tenn.	20%
Boone, N.C.	42%
Wilson, N.C.	53%

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 goes into Luckies.

All right - next market being drawn from the goldfish bowl  
and it's \_\_\_\_\_.

(CROWD MURMURS UP)

(ETC.)

HIBSTAND: \_\_\_\_\_ 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 goes into Luckies.

All right - next market being drawn from the goldfish bowl  
 and it's \_\_\_\_\_.

(CROWD MURMURS UP)

(ETC.)

#### Lucky Market Percentages Picked

Cadbourne, N.C.	55%
Louisville, ( 7th Street) Ky.	17%
Durham, N.C.	17%
Hartsville, Tenn.	20%
Boone, N.C.	42%
Wilson, N.C.	53%

(BELL)

HIESTAND: Oh - oh - there's the bell ending this session of Lucky Markets. Thanks very much, everyone....Now Gayne Whitman says, remember "Lucky Markets" next time you buy cigarettes.

WEITMAN: Yes, ladies and gentlemen. Just bear in mind that, at every one of those tobacco markets, drawn completely at random, The American Tobacco Company paid well above the average market price to get the milder, better-tasting tobacco....and the best we buy goes into Luckies. That's why Lucky Strike means fine tobacco and that's well worth remembering when you buy cigarettes. For make no mistake ....In a cigarette it's the tobacco that counts. So make your next package Luckies and see for yourself that better tobacco makes a better cigarette.

- 5. ~~ALICE BLUE GOWN~~ *Cut on air* .....ORCHESTRA
- 6. WHITE CLIFFS OF DOVER.....BABBITT
- ~~GLEE CLUB REPRISE~~.....CHRISTMAS CAROL

*Hiestand: Cross country we go to say "hello" to the boys at every station*

-11-

(CHRISTMAS CAROL.....GLEE CLUB)

HIESTAND: (ON CUE) The ruby red ornaments gleam by the light  
of the yule log fire....ten thousand candles wink and  
shine, and the old school sits warm and smiling by its  
hearth ... her thoughts on this sacred eve reach out  
to you and yours, to clasp your hand as reaching too,  
we take our leave across the nation to wish a Merry  
Christmas to every station.

\*\*\* STATION BREAK \*\*\*

(KYSER MARCH.....BY TOY BAND)

-11-



-12-

HIESTAND: Yes the second semester comes to Kyser College with our Christmas party in full swing ... from under the great Christmas tree we pull forth three blushing and beautiful gals . . (SOUND: ZIP ZIP ZIP) three gorgeous dames who like to play games and here's their chance for out of his trance comes that southern Santa ... that Kringle with a jingle and whoops girls he's single...

*Band: Giggles*  
~~HARRY: (THE SIGN)~~

~~AUDIENCE: HOORAY!~~

BAND SINGS: (TUNE OF "LITTLE BROWN JUG") Ha ha ha ... ho ho ho ...  
 some little gal's goin' home with the dough.

(ADD SECOND EXAM)

-12-

(SECOND QUESTION ROUND - Page 1)

One of the traditions of our American Christmas is the custom of remembering friends with cards or gifts. So let's dedicate this round to Christmas shopping or the mailman's dilemma!

1. John Campbell of Bristow, Okla., says these last 7 days have been "The American mad-house of merchandising" because so many of us have delayed and said "I'll do my shopping (PLAY)". The fortunate ones tonight are those who shopped early and took the postmaster's advice when he said a couple of weeks ago (PLAY)
  
2. Lola Williams of Tampa, Florida says that orchestra leader Little Jack Little had the right idea. For weeks he's been getting his shopping done (PLAY). So tonight, he and the others who did the same, are laughing at those who have the Christmas Eve jitters. Little Jack's theme song tonight could easily be (PLAY).
  
3. Private Jim Rourke of Fort Ord, California says that today was the procrastinators' nightmare. In stores all over the country today folks were (PLAY), and clerks everywhere with a smile on their faces and corns on their feet, were muttering (PLAY).

(SECOND QUESTION ROUND - Page 2)

4. Evelyn Walden of Salt Lake City says let's take a look at your gift list - What did you buy if you had on your list to give a book by Ernest Hemingway - a record by Freddie Martin - a picture by Whistler  
 (~~BOBBY YELLS "THE MAN AND HIS DOG"~~) *a song by Johnny Beal* Or a dessert by Jack Benny?

5. Here's the story of a fellow who decided to buy his best gal some perfume for Christmas, but for the life of him, couldn't remember the kind she used. The saleslady tried to help him by suggesting (PLAY). He said "I know that's a good one, but I think she mentioned something about (PLAY). And the clerk replied "Oh you mean "Evening in Paris?" He said, "That sounds like it, but to be on the safe side I'll send some flowers too and enclose a note that says (PLAY).

