

7/1/42

GRAUER: The Judges have picked the winner!

KYSER: And it's ()

(AUDIENCE APPLAUSE)

Ah my dear M ().

You're elected! You got more votes than all the rest,
so we are sure that you're the best!

Here is a Fifty-Dollar War Bond for you and a Twenty-five
Dollar Bond for the runner-up.

There's Ten Dollars in War Stamps for the other four and all
six get a carton of Luckies...

A N D and then to every member of the student body in this
room, for giving out with a zing and zoom, a package of
better-than-ever LUCKY STRIKE CIGARETTES!

(CHEERS)

10. (NO BODY'S SWEETHEART NOW.....ORCHESTRA...)

("THINKIN' OF YOU".....)

7/1/42

KYSER:

Well das about all chillun till next Wednesday night when we'll be holding our class session in dear old Chicago. Meanwhile, let's make Independence Day mean more than ever this year by buying all the War Bonds and Stamps we can. ~~Let's make the 4th really mean something.~~ Uncle Sam's keepin' the Post Offices open - so let's visit 'em on the 4th and buy a Bond - They're the best guarantee of our Independence! And now this is Kay Kyser thinking of you. Thanks a lot for being with us and for Ben Grauer, Basil Ruysdael, Martin Block and all the gang - So Long Everybody.

(CLOSING THEME. ORCHESTRA)

The famous tobacco auctioneers heard on tonight's program were Mr. L. A. Speed Riggs of Goldsboro, North Carolina and Mr. F. E. Boone of Lexington, Kentucky. This program came to you from New York - THIS IS THE NATIONAL BROADCASTING COMPANY.

Shortwave Broadcast, July 9
Sta. W.R.C.A.
W.N.B.I.

LUCKY STRIKE ROUTINE

KAY KYSER

JULY 8, 1942

1. ONE DOZEN ROSES SULLY AND 3 GIRLS
 2. HERE YOU ARE HARRY
 - COMMERCIAL ONE
 - ROUND ONE
 3. JINGLE JANGLE JINGLE GROUP
 - COMMERCIAL TWO
 4. TAKE ME DOROTHY DUNN
 - STATION BREAK
 - ROUND TWO
 5. SLEEPY LAGOON PRODUCTION
 - COMMERCIAL THREE
 6. IDAHO ORCHESTRA
 7. I LEFT MY HEART AT THE STAGE DOOR CANTEEN HARRY
 - FINAL ROUND
 8. NOBODYS SWEETHEART NOW ORCHESTRA
- - - -

REMOTE FROM CHICAGO, ILLINOIS - BROADCAST COMING FROM CHICAGO CIVIC
THEATRE WITH SWITCHES TO NEW YORK FOR COMMERCIALS AND TRIBUTE

- 1 -

WEAF

THE AMERICAN TOBACCO COMPANY

7/8/42

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #224

10:00 - 11:00 PM

JULY 8, 1942

WEDNESDAY

(FROM CHICAGO, ILL.)

KYSER: Evenin' folks -- this is Kay Kyser. In the five minutes our sponsor has given us at the beginning of the show tonight, we want to pay tribute to another man in the fighting forces who to us typifies America at Her Best. Coastguardsmen, sailors, and marines have all given us many outstanding heroes, but tonight we want to pay tribute to a Captain of the United States Army Air Corps.

(FROM NEW YORK STUDIOS)

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(MUSIC)

RUYSDAEL: Last weekend, America celebrated the Fourth of July in a new way - at work in the factories, on the assembly lines, in the shipyards and the steel mills. And in England, the U. S. Army Air Force spent Independence Day making its vanguard attack on Nazi Europe. This is the story of one of the fliers who took part in that action - Captain Charles C. Kegelman.

(MUSIC)

RUYSDAEL: Charles Kegelman was born in El Reno, Oklahoma - son of a railroad locomotive engineer. After High School and Military Academy, he enrolled as a premedical student in the University of Oklahoma. In 1935, Kegelman left college to enlist in the Army Air Force and started his training. Two months ago, he was serving as a Captain attached to the Will Rogers Air Base in Oklahoma City. Last Saturday, Kegelman got his first crack at the Nazis.

(MUSIC)

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RUYSDAEL: It was no Independence Day stunt that sent Kegelman and five other Boston Bombers over German-dominated Netherlands. Their mission was serious ... a daylight raid of Nazi Air Bases. The planes flew low over the channel and stayed low as they crossed the coast. Valkenburg - Haamstede and Alkmaar - these were the German flying fields on the list. The six planes came down to tree-top level. Hedgehopping to their targets - the planes could not be seen by spotters ... and many a Dutch heart must have trembled to hear the low-flying planes - and then filled with joy at his first sight of the wing markings as the big bombers thundered just overhead.

(BRIEF MUSIC)

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RUYSDAEL: First objective sighted! As the surprised German defenders started to throw everything they could into the air, Kegelman jockeyed his plane into position to go in on the target. Anti-aircraft flak and machine-gun tracers patterned around him. As the first stick of bombs dropped - a shell made a direct hit on his right wing ... one motor was torn from its mounting ... the plane rocked dizzily and plunged towards the field. Kegelman fought the controls. Just in time, he pulled the nose of his plane up - the belly of the ship skidded along the ground - but one motor pulled it into the air. A Nazi anti-aircraft tower blasted at the crippled ship as it staggered away. Kegelman had to make a decision - fight or flee. Without hesitation, he swung head on to the tower, his four nose machine guns smashing at the German emplacement. The gunners scattered - the guns were knocked out - just in time, Kegelman pulled his foundering plane up and cleared the tower.

(MUSIC BRIEF)

RUYSDAEL: Still hedgehopping, he headed home ... flying with perfection of skill to keep his badly damaged plane under control. With one motor shot away - his tail assembly in ribbons, he came back across the Channel to his base and landed his plane without injury to his men.

(MUSIC TRANSITION TO CLOSING)

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RUYSDAEL: Captain Kegelman has been awarded the Distinguished Flying Cross for this action - for "his superior airmanship and extraordinary gallantry and coolness in saving the lives of his crew,"

(MUSIC BIG - PAUSE)

RUYSDAEL: And so, Charles Kegelman, we salute you. In this first attack you have displayed true heroism - extreme courage under fire - and in the many attacks to come, we wish you and your fellow-pilots good luck and new victories - to us you typify - AMERICA AT HER BEST.

(MUSIC TO CATHEDRAL FINISH)

(PICK UP FROM CHICAGO)

(FADE IN APPLAUSE AT CHICAGO - HOLD APPLAUSE UNDER)

KYSER: That was our tribute to the spirit on the United States Army Air Corps - narrated by Basil Ruysdael. And now, chillun, it's time for the old College of Musical Knowledge!

(OPENING THEME BY ORCHESTRA)

AUDIENCE: YEAH COLLEGE - HOORAY

GRAUER: Lucky Strike presents Kay Kyser's College of Musical Knowledge broadcasting from Chicago.

BOONE: (CHANT ENDING BETWEEN 25 & 27 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.

(KYSER THEME . . .)

(AUDIENCE APPLAUSE)

7/8/A2

KYSER: Evenin' folks, how y'all? It's sure great to be back in Chicago,
the city of the three L's - the Loop, the Lake, and the lovely
Ladies.

ISH: Look Professor at the nice picture I drew on my slate ..
(PROP SLATE)

KYSER: It's pretty Ish but what is it?

ISH: It's a railroad engine !

KYSER: Well why don't you draw the cars?

ISH: What for ... the Engine draws the cars !
(LAUGH)

KYSER: Oh cut out this consternation - we're strivin' for higher education.
And our six choosen scholars are going to try to answer these
questions sent in by our listeners to the tune of 115 dollars
in War Bonds and Stamps. But - before we start with the questions
and answers, Yets swing out and play for the dancers!

1. (ONE DOZEN ROSES ----- SULLY & 3 GIRLS)

2. (HERE YOU ARE ----- HARRY)

COMMERCIAL #1
(FROM CHICAGO)

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7/8/42

KYSER: Now, chillun, waitin' to speak to us back in New York
is the man who's famous for seein' things your way and
sayin' things your way ... Martin Block.

(PICK UP FROM N.Y.)

BLOCK: You know friends, when I was a kid, if I wanted to do
something, and Mother said, "Martin, don't do that!",
I would invariably say, "Why?" And if Mother said,
"Because I don't want you to.", which is what many
mothers say, many times, I had a feeling that I was
being sadly mistreated, and having no good reason for not
doing what I wanted to do, I usually would do it anyhow,
which often resulted in going to bed without my dinner,
or no movies for a month. If on the other hand, I asked,
"Why", and Mother said, "Because if you do so and so,
so and so will happen, and that won't be good for you.",
in other words, if the reason for not doing what I wanted
to do was explained to me, then I was an obedient good
little boy, I had my dinner, and saw the movies. And I
think most grown-ups are like that no matter how old we
may be ... a bare statement leaves us cold, but a logical
explanation has the desired results.

(MORE)

- 7 -

(ORCHESTRA REPRISE... "IS IT TRUE WHAT THEY SAY ABOUT DIXIE")

8 & 9

7/8/42

BLOCK: So that if I merely came before this microphone, and said, "Smoke Lucky Strikes; they are a fine cigarette," you might resent my trying to tell you which cigarette you should smoke. But when I prove to you conclusively that the makers of Luckies unstintingly pay the price to get the finer tobacco that makes a finer cigarette, and when I tell you that with my own eyes I have read statements by independent tobacco experts, men who really know tobacco, showing that with these men Luckies have more than twice as many exclusive smokers as all other cigarettes combined, I am quite sure that having given you these two good reasons for smoking Luckies, you will want to try the cigarette that gives you these finer tobaccos, this cigarette that tobacco experts prefer. So, won't you try and remember the next time you step up to a tobacco counter, to ask for a pack of Luckies, because after all the most conclusive proof, that this finer, lighter, milder tobacco is in Luckies comes from the smoking. Try a pack tonight!

(PICK UP FROM CHICAGO)

(ORCHESTRA REPRISÉ... "IT IT TRUE WHAT THEY SAY ABOUT DIXIE?")

Is it true what they say 'bout Kay Kyser?
 Does he act like a clown all the time?
 Does he ask the scholars questions ~~that~~ he
~~And~~ doesn't know himself?
~~Does he~~ sleep between two bookends
 In the ~~classroom~~ ^{college} on a shelf?
 They say he can't count up to twenty
 Without first taking off both his shoes
 Does the room have padded walls, where Kay
 Kyser writes these songs?
 If it does, then that's where he belongs!

(APPLAUSE)

(HOLD CLASS BELL)

CROWLEY: The Class-Bell-Rings!

~~The Class-Starts!~~

KYSER: Who's the first of these first 3 sweethearts?

CROWLEY: Miss _____ of _____

KYSER: I want to wish luck to every one - If you're ready Miss

_____, let's start the fun! *Here's your first try
for that \$50 War bond prize.*

(FIRST EXAMS)

7/8/42

1. This one from Miss Jo Ann Smith of Iowa City, Iowa is about a couple of young flyers who decided to go on their vacation in their plane. In other words they took off on kind of a (PLAY) They wanted to visit Sun Valley so they headed for (PLAY) But all of the states looked alike from up there so they decided to follow the next plane that came along and when it landed they did and much to their surprise they found themselves (PLAY)

Iowa & Idaho - both mighty fine states

2. A M Whelan of Aberdeen, Washington wants you to quickly tell us what song goes like this (KAY HUMS) Now we'd like for you to sing a bit of that song. (SINGS) "That's Enough!" In that song, what are those _____? Now tell us what are the two little words you say when you get married? And what one little word are you gonna say when your boy friend proposes?

3. *Jon Rodgers* of *Chicago* says here's the theme song of one of America's top dance bands that's been playing here in Chicago. Listen - and tell us *who he is (Name)* the name of the band and the name of the theme (PLAY)

who whistles with him - Elmo Janner, Fred Lourey or Amy Arnold.

7/8/42

4. Alma Campbell of Cincinnati says try this sketch ~~out~~ with one of your contestants Kay, and let's hear some good acting..... It's called "NELLY HAD A HEART OF GOLD AND SIX FRONT TEETH TO MATCH". It's the story of a jilted lover.....I will be ^{the} the lover and you Miss _____ have jilted me. Ready now - let's go - a little sad music please --

(MUSIC - HEARTS AND FLOWERS - FADE FOR)

GIRL: That's sad enough!

KYSER: (CRYING) Oh Nelly! Why did you do it? I left Chicago for only a few days and now you tell me you're married... I can't stand it!.....You've got to tell me.... Who did you marry?

GIRL: BILLIOUS.....I'M NOT TALKIN'!

KYSER: Tell me, was it my friend Ed Cashman?

GIRL: NO!

KYSER: Well was it my friend Paul Phillips?

GIRL: NO!

KYSER: Well then was it my friend ^{Hal Hackett} Lyla Thayer?

GIRL: YOUR FRIEND YOUR FRIEND.... DON'T YOU THINK I'VE GOT ANY FRIENDS OF MY OWN?

(LAUGH)

~~(HOLD CHORD)~~

(APPLAUSE)

7/8/42

5. While on the subject of "The Drama".....(BOBBY HOLLERS - That's Drama) "Drama" (BOBBY HOLLERS Drama) "Drama" (BOBBY HOLLERS Drama) All right then "Drama" (BOBBY HOLLERS "Oh Drama. What Big Eyes You Have!") (LAUGH) Well as I was saying Miss Helen Wells of Brooklyn, ~~New York~~ says this one concerns a drama student who wanted to hear one of radio's top dramatic programs. So he tuned in what he thought would be (PLAY) ^{Cut} Unfortunately he had the wrong night, the wrong station and the wrong hour so he got (PLAY)

6. Four of Chicago's outstanding colleges are Loyola, University of Chicago, De Pauw and Northwestern. We're about to play a bit of each of their fight songs, and Frank Mulholland of Jefferson Barracks, Missouri, wants you to identify two of the colleges (PLAY)

(SOUND: CLASS BELL)

CROWLEY: Stop Professor, that's quite enough. You shouldn't treat these ladies rough!

KYSER: Why I love every Pretty in the Windy City! DEAN, go ask the judges which one gets the kitty?
(SOUND ----MEAOW ____ MEAOW)

KYSER: Judge Thomas Cat don't meow like that

VOICE: (LIKE A CAT) "Ar" right --"

JUDGES: "PURR PURR PURR" Let's give it to her.