6. Here's a gift problem from Mary Davis of St. Paul, Mo. She has to get something for an Irish friend of hers, a beginner at the piano and Al Smith. Which of these would be appropriate for the Irishman, a boomerang, an ocarina, shilalah, or a tamborine? And which of these would be helpful to a beginner at the piano - a gramophone, a metronome, mercurochrome, or a dictaphone? And she doesn't know whether to send Al Smith a ten gallon hat, a beret, a brown derby, or a brother.

b

(SECOND QUESTION ROUND - Page 3)

7. And here's one from Sidney Oills of Peoria, Ill. It seems that two sweethearts were discussing presents and the boy asked his girl what she wanted for Christmas. She looked into his eyes and said (PLAY). He said, "Okay, you've got me - but I warned you that's the only present you'll get 'cause (PLAY).

8. Marie Winsor of Marysville, Utah says that if your boyfriend asked you what you'd like for Christmas, you could easily say (PLAY). Now what are two things you'd like your boy friend to give you to remember him by?

9. A couple of our co-ed correspondents have asked how they can be sure of getting a nice present from their boy friends tomorrow and here's some good advice suggested by Leonard Swell of Irvington, N.J. His hint to any gal is, first be sure that you're (PLAY). He also says at this time of year don't argue - or nag, just (PLAY). Summing it up, if you want that present (PLAY).

-16-

HILSTAND: ~~Exam 1 even~~ Professor <sup>be good</sup> get out your sled and send the gals home to bed.

KYSER: Sure enough, Dean ... das all girls ... before you can say woof, our judges come down the chimney with a decision.

~~JACK: (ON ECHO) H-e-e-l-l-l-e-e-e judges.~~

~~BOBBI: H-e-e-l-l-l-e-e-e here we come~~

(WHISTLE SLIDE...BRICK SLIDE...MASSIVE CRASH AND TOP IT OFF WITH A LITTLE TOY INSTRUMENT...LIKE AIR PUSHED OUT OF TOY ACCORDION)

(LOON LAUGH)

~~JACK: Well - they're here.~~

KYSER: Yes - we lost our chimney but we got a decision and the honor girl of the second exam is named Miss Ruby Beutler

(APPLAUSE)

KYSER: Ah my lovely thing ... your stocking will hang in faculty hall - go light up a Lucky Strike and stand under yon mistletoe - and now students it's become our yearly custom at this point in our program for all of us to join in on George Duning's beautiful arrangement of Yuletide songs we all love. It's our way of sayin' Merry Christmas from all of us to all of you.

7. ("CHRISTMAS MEDLEY.....PRODUCTION)

(APPLAUSE)

-16-

KYSER: Now Dean Hiestand points out that Christmas gifts look mighty pretty in their wrappings, but everybody always wants to know what's inside.

HIESTAND: And, ladies and gentlemen, I'm sure you feel the same way about cigarettes. For you know that what's inside the cigarette....the tobacco - is what counts. Better tobacco gives you mildness, better taste, more smoking enjoyment all around. So, it means a lot to pick a cigarette you know is made of fine tobacco. Now the reports we bring you from markets all over the South prove that Lucky Strike means fine tobacco....for they show that at market after market we consistently pay the price to get the milder, better-tasting leaf. For example, at auctions in Conway, South Carolina this season, The American Tobacco Company paid 34 percent more than the average market price published by the United States Department of Agriculture. And at Adel, Georgia, we paid 46 percent more. So it goes at market after market....and the best tobacco we buy goes into Luckies. Yes, smokers, Lucky Strike means fine tobacco....and make no mistake, in a cigarette it's the tobacco that counts. Why not make your next package Luckies and see for yourself.

ALTERNATE MARKETS:

Stoneville, N.C. .... 34%  
 Lake City, Fla. .... 52%

- 8..BY-U-BY-O.....GROUP
- 9. SHEPHERD'S SERENADE.....DUET
- FANFARE

-18-

HIESTAND: The final exam!

(BAND) WHEEEEEEEEEEE!

HIESTAND: Yes ... time to tip toe wherever you go ... nothing  
is stirring not even a mouse.

(GIRL SCREAMS)

HIESTAND: "Steady Madam", that piece of cheese who scared you in  
the breeze with an old wheeze is no mouse - But a --

BAND

VOICES: But don't you say it.

HIESTAND: ~~named Kay - Ki - zer.~~

~~KYBER: "Oh my" - such cutie tooties - and now to continue with~~

~~our rooty tooties...~~

-18-

(FINAL QUESTION ROUND - Page 1)

1. Our final round is still in Christmas spirit and our first question takes us to toyland. For Madge McDonald of Nashville name this familiar Victor Herbert melody. (PLAY). And now, my babe in the woods, do you know what two ~~former juvenile~~ stars are in the picture "Babes on Broadway". They were also in "Babes in Arms."