KYSER: The Judges have scratched out a decision and its

CONTESTANT NUMBER _____ MISS _____

(AUDIENCE APPLAUSE)

KYSER: Ah, MISS *you're a cat's little kitten* your answers were smooth as silk
around you Here ~~give~~ the Judges this ~~bowl~~ of milk- *that should keep you busy until the final round*
(BUSINESS WITH CATS)
(AUDIENCE LAUGHS)

KYSER: Oh me, Oh my, I wish you could see it. --- Miss
has brought the milk over to the Judges and the Judges
have taken 3 of the cutest little kittens out of their
pockets and all six of 'em are drinking the milk. It
looks like Miss _____ will be busy till final
exams. So let's all light up a Lucky Strike and ~~come on~~ *place to a time*
were mostly proud to have introduced to you
CHILDREN LET'S DANCE!

3. (JINGLE JANGLE JINGLE _____ GROUP)
(AUDIENCE APPLAUSE)

7/8/42

(FROM CHICAGO, ILL.)

KYSER: Now let's switch back to New York to hear from Martin Block.

(PICK UP FROM NEW YORK)

BLOCK: You know friends, Basil Ruysdael has been talking to you folks many years now about Lucky Strike Cigarettes. Basil, tonight, I want to ask you what do you think is one of the most important statements you have ever made about Luckies?

RUYSDAEL: Well, Martin, off-hand, I'd say the statement that impresses me most is that with independent tobacco experts, with men who know tobacco best, it's Luckies two to one.

BLOCK: Uh huh. I'm inclined to agree with you, Basil, but in that statement, there's one word that almost means more than any other ~~word in the entire statement~~, and that word is "independent." Now, if you will help us re-enact a typical tobacco auction, I'd like to show our listeners why the word "independent" is so important.

(MORE)

(FADE IN CHANT - CROWD NOISE - SOLD AMERICAN)

WHSMAN: 19! (CHANT)

RUYSDAEL: Ladies and gentlemen, we're in a big tobacco warehouse in Clarkton, North Carolina. It's the opening day of the tobacco auctions and farmers have come from miles around to see their tobacco sold - sold, basket by basket, to the highest bidder!

(CHANT UP - SOLD TO BELVIN)

WHSMAN: Good tobacco, boys ... 22! (CHANT)

RUYSDAEL: The warehouseman opened the bidding on this next basket at 22 - 22 dollars a hundred pounds. There are over a dozen buyers here - and they all want this fine mild leaf. The price has already been bid up rapidly from 22 to $22\frac{1}{2}$ - to 23 - and now Lucky Strike bids $23\frac{1}{2}$ - another cigarette company makes it 24 - a leaf company $24\frac{1}{2}$ - Lucky Strike 25 - an export company 26 - Lucky Strike 27 - 27 - 27 - wait a minute, this looks like the sale! Yes, here's another basket of fine mild tobacco headed for Luckies.
(SOLD AMERICAN)

4. KE ME ----- DOROTHY DUJ

CHEER ILLINOIS or HAIL TO THE ORANGE ORCHESTRA REPRISE

CROWLEY: And now from Chicago, Illinois we call on the loyal
 alumni of Kay Kyser College. Where ever you are across
 the nation - please pause for station identification.

(LOCAL STATION IDENTIFICATIONS)

(ORCHESTRA REPRISE UP AND OUT)

BLOCK: Now, friends, at those auctions of the 1939 crop at Clarkton, North Carolina, where for the tobacco it bought The American Tobacco Company paid 32 per cent above the average market price as published by the United States Department of Agriculture, there were undoubtedly representatives of the major cigarette manufacturing companies; but also included in the group were many buyers of tobacco, in no way connected with any cigarette manufacturing company. They are the independent buyers, and then there are the warehousemen and auctioneers who have no interest in any cigarette company. They too, are strictly independent. They all attended those auctions for just one purpose ... to buy and sell tobacco. The independent buyers, warehousemen and auctioneers couldn't help but see who bought what tobacco. And when these independent tobacco experts select Luckies as the cigarette they prefer to smoke, I think that that in itself is a great tribute to the finer tobacco that makes Lucky Strike the finer cigarette it is today. These men select their cigarettes, with a knowledge of tobacco, and when these independent tobacco experts see the makers of Lucky Strike paying the price to acquire the finer tobaccos, it's only natural that knowing tobacco as they do, that they should smoke Luckies. An actual survey shows that with these independent tobacco experts, Lucky Strike has twice as many exclusive smokers as all other cigarettes combined. So ... tonight, I suggest that you do as the tobacco experts do, and make your next package Luckies.

(PICK UP FROM CHICAGO)

GRAUER: As the Second Round comes to Kyser College!...we find the Professor talking to the Dean of Athletics!

(SOUND OF PUNCHING BAG)

KYSER: And then I put in some of my fancy footwork and I knocked him out cold!

JACK: You must have been quite a boxer in your day..eh, Professor?

KYSER: Yes, coach! I'll never forget my last fight! My opponent threw a left and I blocked that! Then he threw a right and I blocked that! Then somebody threw a hat in the ring... and I blocked that!

(LAUGH)

CROWLEY: Quit fightin' Professor, it's time for class!

KYSER: And our first contestant's cookin' with gas!

It's Mr. _____!

Now remember boys those girls were smart - Let's see you do your part.

1. Private Charlie Dulin of Fort Jackson, South Carolina wants us to tell you a story about the Jones Family. When the Smith's moved in next door Mama Jones explained to Junior Jones that he must be nice to the Smith's little boy. In other words she said... you must (PLAY) So Junior Jones being a good little boy went to the window and called to Junior Smith and said (PLAY) But Junior Smith was a tough little feller and yelled back "Aw shut up (PLAY) That did it! The kids clashed in the backyard, the mothers tried to stop 'em - and pretty soon they had a (PLAY)

2. For Miss Elois Doequel of La Vernie, California we're going to form an orchestra of Bandleaders. When we tell you the orchestra leaders names we want you to tell us what section of the orchestra they'd be playing in - like the Brass Section - the Rhythm Section - or the Sax Session. Now ready...let's go! If Harry James, Charlie Spivak and Tommy Dorsey sat down together what section would they be in? (Sax-Brass or Rhythm) And if Gene Krupa, Alvino Rey and Carmen Cavallero got together- what section would they be? And what about ^{Got Deputi} ~~Jimmie~~ Dorsey, Dick ^{John Long} ~~Starchie~~ and ^{Jim Barber to} ~~Fredde~~ ~~Martin~~ - what section of the band do they belong?

7/8/42

3. Miss Women of Hollywood says one of radio's oldest commercial programs comes from here. We want you to listen to this theme and tell us the name of the program. (PLAY) Now we're gonna play that theme again - and every place where the cow comes in we want you to "Moo" -Ready now, here we go (PLAY) "~~How Can You Tell A Jersey Cow?~~" *Here's a reward for mooing - so here's a full bale of hay.*

4. Alma Campbell of Cincinnati says the way to make Pat O'Brien happy is to sing him an Irish song and Bill Lee of the Chicago Cubs says the way to make Lou Novikoff happy is to sing him (PLAY) Now distinguish between ^{*Barmanoff*} Novikoff; Rubinoff and Molotov?

5. Here's one from Miss Lucille M Selwyn of Rapid City South Dakota- Many personalities are known for the hats they wear. We're gonna put their hats on Ish Kabbible - you tell us who they remind you of- This fellow wears a brown derby and says. "ISH"-Let's look at the records you radio listeners.
- This one says - Is Everybody Happy and wears a battered top hat.
- This one wore a Fire Chief Hat and said "I'm the Perfect Fool "Ooch"
- This one wears a mortar Board and says "Evening Folks How Y'all?"