2. Tell Win Horn of Santa Fe, New Mexico what beautiful opera for children is generally performed at Christmas time by the Metropolitan Opera Company. It too, is about babes in the woods - and was composed by Engelbert Humperinck - no fooling! Speaking of Christmas, what well-known folk song starts with the word "Santa?" If Frank Fay played the part of Santa Claus, would he be called Santa Fe? Hope I don't get railroaded for that one. Is Santa Anita Santa's sister?



(FINAL QUESTION ROUND - Page 2)

3. From the following list Mrs. Frances Lewis of Hartford, Conn. wants you to pick out two characters in Dickens' beloved "Christmas Carol."  
Tiny Tim - Oliver Twist - Bob Cratchitt - Micawber - Scrooge -  
Little Derritt - Marley's Ghost - Barkus - Uriah Heep. What well-known movie star at Christmas time usually plays the part of Scrooge? Was there a picture called "Christmas in July?"

4. If the Juniors can get their toys away from their dads long enough tomorrow, Private Rettberg of Fort McClellan, Ala. says they'll have a swell time playing (PLAY). And of course the most popular toys for little girls are dolls - Can you name 2 songs with the word "doll" in their titles?

SOUND: JINGLE BELLS

-21-

HIESTAND: The exams are over.

(CHEERS)

KYSER: Na - na - na ... hold it, chillun - while our faculty goes to make out your report cards ... gather with me round the tree while Dean Hiestand delivers a brief Christmas message from the founding fathers.

HIESTAND: Ladies and gentlemen, on behalf of the makers of Lucky Strike Cigarettes, may I wish you all a very Merry Christmas.

(FANFARE)

-21-

KYSER: Here we are - and by unanimous faculty decree - the honor scholar <sup>^</sup>deserving the largest helping of Christmas goodies is Cornell Jones

(APPLAUSE)

KYSER: Oh you wonderful thing ... ~~you amazing person ... I clutch your hand ... I pull your mitten ... I stuff your stocking with this first prize of \$35 ... go -- get your sled and moosh on home --~~ to you dear second placer a twenty-dollar wreath of long green ... to the other four scholars ~~this academic tinsel of 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 fine Christmas spirit ~~and lively goings on --~~ a package of better than ever Lucky Strike Cigarettes.

(CHEERS)

10. ~~("SMILES" .....ORCHESTRA)~~

~~("THINKING OF YOU" .....BAND)~~

*Theme*

-23-

(THEME.....)

KYSER: Well das all chillun ... the old school goes to bed to await the coming of St. Nick and your old Professor is tickled pink to have been with you on another Christmas... we'll be back New Year's Eve -- next Wednesday at this same time ... ~~so have fun ... Merry Christmas and in the meantime keep your musical I.Q. sharp by attending sessions of Information Please and Your Hit Parade.~~ The address for questions to the old Professor is - ~~Kay Kyser~~ - Box 909, Los Angeles, California. And now, this is Kay Kyser -- thinking of you - thanks a lot for being with us -- and so long everybody!

(HAPPY DAYS.....)

(APPLAUSE)

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

(SONG CREDITS IF ANY)

THIS IS THE RED NETWORK OF THE NATIONAL BROADCASTING COMPANY.

-23-

*As Presented*

KAY KYSER

ROUTINE

Wednesday - 12/31/41

---

1. Great Day Orchestra

2. Madelaine Babbitt

COMMERCIAL 1

ROUND 1

3. Chattanooga Choo Choo Mason

4. This Love of Mine Dunn

COMMERCIAL 2

5. Tonight We Love Orchestra

6. Humpty Dumpty Heart Babbitt

STATION BREAK

ROUND 2

7. The Nadocky Production

COMMERCIAL 3

8. Elmer's Tune Duet

9. How Long Did I Dream Babbitt

FINAL ROUND

10. Liza Orchestra

~~11. Daddy Orchestra~~

HIESTAND: In a cigarette it's the tobacco that counts.

BOONE: (CHANT - ENDING BETWEEN 36 and 40 INCLUSIVE - "SOLD  
AMERICAN")

HIESTAND: Let that chant remind you that Luckies are a milder, better-  
tasting cigarette, because at market after market, we pay  
the price to get the finer, the lighter, the naturally milder  
tobacco. Yes, Lucky Strike means fine tobacco. That's why,  
with men who know tobacco best, it's Luckies 2 to 1.

(HAPPY DAYS.....)

HIESTAND: Lucky Strike presents Kay Kyser's College of Musical  
Knowledge with fun scholars and prizes amounting to ninety-  
five dollars....and here's the....

VOICE: (INTERRUPTS) Happy New Year!

HIESTAND: (IMPATIENT) Not yet, brother...here's the Old Professor  
Kay Kyser!

(KYSER THEME.....)

(AUDIENCE APPLAUSE)

KYSER: Evenin' folks, how're y'all? Well, tonight it's New Year's Eve and here we all are in the classroom ready for the exercises. Six special scholars will con over their entirely unrehearsed speeches while we start the festivities with what passes for a gentle riot - aaw - come on and try it - you're sure to buy it -

*cause it's a great day*  
~~I mean you'll dance~~

1. ("GREAT DAY".....ORCHESTRA)
2. ("MADELAINÉ".....BABBITT)

KYSER: Now, chillun, Dean Hiestand tells you about a man who's seen many a New Year come and go, while holding down the same important job....

HIESTAND: Well, ladies and gentlemen, he's Mr. James N. Edwards of Farmville, North Carolina, and he's been a tobacco auctioneer for well over thirty years now. So, if you want a real veteran's opinion on what makes a good smoke, listen to what Mr. Edwards said:

MAN: The tobacco is what's important in a cigarette and I've smoked Luckies for 24 years....because at market after market I've seen them pay the price to get the finer, milder tobacco.

WHITMAN: Yes, ladies and gentlemen, in a cigarette it's the tobacco that counts. That's why it's worth your while to take a tip from independent tobacco experts like Mr. Edwards. These auctioneers, buyers, and warehousemen know that Lucky Strike means fine tobacco because at auctions all over the South they see us pay the price to get the milder, better-tasting tobacco. That's why with the experts....with men who know tobacco best, it's Luckies 2 to 1. Why not make your next package Lucky Strike, and see if you don't agree with the experts.

ORCHESTRA PLAY-OFF

ARNOLD'S CUE: Girls first tonight, Mac, please.



-4-

AUDREY:

*my oh my*  
(~~GRIPS HER LITTLE HEART OUT~~)

HIESTAND:

Now now, Audrey, what's ~~the matter~~ *bothering you*. You're all ~~dressed~~ up ~~ready to come in~~ as little Miss 1942 and you're ~~crying~~ *nervous*.

AUDREY:

Baw ... somebody's sleeping in my bed. ~~Baw baw~~ ...

HIESTAND:

Well, we'll see about that.

AUDREY:

Look - he's got a long white beard....

HIESTAND:

And a scythe.....

AUDREY:

Think it's Santa Claus?....

HIESTAND:

No - he's gone ... but maybe it's Father Time. Here you, wake up.

KYSER:

(MUMBLES) Erinfolks, howeryall?

AUDREY:

Aw - it's only Professor Kyser....

(PLAY ON IN MARCH TEMPO)

(AUDIENCE APPLAUSE)

KYSER:

Well, step right up here \_\_\_\_\_ let's start...

VOICE:

Happy New Year!...yet? (QUESTION)

KYSER:

No - not yet...one side, friend cause here comes

\_\_\_\_\_  
FOR HER FIRST QUESTION.

(ADD FIRST ROUND)

-4-

(FIRST QUESTION ROUND - Page 1)

1. Tonight America celebrates New Year's Eve and believing that you gals tell 90% of the men the way you want to celebrate on this occasion, we're going to have you discuss New Year's Eve instead of the fellows. Melva Springer of Detroit says that in the East 1 hour and 52 minutes from now; in the mid-west 2 hours 52 minutes; in the Mountain region 3 hours and 52 minutes, and on the West Coast 4 hours and 52 minutes from now, we'll all sing (PLAY). Now will you tell us what popular orchestra leader uses that for his theme?

2. John Wagner of New York City says a good percentage of America celebrates New Year's Eve in hotels and night clubs where there's dining, dancing, and entertainment. For instance lots of them will go to the Waldorf-Astoria in New York where the music will be provided by "the magic fingers of radio" - Who is he? And in Chicago many will go to the Blackhawk to hear Les Brown and to the College Inn to be entertained by the orchestra leader who is featured in "Birth of the Blues." And here in Los Angeles, Phil Harris will have the Biltmore Bowl filled and the Cocoanut Grove will be crowded to hear (PLAY) *the composer of this tune.*

3. Louise O. Mayer of Chicago says that in some parts of the country, New Year's Eve will be celebrated with sleigh-rides, tobogganing, skiing and ice skating, because the outdoors is the real way to enjoy (PLAY). Yes sir, sleigh-rides in the north, but in the south down New Orleans way, the ride might be a (PLAY).