6. We open a week's engagement at the Circle Theater in Indianapolis Friday and one of our boys, Max Williams, is mighty glad because he'll be (PLAY) And by the way, tomorrow in Indianapolis, our Band Wagon rolls up to a leading corner of the city where we'll play in the interest of War Bonds and Stamps. L. E. Greco of Fort Bragg, N. C. wonders if you know what man is pictured on the back of each war stamp book? That's right and we're looking forward to seein' lots of Indianapolis _____ when we play on the Band Wagon - and by the way chillun next Wednesdays class session will come from the new Service Men's Center in Indianapolis with an audience of all service men.

(SOUND OF CLASS BELL)

7/8/42

CROWLEY: Lay off professor, be nice to these boys. Remember that you're in Illinois!

KYSER: Dean, I'm trying to be as nice as I can! Ask the judges to name the winning man!

CROWLEY: I shall confer with the judges now.

ISH: Professor, could you help me with this arithmetic problem? I don't know if I've got the answer right!

KYSER: What's the problem Ish?

ISH: Well it says if you had a two pound steak and you cut it in half, they you cut it in quarters ..

KYSER: Yes?

ISH: Then you cut the quarters into eights, what would you have?

KYSER: I don't know Ish. What did you get?

ISH: Hamburger!
(LAUGH)

KYSER: Ish, are you dumb?

ISH: Maybe so - But I've got a soft job in a Bowling Alley.

KYSER: In a Bowling Alley? What do you do?

ISH: Well, after the other boys set up the pins, I run between 'em and dust 'em off.
(LAUGH)

~~(SOUND WIND WHISTLE)~~

CROWLEY: And the Judges have dusted off a decisionand
the winner is!

KYSER: YES, YES - AND IT'S CONTESTANT NO _____
MR _____

(AUDIENCE APPLAUSE)

KYSER: Ah my dear Chap, that was quite a scrap!
Your answers wer the kind we like, but now
light up a Lucky Strike and sit with MISS Ther Edger Harris
the winner of Round Onetill you're called for the
final exams. But Right now it's recess! It's time to
relax - forget figures & facts - what I mean is YES DANCE!

5. SLEEPY LAGOON

PRODUCTION

(AUDIENCE APPLAUSE)

7/8/42

(FROM CHICAGO, ILL.)

KYSER: Chillun, let's listen to our Dean of Common Sense back in New York City ... Martin Block.

(PICK UP FROM NEW YORK)

BLOCK: Friends, it's really amazing how the entire success story of Lucky Strike Cigarettes, a story developed over many years, can be told in just a few words. The success of Lucky Strike is based on the use of fine tobacco, because truly in a cigarette, it's the tobacco that counts. Those few words explain why not only you, an average smoker, but independent tobacco experts, who attend auctions all over the South, and who see the makers of Luckies pay the price to buy that finer tobacco, choose Luckies for their own personal smoking satisfaction. So, friends, won't you try and remember the next time you buy a package of cigarettes, that no cigarette can be any better than the tobacco from which it's made. Lucky Strike means fine tobacco, and if it's real smoking enjoyment you're looking for, I'm sure you'll like Luckies.

(PICK UP FROM CHICAGO)

6. (IDAHO ORCHESTRA)
 7. (I LEFT MY HEART AT THE STAGE DOOR CANTEEN)

7/8/42

CROWLEY: As the Final Exam comes to Kyser College the Professor and Ish are all alone.

And we hear the ring of the telephone!

(PHONE BELL ... RECEIVER UP)

KYSER: Hello? Yes? Ish it's for you. Here.

ISH: Yes this is Ishkabibble. What's that? No ... No ... No ...
No ... I'd like to but I can't ... I'm sorry ... No ... I
can't say ... Goodbye.

(RECEIVER UP)

KYSER: Who was it Ish?

ISH : The Bulova Watch Company ... They wanted to know what time
it was.

(LAUGH)

KYSER: You didn't tell em, did you?

ISH: Not me. I'm no stool-pigeon!

(LAUGH)

(HOLD FANFARE)

CROWLEY: The Final Exam! The students gather in the foyer and
here's that overaged destroyer .. KAY KYSER!

(APPAUSE)

KYSER: YETS GO! -- You two chillun are in the final duel - Remember,
its for ^{the 50 war bond fund} the honor of the school!

(ADD FINAL EXAM)

1 Due to the gas and rubber shortage this summer Arnett Leslie of Minneapolis is sure many of you chillun are gonna give up your ^{motor}trips and indulge in other recreations. ~~Bicycle rides, Sunday on the front porch, croquet in the back yard and fishing in near-by streams.~~ So we'd like to dedicate our final round to that grand old sport fishing. Lots of folks in Indiana will fish on the banks of the Wabash and last week in Cincinnati we saw plenty of 'em fishing on the banks of the (PLAY) You know, you don't have to catch tuna or marlin ... it's great sport to even catch (PLAY)

2 Miss Grace Everman of Chicago says nothing could be finer than to get in a row-boat throw out your line and go (PLAY) Now complete each of these well-known expressions with the name of a fish. *and don't flounder around.*

THEY WERE PACKED IN LIKE _____

SLIPPERY AS AN _____

~~DON'T BE SO HIGH-HAT, COME DOWN OFF YOUR~~ _____

AS BIG AS A _____

~~LET TO THE~~ _____

~~THESE ARE THE TIMES THAT TRY MEN'S~~ _____

We give a. ———— an even break?

7/8/42

3

Now I'll bait you with this one about baits from John Medina of Olive View, California. Some folks use flies, or small pieces of fish, but if you go fishing at night it's better to use a (PLAY) Name 3 things you need to go fishing? In telling a fish story - what's always the biggest fish?

4

Tell Miss Jeanne Schwartz of Houston, Texas what fish is mentioned in the title of this song (PLAY) What fish is a member of the Amos & Andy cast? In a certain famous song "Where Did The Flying Fishes Play"? One of the important things in fishing is to have a good line -- Tell me Miss _____ Have you got a good line?

(CLASS BELL)

7/8/42

CROWLEY: Stop Professor! You'll strip your gears! You'll have these students both in tears!

KYSER: DEAN CROWLEY .. Tell the judges to throw em in High! And give us the winner from dear old Chi! *(Fanfare)*

HARRY: Say Professor, Saturday's my birthday. I'll be 21.

KYSER: You must be the oldest in your family.

HARRY: Nope ... My brother Willowby's the oldest. I come after him; my brother Billingsly comes after me; then comes my sister Hortense.

KYSER: Who comes after Hortense?

HARRY: Nobody .. If anybody does he can have her.

(LAUGH)

(HOLD FANFARE)

(ALTERNATE)

ISH: Look Professor at the nice picture I drew on my slate ..

(PROP SLATE)

KYSER: It's pretty Ish but what is it?

ISH: It's railroad engine!

KYSER: Well why don't you draw the cars?

ISH: What for ... the Engine draws the cars!

(LAUGH)

(HOLD FANFARE)

7/8/42

CROWLEY: The juges have picked the winner
and our Chicago honor student is M _____

(AUDIENCE APPLAUSE)

Oh my dear () You really tried hard ...
You're the pride of Michigan Boulevard! Here
is a fifty dollar war bond ^{Just prize} for you and a twenty-five
dollar bond for our second placer. The other four
scholars get ten dollars in war stamps and all six get
a carton of Luckies ... AND To all you students here in
the class room tonight ... To all you lovely girls and
boys for making all that happy noise a package of better
than ever LUCKY STRIKE CIGARETTES!