(FIRST QUESTION ROUND - Page 2)

4. Herbie Contrell of Miami, Oklahoma points out that to lots of the chillun New Year's Eve means dancing, dancing and more dancing. For instance, here in Los Angeles, they might go dancin' at the Palladium to the music of the Sentimental Gentleman of Swing. And in Chicago they might go to the Aragon to hear the band that made Elmer's Tune famous? And in Manhattan they could swing on down to the New Yorker and dance to the King of Swing?

5. Besides New Year's Eve in the winter-wonderland, Miss Nellie Holmes of Seattle, Washington says there's also the winter-summerland where lots of folks will celebrate.(PLAY). There'll be swimming, weeny roasts, marshmallow toasts, and many a guy will turn to his gal and say "No champagne for me, just give me New Year's Eve and (PLAY).

6. It's the last right or wronger for 1941, so just for fun, let's see if you know right from wrong, hon.

- 1) The picture of Father Time is by Bulova.
- 2) ~~All countries do not celebrate New Year's on the same day.~~
- 3) Automobile tires are made by the New Year Rubber Company.
- ✓ Next year Christmas Day and New Year's Day come in the same year.

(4) The Rose Bowl game will be played this year. (Play)

Kay salutes all the Bowl games.

(FIRST QUESTION ROUND - Page 3)

7. For most folks New Year's Eve is the night to go places and do things, but William Steckel of Davonport, Iowa says lots of chailun figure that's the one night <sup>when</sup> (PLAY). They fix a big spread, invite the neighbors, play games, and before the night's over, it's inevitable that someone will suggest (PLAY)

8. A little bird just told me you'd like to sing a bit, so at the suggestion of Jane Pearrow of Memphis, Tenn. we picked out a couple of tunes that will really get a work-out tonight. Of course I'm not inferring that you'll sing this one later on, but right now let's sing "How Dry I Am." (PLAY) - Now let's start over and I'll sing "How Dry I Am," and you sing "He's a Jolly Good Fellow" at the same time, and I'm sure it will sound just like it will in many places tonight when the gang says "Let's All Sing Like the Birdies Do." (PLAY)

9. No matter where or how you celebrate New Year's Eve, some of us won't know when to quit, and to those we dedicate (PLAY). About half of us who see the sunrise will be leading the way, and the other half will be saying (PLAY).

BAND CUE: (HORNS, KAZOOS, CHAMPAGNE POP ETC - MAKE LIKE NEW YEAR'S EVE)

-8-

HIESTAND: (OVER NOISE) Professor, the bell doth toll so let 'em roll.

KYSER: The young ladies are at liberty, Dean Hiestand. Hand the Faculty a noisemaker and see if they've got a decision...

SOUND: (SOUND "A" ON MECHANICAL RAZZER)

KYSER: Thank you - and the winner is pretty little missy\_\_\_\_\_

\_\_\_\_\_  
(APPLAUSE)

KYSER: What an astounding thing you have created with your own hands, \_\_\_\_\_. Truly you are plumped perfunctorily down in the Finals to await a companion from the second exam. Light up a Lucky Strike cause right now it's time for.....

VOICE: Happy New Year .... eh?

KYSER: No - no! ~~Just once more, friend, and you'll be in trouble.~~  
It's time for

BAND &  
CROWD: RECESS!

KYSER: Which means the New Year's Eve hop at the College Gym... so students - chuck the retorts, get on your shorts it's time for cavorts.

3. ("CHATTANOOGA CHOO CHOO.....MASON)

4. ("THIS LOVE OF MINE".....DUNN)

(NO TALK KAY)

-8-

(CROWD NOISE & CHANT....ENDING BETWEEN 36 & 40 INCLUSIVE -  
"SOLD AMERICAN")

WHSMAN: At 30! (CHANT)

BISHOP: This is Pat Bishop, ladies and gentlemen, reenacting a tobacco auction in Timmonsville, South Carolina. All around me in this big tobacco warehouse are farmers, here to see their tobacco sold. And you know, the oldest veteran among them is just as excited as the youngsters, at the bidding of the buyers and the electrifying chant of the auctioneer. Up - up - up goes the price and now comes the sale....

(CHANT UP....SOLD TO EVENS)

(CROWD NOISE CONTINUES)

BISHOP: All this tobacco is sold basket by basket you know.... sold to the highest bidder. Now the warehouseman's about to call out the opening bid on the next basket. Listen!...

WHSMAN: Mild ripe tobacco! At 31!

BISHOP: 31 dollars a hundred pounds is the starting price - 31 - 31 - but now a leaf dealer signals a bid of 32. Lucky Strike raises it to 33. An export company makes it 34 - Lucky Strike 35 - another cigarette company 36....The crowd is watching breathlessly....36 - 36 - And Lucky Strike raises it to 37. The export company bids 38 - But now Lucky Strike tops that with a bid of 39 dollars and this basket's going - going to Lucky Strike....

(CHANT UP....SOLD AMERICAN)

WHITMAN: Ladies and gentlemen, here's a rule that will hold as true in 1942 as in every other year: In a cigarette, it's the tobacco that counts. That's why Lucky Strike consistently pays the price to get the milder, better-tasting tobacco. For example, at auctions in Timmonsville, South Carolina, this season, The American Tobacco Company paid 36 percent more for the tobacco it bought for its cigarettes and other tobacco products. Yes, 36 percent above the average market price published by the United States Department of Agriculture....and the best tobacco we buy goes into Luckies.

So you see, Lucky Strike means fine tobacco. Why not make your next package Luckies, and prove to yourself that better tobacco makes a better cigarette.

5. TONIGHT WE LOVE.....ORCHESTRA

6. HUMPTY DUMPTY HEART.....BABBITT

GLEE CLUB: AULD LANG SYNE

Picture plug - "Humpty Dumpty Head" from our new picture

-11-

(AULD LANG SYNE .....GLEE CLUB)

~~HIESEAND!~~ The old year is passing in the night - and bears away  
*What now* upon its bosom the memories of things gone by. Ahead  
 we look - in Kyser College - forward into the new year -  
 to wishes fulfilled, things aspired-to attained, and to  
 the many times when all across the nation we will explain  
 the situation and alphabet each station.

\*\*\*STATION BREAK\*\*\*

(KYSER MARCH - UP AND OUT)

-11-



-12-

HIESTAND: New Year's Eve in Kyser College and our stringy straggly  
Dean Kabibble mounts a table to read a special poem. Mr.  
Kabibble....

ISH: Of good resolutions I have a few  
And so I'll pass them on to you  
That they may guide the things you do  
In nineteen hundred and forty-two.  
Dear Professor -  
~~I'll chew gum in the dentist chair~~  
At pretty girls I'll always stare - *while my poor face is hanging*  
~~In traffic I will honk my horn -~~  
I won't tell jokes unless they're corn - *I'll never shut my mouth or*  
Asleep, I'll always snore and ~~lose~~ *talk*  
~~I'll say nasty things about my boss~~ *be the dream you saw take a*  
*walk*  
*If you give an order* ~~If I reach for a check, I'll never take it -~~  
I'll burn my music and always fake it.  
I will not try to get ahead -  
I'll ~~just spend all my time in bed - "In 1942".~~  
*Gonna spend my life*  
(CHORD BY BAND)

(AUDIENCE APPLAUSE)

KYSER: Umm - "a fine thing Dean Kabibble" - but seriously  
chillun I want to thank you for ~~your support~~ *the way you've stuck by* of the  
College during 1941 and give you our pledge right now  
to try even harder to entertain you in 1942 ---

(BAND) (HOORAY)

~~KYSER: And now our Three Rover Boys - here Rover (DOC BARKS)~~

-12-

(SECOND QUESTION ROUND - Page 1)

1. At the suggestion of several of our co-eds, the theme of our second round tonight is "Let's be good to the gals in 1942." ~~The wives want you husbands to turn over a new leaf and sweethearts want their boy friends to vow to stay as sweet as you are.~~ *for instance* Some husbands take their wives for granted. They say "Why run after a Street Car after you've caught it," and Robert Atcheson of St. Louis says you'll make the little lady very happy if you'll remind her that she's still your (PLAY). He says don't call her "the ball and chain" or "the old battle axe" - call her honey, beloved, or (PLAY).

2. Janie Sheahan of Ontario says your home will be much more peaceful if you let your wife win every argument - as who does in what comic strip? And speaking of battles, who conducts "The Battle of the Sexes" on the radio? *Are you gonna be a harassed husband?* ~~Someone once observed that the happy husband was one who said "I'm hen-pecked and I'm proud of it."~~

3. Here's a rule we fellows have to follow in 1942 - We've got to pay more attention to the gals' new clothes. Wayne Anderson of Minneapolis says if baby bounces in with a new bonnet - notice it! Say (PLAY). And if she comes home with a new dress - don't look up over the evening paper and grant your approval - Rave about it - say it's (PLAY).

(SECOND QUESTION ROUND - Page 2)

4. Juanita Johnson of Albuquerque, New Mexico says if a problem comes up in the home, and you don't know how to handle the situation, don't get disgusted and walk out - you can consult two well-known newspaper ladies, who give advice to the lovelorn. Who are they? Or there's the fellow who wrote "How to Win Friends and Influence People" - Who is he?

5. W. D. Craig of Austin, Texas says unconsciously we guys can be very cruel to the fairer sex. When you go to a party, or dance, when the girl friend is confronted with other femininity, don't say to her "Why can't you look like Miss So and So - or Why don't you fix your hair like Miss So and So - Remind your mate that ~~she~~ (PLAY). OR - "Tell her - "The way I like you is Just (PLAY). And by all means don't let her catch you gazing at the other gals. Make her happy by reminding her (PLAY).