(CHEERS)

8 ~~(NOBODY'S SWEETHEART NOW ORCHESTRA)~~

(KYSER THEME)

7/8/42

KYSER:

Well das about all chillun till next Wednesday night, ~~when we'll be holding class with all the Service Boys at Indianapolis, Indiana. Yes, we'll be dedicating the new Service Mens Center in Indianapolis -- we're looking forward to it and we hope you chillun will be listening in.~~

Meanwhile, remember there's a new badge of honor being worn by real American's today. It's the Badge of the 10% Club - and it shows the world that you're giving at least 10% of your income to Uncle Sam for War Bonds and Stamps ... so how about joinin' up chillun and ~~gettin' your 10% button NOW.~~ - - - - And now this is Key Kyser thinkin' of you - thanks a lot for being with us and ~~for Dean Matt Crowley, Basil Ruysdael, Martin Block and all the gang --~~ So Long Everybody.

(CLOSING THEME ----- ORCHESTRA -----)

CROWLEY:

The famous tobacco suctioneers heard on tonight's program were Mr F E Boone of Lexington, Kentucky and Mr L A Sped Riggs of Goldsboro, North Carolina. This program came to you from Chicago & *N.Y.*

THIS IS THE NATIONAL BROADCASTING COMPANY.

As Broadcast

Shortwave Broadcast, July 16

Sta. W.R.C.A.

W.N.B.I.

LUCKY STRIKE ROUTINE

KAY KYSER

JULY 15 1942

1. JERSEY BOUNCE SULLY AND 3 GIRLS
2. ~~SILVER WINGS~~ *Just Plain Lonesome* HARRY
COMMERCIAL ONE
ROUND ONE
3. ~~GO! THE MOON IN MY POCKET~~ SULLY AND TRUDY
Apple Pie
COMMERCIAL TWO
4. JOHNNY DOUGHBOY GROUP
STATION BREAK
ROUND TWO
5. IDAHO ORCHESTRA
COMMERCIAL THREE
6. ~~THREE LITTLE SISTERS~~ PRODUCTION
7. WHO WOULDN'T LOVE YOU HARRY AND TRUDY
FINAL ROUND
8. ~~NOBODY'S SWEETHEART NOW~~ ORCHESTRA
Get a Kick Out of You '91

REMOTE FROM INDIANAPOLIS, IND. -- BROADCAST COMING FROM SERVICE MEN'S
CENTER WITH SWITCHES TO NEW YORK FOR COMMERCIALS AND TRIBUTE

- 1 -

WEAF

THE AMERICAN TOBACCO COMPANY

7/15/42

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE #225

10:00 - 11:00 PM

JULY 15, 1942

WEDNESDAY

(FROM INDIANAPOLIS)

KYSER: Evenin' folks - this is Kay Kyser. Once again we want to pay tribute to the men in the service of our country. Of course there are many examples of heroism in the records of all branches of the armed services - Army, Navy, Marines and Coastguard - but tonight, we'd like to take five minutes of our sponsor's time to tell you a story that typifies the spirit of every man in the air, sea, and undersea branches of the United States Navy.

(PICK UP FROM NEW YORK)

- 1 -

7/15/42

(INTRO MUSIC)

RUYSDAEL: This is the story of a Navy man in the submarine service who overcame the hazards of wind, weather, uncharted ocean and a relentless enemy to perform an ^{heroic} act of mercy ... Ensign George Carlton Cook.

(MUSIC)

RUYSDAEL: As the Japanese horde swarmed over the Southern Pacific in the early days of the war, disabled combat units were sometimes stranded. Left behind after the evacuation of Timor Island was a group of Royal Australian Air Force fliers ..., some wounded, ridden with fever. The Japs were out to take them prisoners ... the commander of the Allied Naval Forces set out to save them. It was a long chance - ~~and a job that could only be done by a submarine.~~ *Commanding a U.S. Submarine*

(MUSIC)

RUYSDAEL: Attached to that sub on its dangerous rescue mission was Ensign George Cook. Around his home in Marblehead and Quincy, Massachusetts, 24-year-old Cook was known as a fellow who spent his time living, dreaming, sailing and swimming ~~in~~ salt water. In the Navy, Cook is known as a man without fear, completely devoted to his country and his flag.

(MUSIC)

(MORE)

7/15/42

RUYSDAEL: As the submarine headed for the island of Timor,
Ensign Cook ^{Went about} ~~performed~~ his regular duties. Knifing
along submerged during the day, running on the surface
at night, the sub dodged the ring of Jap ships that
blocked the island approaches. Then, one moonless
night, the commanding officer gave the order to surface.
Glistening, wet, the sub lay just off the island. But
how to evacuate the Australians? Cook volunteered.

(MUSIC)

(MORE)

7/15/42

RUYSDAEL: Cook decided to go ashore alone and reconnoitre. He plunged into the surf, the phosphorescent glow of the breaking waves guiding ^{ed} him around reefs, and ^{he} swam towards the looming blackness of the island. Ashore, avoiding Jap patrols, he headed into the jungle. Scouting through the underbrush, he found the Australians ... sick, weak from days spent eluding the Japs. Cook directed them to a rendezvous on the beach, then swam back through the black water to the submarine. A rescue party was organized with Cook in command and they set out in small rubber boats for the shore. The sea was running higher now ... and time was growing short. At dawn, the sub would have to be submerged and away. Cook urged his men on as they landed and beached their boats. Quickly, the Australians were carried down to the flimsy rubber craft - and they were off again into the ~~jet~~ night and mounting seas. The boats ^{swayed} ~~lashed~~ and tossed ... Weak from their long hours of exposure - two of the fliers lost their hold and were thrown into the water. Without hesitation, Cook was after them. He grabbed the first and heaved him aboard. Hunting blindly in the darkness he found the second man and groped his way back to the boat. Slowly, the small rafts ^{lurched} ~~proceeded~~ to the sub, anxiously awaiting their return. The Australians were hustled below ... the crew men gladly giving up their bunks. Ensign George Cook, ^{Dripping wet} ~~dripping wet~~ but his eyes on fire, ^{stood below} ~~reported~~ to his commanding officer, "... Rescue completed." ^{to report} "Sir"

(MUSIC)

(MORE)

7/15/42

RUYSDAEL: Ensign George Cook displayed rare courage that night. He was cited for "his complete disregard for personal safety and his inspiring devotion to duty." For this heroic rescue, Cook was awarded the Navy Cross.

(MUSIC, BIZ PAUSE)

RUYSDAEL: And so tonight, Ensign George Cook, we salute you for your ~~high courage~~ ^{bravery} and fine leadership. Your courage and spirit is in the true tradition of the United States Navy. We would add our tribute to the high admiration of your companions of the Submarine Service . . . to us you typify America At Her Best.

(MUSIC TO FINISH)

(PICK UP FROM INDIANAPOLIS)

7/15/42

(FADE IN APPLAUSE AT INDIANAPOLIS..HOLD APPLAUSE
UNDER)

KYSER: That was our tribute to the spirit of the United States
Navy narrated by Basil Ruysdael. And now,
chillun, it's time for the old College of Musical
Knowledge!

(OPENING THEME BY ORCHESTRA . . .)

AUDIENCE: "YEAH COLLEGE - "HOORAY"

ANNOUNCER: Lucky Strike presents Kay Kyser's College of Musical
Knowledge broadcasting from the new Service Men's Center
in Indianapolis Indiana

BOONE: (CHANT ENDING BETWEEN 25 & 27 INCLUSIVE - 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.