6. Mrs. Gladys Hamilton of Mancoa, Colorado says if your wife doesn't believe your story about working late at the office, don't go into a (PLAY). Just keep smiling and say "Why darling you know I wouldn't lie to you - don't you know (PLAY) - You wouldn't lie to your wife, would you? You liar.

(SECOND QUESTION ROUND - Page 3)

7. Kenneth Long of Naval Air Station, Norfolk, Va. bets many a wife would swap part of her allowance for a good disposition when you guys get up in the morning. If you want to make her happy, when you come to the breakfast table, remember to (PLAY). And when you leave the house and come back at night, don't forget (PLAY).

8. Betty Brewer of Los Angeles says that in their hearts most wives believe their husbands love them, but they like to be reassured just the same. And since we want you to sing this song to your wife all thru 1942, you might as well start practicing right now. Here're the words to "I Love You Truly" and let's see how you're going to spout it to your spouse. (PLAY)

9. In case you have to take a trip without your true love, write her every day and say (KAY SINGS "I'VE GROWN SO LONESOME THINKING OF YOU") Don't let her feel you're singing (PLAY). And if she goes to the country for a rest, and you can't go, say to her I'm going to be (KAY SINGS "BLUE AND BROKENHEARTED"). Don't let her think that after she leaves you're going to sing (PLAY). ~~And by the way as Grand Marshall of the Rose Bowl Game and on behalf of the College, I'd like to salute all the Bowl Games being played tomorrow and wish you all lots of luck.~~

SOUND: NEW YEARS BELLS RING OUT

-16-

SCOUND: (THE NEW YEAR'S BELLS RING OUT)

VOICE: Happy New Year! -- Now?

HIESTAND: (DISGUSTED) Now look what you gone and done...The spell is broken, Professor, so you might as well put the kiddies back in their middies.

KYSER: Then rattle that home-made faculty, Dean Hiestand - see if there's a decision cookin'!

SOUND: (RATTLING AND CLANK)

KYSER: Why the gent with the rent and the dent in his vent is \_\_\_\_\_!

(APPLAUSE)

KYSER: Why Mr. \_\_\_\_\_ ... who ever thought a brief hour ago that your name would spark so high above the crowd. Who ever thought that I'd be telling you to go over there and sit in the Final Exam Box. Light up a Lucky Strike, too, and relax the best way you know how while the rest of the school ups on their tootsies, and makes with the wootsies.

7. ("THE NADOCKY".....PRODUCTION)

-16-

KYSER: Now Dean Hiestand gives us a report on certain doings below the Mason-Dixon line in 1941.

HIESTAND: Well, as a matter-of-fact, ladies and gentlemen, what happened in 1941 also happened in 1940 - and 1939 - and so on back thru the years. To put it in a nutshell, this year as every year, Lucky Strike has consistently paid the price to get the milder, better-tasting tobacco at markets all over the South.

For example, at auctions in the important tobacco market of Mullins, South Carolina, this season, the American Tobacco Company paid 34 percent more than the average market price published by the United States Department of Agriculture. And at Mt. Airy, North Carolina, American paid 42 percent more. At Hahira, Georgia, 47 percent more. So it goes at market after market - year after year - and the best tobacco we buy goes into Luckies. The result is....Lucky Strike means fine tobacco and make no mistake - in a cigarette it's the tobacco that counts. Next time, ask for Luckies and prove this to yourself.

8. ELMER'S TUNE.....DUET  
 9. HOW LONG DID I DREAM..... BABBITT  
 PANFARE

-18-

HIESTAND: (HAS SCUFFLE WITH CHARACTER) I tell you - you can't.

VOICE: Well, it's almost time, why not now. "Happy"

HIESTAND: We've got to <sup>do</sup> have a Final Round ~~yet.~~

VOICE: <sup>"ool"</sup> I'm going to do it and do it right. ~~Happy New...~~

~~KYSER: Here here, are you in again.~~

~~VOICE: I just want to...~~

~~KYSER: Boys let him have it -~~

~~VOICE: Happy New...~~

~~(A SHOT RINGS OUT) OF (BUCK HIM IN A TUB OF WATER VIBES. -~~

~~BIG SPLASH)~~

KYSER: And now if Miss \_\_\_\_\_ and Mr. \_\_\_\_\_  
will step lightly over ~~the body~~ to the microphone we can  
get on with the Finals.