(KYSER . . . THEME)

(AUDIENCE APPLAUSE)

KYSER: Evenin' Folks, how y'all?? It's mighty nice to be here
 in Indianapolis and ^{some it sure is} fine to see all those handsome
 service men in the classroom ~~teachers~~. We've got soldiers,
 sailors, Marines -- ~~and~~ ^{and} guardsmen, ^{flyers}

ISH: ^{Say} Excuse me, Professor - ^{do you like airplanes?} but this is my cress-eyed Uncle
~~Herbert - he is a detective in the Secret Service.~~

KYSER: ~~Well hello.~~ ^{O sure do little Audrey}
~~Hello.~~ ^{Well, do you want a fly?}

KYSER: ^{Yes, you bet.} (SOTTO) Say Ish, ~~how did your Uncle Herbert get into~~
~~the Secret Service as a detective?~~

ISH: ^{Well here's 2 - I catch em all the time}
~~Well, look at him. Can you tell who he's watching?~~

(LAUGH)

KYSER: Aw Ish! Quit foolin! It's time for schoolin'! We have
 six scholars picked at random from this crowded classroom
 and \$115 in War Bonds and stamps to distribute among
 them--as prizes--But before we start crammin' yet's do
 some jammin'. So come on chillum let's dance.

- (1 JERSEY BOUNCE . . . SULLY AND THREE GIRLS)
- ^{Plum Tomsona}
- (2 SILVER WINGS . . . HARRY)

(APPLAUSE)

7/15/42

KYSER: Chillun, here's a man who adds things up so they make a lot of sense ... come in, Martin Block in New York.

(PICK UP FROM NEW YORK)

BLOCK: You know, friends, we have a new baby in our house. I say a new baby ... actually he's eleven months old. While his right name is Martin Block, Jr., we call him Petey. Just recently I noticed something about Petey. You see a few weeks ago the family moved down to the beach, and since I can only get down there every Sunday, I haven't been able to see little Petey as much as I used to. When I saw him every day I couldn't notice that he was changing from day to day, but now that I only see him on Sundays I can't help but notice the great change that takes place from week to week -- which just goes to prove that it's hard to see changes as they take place.

(MORE)

7/15/42

BLOCK: But speaking of changes, there's one thing that in the entire history of the cigarette business has never changed, and that is the basic thought that it takes fine tobacco to make a fine cigarette. Unquestionably, new ways will be found to grow finer tobacco, but that in itself can only change Luckies for the better, because the makers of Luckies, knowing that tobacco is the foundation of the quality of our cigarettes, spare no expense - no time - to acquire the cream of the crop that makes Luckies such a fine, light, mild smoke. So, tonight I give to you a pledge from the makers of Lucky Strike Cigarettes - that regardless of changes, we will continue to put into Luckies the kind of tobacco you want to smoke - the kind of tobacco that assures you of real pleasure every time you light a Lucky. A little later on I want to show you how we go about acquiring this finer tobacco. And now, Kay, I am sure the students are in a stew, waiting for that first question from you, so fire away, Professor.

(PICK UP FROM INDIANAPOLIS)

(ORCHESTRA REPRISE . . . "ON THE BANKS OF THE WABASH")

7/15/42

(ORCHESTRA REPRISE... "ON THE BANKS OF THE WABASH")

BAND:

(TO TUNE OF "BANKS OF THE WABASH")

Oh Kay Kyser's holding classes on the

Wabash

Through the fields comes the scent of Roquefort

cheese

Cause it's kind'a warm tonight along the

Wabash

And Kay Kyser's in the breeze!

(GET OUT OF TOWN)

(APPLAUSE) (CLASS BELL)

CROWLEY:

Come, come Professor- The students await!

KYSER:

They're service men and they sure look great! And our

first pupil to compete in tonight's first exam is Private

Cornelius O. Field. Step up here Mr. _____ and try to

snare your share of 115 dollars in War Bonds and Stamps.

(ADD FIRST EXAM)

7/15/42

ROUND 1

1.

Since we're in the Hoosier state, here's one from Ray Shapp
 of Station WIRE-Indi that's based on the word "Hoosier". A romeo
 approached an Indiana lassie and asked (PLAY) and she
 said, "I don't understand, what do you mean "Who's Your
 Little Who'sis?" And he said, "Oh you know (PLAY) And
 she said, "Oh My heart belongs to ~~the leader of the band~~
~~that sounds something like this.~~ (PLAY)

2.

Indiana boasts of many personalities and for Miss Melvin Herzig
VAN NUYS Calif.
 we'll start the names of some of Indiana's famous sons and daughters
 you finish them: KAL HASSLER, PACT James Whitcomb (_____);
 Gene Stratton (_____); Wendell L (_____);
 Edwin C (_____); ~~and Harry S (_____)~~

ROUND 1 (CONTD)

3. Here's a song originally written for a girl to sing to a soldier boy. ^{Mr Adams of} ~~Fort Riley~~ wants you to name it. (PLAY)
 And now we think it's appropriate for a soldier boy to sing it to a girl, so pretty Julie Conway is coming up here and we want you to change the words to "Oh, Julie, How You Can Love" and sing it to her. (PLAY)

was

4. Eddie Rickenbacker ~~is~~ the President of an Indianapolis institution which this sound effect should remind you of. (SOUND) That was famous even when they had cars that sounded like this. (SOUND) Then came along Barney Oldfield who said, "I'll make history here." (PLAY) And next week, chillun, we'll be holding class in the Motor City - good old Detroit ~~and~~ we'll be appearing at the Fox Theater.

Starting this Friday and will be on the bandwagon for Uncle Sam in Detroit Friday in Cadillac Square and Monday in front of the Fisher Bldg. The Bandwagon really rolled in plenty of Bonds here - so what d'ya say Detroit?

5. It's wonderful what they're doing here at The Service Men's Center and ^{Mrs. Dorothy Bushman} ~~J. Indianapolis~~ says if you identify this tune you'll have some of the things the boys can look forward to when they visit here. (PLAY) That's right. (SONG TITLE). What would the "You" mean? That's right, a pretty girl to ~~dance with~~. Now we've got all 3 right here - (LIST 'EM) - and a pretty girl, Trudy Irwin. Here are the words to that song. When you come to the _____ we want you to take a drink of it. When you come to the _____ take a bite of it. And when you come to the "You" we want you to kiss Trudy Erwin. (PLAY) Ain't you glad you came?

6. Three of Indiana's many outstanding schools are, the University of Indiana, Purdue and Notre Dame. For ^{Out Mayo} ~~of Buenville, N.C.~~ we're going to play bits of their fight songs and let's see if you can identify 2 of the 3. (PLAY)
(CLASS BELL)

7/15/42

CROWLEY: Wait Professor! Halt! At ease! You'll have these fighters on their knees!

KYSER: All right, Dean Crowley, I can wait!
Find out which man we decorate!

CROWLEY: I'll ask the judges to award the medal now!

AUDREY: Say Professor, May I recite?

KYSER: All right Little Audrey.. Go Ahead..

AUDREY: The beautiful flowers and the pretty, green twigs
Serve to remind us of the dear little Pigs
The Piggies are happy they look so sweet
They sleep and eat and eat and sleep.....
They just lay around and grow fat and big.....
Don't you wish you were a pig?

(LAUGH)

(APPLAUSE)

CROWLEY: The judges have decided!

KYSER: And the winner of the first exam is Mr. _____. Ah my dear sir, you were really in motion. You should be in line for a good promotion! But now, Light up a Lucky and rest till the final test while we do our best with a tune --

(MUSIC: S. APPLE TREE _____ SULLY AND TRUDY)

(AUDIENCE APPLAUSE)

7/15/42

KYSER: It's only a hop, skip and a jump from here to New York where Martin Block is waiting to conduct us on a little tour.

(PICK UP FROM NEW YORK)

BLOCK: That's right Kay. You know I promised a little while ago to show our friends how the makers of Luckies go about acquiring that finer tobacco that makes a finer cigarette, and so, with Basil Ruysdael at the controls of our magic carpet, we are going down South to a typical tobacco auction.

(MORE)

7/15/42

(CROWD NOISE - CHANT)

RUYSDAEL: Ladies and gentlemen, we're reenacting a tobacco auction in Louisburg, North Carolina.

(CHANT UP - SOLD AMERICAN)

WHSMAN: 18! (CHANT)

RUYSDAEL: This huge warehouse is filled with hundreds and hundreds of baskets of fragrant tobacco. Each basket is sold individually to the highest bidder!

(CHANT UP - SOLD TO BELVIN)

WHSMAN: Fine leaf, boys ... 21! (CHANT)

RUYSDAEL: Up for sale now is a basket of the finer, milder tobacco that makes you a better cigarette ... The warehouseman's starting price of 21 - 21 dollars a hundred pounds has already been bid up to $22\frac{1}{2}$ and now Lucky Strike bids 23 - another cigarette company $23\frac{1}{2}$ - a leaf company 24 - that other cigarette company $24\frac{1}{2}$ - Lucky Strike 25 - an export company 26 - 26 - but Lucky Strike raises it to 27 - 27 dollars - and, yes, here's the sale.

(CHANT UP - SOLD AMERICAN)

(MORE)

7/15/42

BLOCK: And that, friends, is how The American Tobacco Company, makers of Lucky Strike Cigarettes, acquire that finer tobacco. You just heard a reenactment of a typical auction of the 1939 crop at Louisburg, North Carolina, where for the tobacco they bought, the makers of Luckies paid 31 per cent above the average market price, as published by the United States Department of Agriculture. Actually, that auction took you back of the scenes and stripped away any semblance of mystery that may be in your mind about selecting a fine cigarette - because really, there is no mystery about it at all. Why do you think that with independent tobacco experts, auctioneers, warehousemen, buyers, men who know tobacco best, Luckies have more than twice as many exclusive smokers as all other cigarettes combined? It's because these men who are right there on the scene - these men who attend auctions, make their living through knowing and handling tobacco, see us pay the price to get the kind of tobacco they want to smoke. That finer tobacco is in the Lucky Strike Cigarettes you buy today. I suggest that you not put off another day getting the full measure of enjoyment that comes from smoking these finer cigarettes.

(PICK UP FROM INDIANAPOLIS)

(4 JOHNNY DOUGHBOY . . . GROUP)

(BACK HOME AGAIN IN INDIANA . . . ORCHESTRA REPRISE)

CROWLEY: And now from Indiana through the fields of new mown hay we call in all our stations - those near by and far away.

(LOCAL STATION IDENTIFICATIONS)

(ORCHESTRA REPRISE UP AND OUT)

7/15/42

CROWLEY: ~~As the Second Exam comes to Kyser College we find the Professor in the dormitory!~~

~~He's telling the boys a bedtime story! (BOARD FADE)~~

KYSER: ~~... Well this soldier couldn't sleep -- so he got up and took a walk in the woods, and he suddenly came upon a horrible Dragon! It had big red eyes! Flames were shooting out of its mouth! It had ugly sharp teeth! The soldier turned and ran back to camp, he bumped smack into a Second Lieutenant! He took one look at the Second Lieutenant and ran right back to the woods to feast his eyes on that Dragon!~~

~~(LAUGH)~~

~~(APPLAUSE)~~

CROWLEY: ~~Professor, please turn off the gas. It's time for class! Three more service boys anxious to pass.~~

KYSER: And our first contestant in the Second Exam is ~~Mr.~~ ^{Private 1st class} ~~Mr.~~

~~Jack Bruce. New Mr. don't be nervous~~

~~don't let it bother you. Be like me. I'm not nervous -- to prove it I'll sing a few bars of "I've Got You Under My Skin." (SINGS)~~

~~"..... Don't you know little fool, you never can win Use your mentality, wake up to reality-- But each time I do just the thought of you Makes me stop...."~~

~~BOBBY: (HOLLER) I'M GLAD SOMETHING MADE YOU STOP!~~

~~(LAUGH)~~

(ADD SECOND EXAM)

7/15/42

ROUND II

KYSER:

1. William Shirley of Safford, Arizona wants us to tell you the story of a Parachute trooper making his first jump. He leaped and as he pulled the string he said to the parachute (PLAY). The parachute opened and pretty soon he was (PLAY). As he landed, the parachute gave a lurch, pulled him off his feet, so he went (PLAY).
2. Indiana boasts of many of our country's Tsars. For instance, the Tsar of Baseball is an Indiana boy (WHO IS HE?) And the Tsar of all football coaches (WHO IS HE?) And a fellow born at Sullivan, Indiana, is the Tsar of the movies (WHO'S HE?) And speaking of the movies, a fort Wayne girl was one of the movies' greatest stars of all time -- Carole Lombard. (APPLAUSE)
3. In addition to its industries, educational institutions and various other activities, nature was good to Indiana. In fact, _____ says the folks of this state are mighty proud of (PLAY). There's lots of money in this state, too- The chillun out here write many checks (PLAY).
4. Here are our righters and wrongers, so for Miss Margie Woods of New York City say right or wrong to the following statements:
 1. The Woolworth Heiress, Miss Barbara Hutton is now Mrs. Cary Grant.
 2. An Indiana boy George Ade was the father of lemonade.
 3. Allison Motors that power some of America's fastest pursuit ships, are built in Indiana.
 4. The National headquarters of the American Legion is in Indianapolis.

7/15/42

5. Here's the theme of an orchestra leader who hails from Brazil, Indiana. See if you can tell Private Gene Purdy of Camp Shelby, Miss. who he is (PLAY). Which of these is an Indiana boy - Joan Davis, Betty Davis, Elmer Davis?
6. Miss Helen Hartinger of Indianapolis says that Snuffy Smith just got his induction notice the day that the soldier's pay was raised to \$50 a month so he turned to his pappy and said (PLAY). Then he packed up said goodbye and started off for camp (PLAY). When he got to camp he told his sergeant that Lowizze wanted to fight, too, and he said, "she's comin' down here to join the army." The sergeant said, "Yeah"? - "When is she coming"? Snuffy said, "I don't know when - BUT (PLAY)

CLASS BELL

7/15/42

CROWLEY: Stop Professor, I must warn you again!
Please be nice to these service men!

KYSER: All right Dean. I'll quit the quizzin'!
I think I hear the judges fizin'!

~~(ALKA SELTZER IN WATER - HOLD UNDER)~~

~~CROWLEY: I'll see if the judges can settle on a winner!~~

~~(SOUND OUT)~~

ISH: Say Professor, what do they call that mental test they
give the soldiers?

KYSER: That's called I. Q.

ISH: Huh!

KYSER: (SLOWLY) I - Q - I.Q.