(ADD FINAL EXAM)

-18-

(FINAL QUESTION ROUND - Page 1)

1. We know New Year's Eve is no time to make resolutions, but in our final round tonight we're going to propose a few for 1942. Pick out the ones you like and starting tomorrow, try them for a week and if you like them, make them your resolutions for 1942. ~~I'm sure you'll keep~~  
~~'em~~ This next year we are all going to work even harder than before and Ruth Prag of Milwaukee says a good way to make our task easier is to (PLAY). And when the going gets tough, there'll be smooth sailing if we <sup>all</sup> resolve to (PLAY).

2. At the suggestion of Dick Hinos of the University of Notre Dame, at this point I had planned to propound a few priceless pearls of wisdom, but they got kind of jumbled up in the shuffle, so see if you can straighten them out.

- 1) First don't count your chickens before they cross the road.
- 2) An apple a day would make William Tell.
- 3) He who hesitates pays the check.
- 4) Where there's a will, there's relatives.

~~Here's a good way to save wear and tear on your disposition - don't get into arguments. If the other fellow wants to argue, be calm and~~  
~~(PLAY)~~



(FINAL QUESTION ROUND - Page 2)

3. Always beautiful to express but sometimes hard to do, is this thought (PLAY). Helen Goodman of Providence, R. I. says even if you can't love 'em, try to be pleasant. If you see him mowing the lawn go to the door and yell (PLAY). In that connection, what is the Golden Rule? ~~Now will you please complete this axiom which is a good Resolution for 1942 - "Laugh and the world laughs with you - weep~~

*\_\_\_\_\_ . now will you propose a resolution for us ?*

*Now Miss \_\_\_\_\_ will you give us a good resolution? What did Cove resolve day to day to \_\_\_\_\_*

4. While we are making Resolutions Private Melvin H. Forrest, Jr. of Camp Joseph Robinson, Arkansas says in 1942 here's something let's all resolve to do (PLAY). ~~Yes, sir, and for the privilege of living in this great country of ours, let's always remember to (PLAY)~~

SOUND: RECORD BELLS

-21-

HIESTAND: Exams are over!

GROWD: (CHEERS)

KYSER: And before the Faculty names the honor scholar of the night, join with me in listening to Dean Hiestand's message from the board of trustees.

HIESTAND: Ladies and gentlemen, on behalf of the makers of Lucky Strike Cigarettes, may I wish you all a Happy New Year.

(FANFARE)

-21-

KYSER: The news goes out, ~~the champions of weeks gone by welcome~~  
~~a new winner to their midst, Father Time nips the noggin,~~  
 and it's really gonna be a Happy New Year for our big  
 winner Miss Crawford of Dodge City  
 (APPLAUSE)

KYSER: You have striven mightily, my dear \_\_\_\_\_,  
 and you have made your mark in class history. Hereby  
 and forthwith we make our mark with this thirty-five  
 dollars first prize. Happy New Calendar and May  
~~And if you don't like it you can~~  
~~exchange it after the first of the year.~~  
every day be dollar day.  
 To our second  
 placer goes twenty dollars. Each of the other four  
 contestants gets ten dollars and all six receive a carton  
 of Luckies. Finally to every member of the student body  
 here tonight - for those volunteer answers and New Year  
 noodles - a package of better than ever Lucky Strike  
 Cigarettes.

(CHEERS)

10. ("LIZA".....ORCHESTRA)

~~(THINKING OF YOU.....)~~

P

Eddie (says happy new year in  
Polish & Slavonic)

Kay-What he say? What did he  
say?

Don-What I've been trying to  
say all night "Happy New Yr."

Kay-"So Long Everybody."

KYSER: Well, das all, chillun, and school is put away until next year. But the doors will be open on next Wednesday night - so we'll see you all then. Don't forget Your Hit Parade and Information Please as usual, and send your questions for the old professor to Box 909, Los Angeles, California. And now, for Dotty, Trudy, Harry, Sully, <sup>dehhabible</sup> myself and all the boys I want to say "Thanks 'also for bein' with us in 1941, and Happy New Year, everybody".

(X)

(HAPPY DAYS.....)

(APPLAUSE)

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.

(A large handwritten arrow points from the circled 'X' at the top right down to a circled 'G' at the bottom center of the page.)

KYSER: Well, das all, chillun, and school is put away until next year. But the doors will be open on next Wednesday night - so we'll see you all then. Don't forget Your Hit Parade and Information Please as usual, and send your questions for the old professor to Box 909, Los Angeles, California. And now, for Dotty, Trudy, Harry, Sully, myself and all the boys I want to say "Thanks <sup>Inhabitable</sup> also for bein' with us in 1941, and Happy New Year, everybody".

(HAPPY DAYS.....)

(APPLAUSE)

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.

Eddie (says happy new year in Polish & Slavonic)  
 Kay-What he say? What did he say?  
 Mon-What I've been trying to say all night "Happy New Yr."  
 Kay-"So Long Everybody."