ISH: (PUTS FINGER IN HIS MOUTH - SHYLY) I...I.Q. too!
(LAUGH)

CROWLEY: Professor, I've just come from the Judges' Tent!
And they've arrived at a settle-ment!

KYSER: And the winner of Round Two is you Mr. _____.

(AUDIENCE APPLAUSE)

Nice work; you've earned the right to enter in the final
fight! But right now relax and light up a Lucky!
Cause we've got a tune that's really Ducky! So come on
chillun, let's dance!

5. (IDAHO - ORCHESTRA)

(AUDIENCE APPLAUSE)

7/15/42

KYSER: Now let's listen to our Dean of Common Sense back in New York ... Martin Block.

(PICK UP FROM NEW YORK)

BLOCK: You know, friends, this Summer patriotic Americans are doing very little touring. ~~They're using their cars only when necessary and when no other means of transportation is available.~~ But I am sure you can remember other years. ^{Now} When Summer came you piled your family into the car and headed for the wide open spaces -- strange and new territories. Have you ever spent hours rolling along the highway, enjoying the scenery, and suddenly said to yourself "I wonder if I'm on the right road." To me, one of the clearest signposts indicating that you are on the road toward greater smoking enjoyment is the actual statements of tobacco experts, telling how they chose the cigarette which will give them the greatest smoking enjoyment.

(MORE)

And then you saw a sign that pointed to the town that you were heading for. You breathed a sigh of relief and continued merrily on your way.

BLOCK: For example, Robert N. Cooper of Washington, North Carolina, has been selling tobacco as an auctioneer for 23 years, and his statement says, "The best way to judge a cigarette is to find out what kind of tobacco is in it. I know tobacco because in my 23 years in the tobacco business as an auctioneer I have sold over 300 million pounds of tobacco. For a long time I have seen the American Tobacco Company pay the price to get the choice tobacco ~~in the house.~~ I smoke Luckies because they're made of this finer, milder, better tasting tobacco - the kind that gives you a better smoke." And, Bob concludes by saying, "I'll be doggoned if I can see what more anyone can ask for in a cigarette." Thank you, Bob Cooper. You've really put the Lucky Strike story right into a nutshell, and with your experience you should know what you're talking about. Yes, friends, it's easy to know that you're on the right road - the road to real smoking enjoyment when you do as the tobacco experts do - and light a Lucky -- the cigarette that means fine tobacco.

(PICK UP FROM INDIANAPOLIS)

6. ~~(THREE LITTLE SISTERS . . . PRODUCTION)~~

7. (WHO WOULDN'T LOVE YOU . . . HARRY AND TRUDY)

(Kyser March)

7/15/42

CROWLEY: ~~As the Final Exam comes to Kyser College, we find the
Professor in the study hall! And Ishkabibble is paying
a call!~~

(BOARD FADE UP)

KYSER:of course it was an honorary degree!

ISH: ~~Gosh Professor! You must have been a smart man!~~

KYSER: ~~Why, Ish, in my second year at State Penn (TAKE) or Penn
State I wrote a Book on Trigonometry, two inches thick!~~

ISH: ~~Gee! My mother would like to have a copy of that book.~~

KYSER: ~~Why Ish! What would your mother do with a Trigonometry
book two inches thick!~~

ISH: ~~Well, she's got a bridge table with one short leg!~~

(LAUGH)

(HOLD FANFARE)

CROWLEY: The Final Exam! As each contestant leaves his seat;
We call Professor Flounder Feet!

(APPLAUSE)

KYSER: Let's go! You two men compete for first prize. So
stomp your feet and rub your eyes and let's see which
one gets first prize -- the biggest share of the hundred
and fifteen dollars in War Bonds and Stamps.

(ADD FINAL EXAM)

WINNERS

1. In our final round tonight we'd like to discuss some of Indiana's many outstanding authors and composers.

For ^{Best Comments of Fort Jackson, this song by a} ~~South Carolina~~ name ~~the composer of this~~

beloved Indiana ^{Comptroller} song (PLAY). In the picture of that

name, who was _____? Was it Ginger

Rogers, Alice Faye, Rita Hayworth or Betty Grable? The

man who wrote that song also wrote "On the Banks of the

Wabash." Was it Paul McNutt, Paul Dresser, or Paul

Whiteman?

2. This fellow from Bloomington was a lawyer, an orchestra

leader, a pianist and a composer. ^{Miss Betty Claghorn, South East,}

Indiana

wants you to name one of his ditties which goes like this.

(PLAY). He also wrote "Rockin' Chair," "Lazy Bones,"

"Skylark," "Little Old Lady," ^{For in No. 2} And his thoughts must

always be of the Hoosier state because he also wrote

(PLAY)

7/15/42

3. The list of authors who hail from this state is so long it's impossible to enumerate them, but three are Booth Tarkington, Lew Wallace, and Theodore Dreiser. Wayland McCarty of Oklahoma City, Okla., wants to know which wrote Penrod and "I7" - Which wrote The American Tragedy - Lew Wallace or Theodore Dreiser? Are Paul Dresser and Theodore Dreiser brothers ?
4. This song composer from Purdue, Indiana studied at Harvard, Worcester Academy and Yale University, and among others he did a mighty pretty thing called, (play). Miss Norma Smith, Salt Lake City says maybe you'd know him better for "Begin the Beguine", "I've Got You Under My Skin", etc. He also gave us the snappy ditty called (PLAY).

(SOUND CLASS BELL)

7/15/42

CROWLEY: Stop Professor, this is the end!
It's time for the judges to attend!

KYSER: Well both of these guys are pretty wise
But only one can get first prize.

CROWLEY: The judges are parading to the stand!
They have the name of the winner in their hand!

JUDGE 1: Say all those fellows are kind of cute
2: Let's choose the one in the (khaki) suit
3: If he gets the dough he'll go on a toot

1-2-3: Well root toot - Toot, toot, toot
The winner's the guy in the (Khaki)suit!
(LAUGH) Rum tum de um tum Tum Tum!
(FANFARE)

7/15/42

KYSER: And the winner by unanimous decision of the judges is
Mr. _____.

(APPLAUSE)

Ah my dear Mr. _____. You sure are hep!
Your answers showed the (ARMY) Pep. And here is First
Prize - a Fifty Dollar War Bond for you and a Twenty-five
Dollar Bond for ~~Number One~~ ^{our runner up}. The other four scholars get
ten dollars in U. S. War Stamps and all six get a carton
of Luckies - A N D to all you fighting men in the college
tonight! For shoutin' and laughin' and actin' bright!
A package of better-than-ever Lucky Strike Cigarettes!

Get a Kick Out of You (CHEERS)

(MUSIC: ~~NOBODY'S SWEETHEART NOW~~ ORCHESTRA)

(THEME: THINKING OF YOU)

7/15/42

(KYSER THEME)

KYSER: Well chillun das about all until next Wednesday night when we'll be holding class with all the boys and gals in Detroit, Michigan. We've had a grand time being here tonight at this wonderful new Service Men's Center in Indianapolis. About every branch of the Armed service is represented here tonight and you folks listening in are service men and women, too. Your duties are not to drill and carry arms, but to back up the men that do -- and the way you can do that is by buying all the Bonds and War Stamps you can! Buy 'em regularly chillun -- every week. -- And now this is Key Kyser thinkin' of you - thanks a lot for being with us and for Dean Matt Crowley, Basil Ruysdael, Martin Block and all the gang - So Long Everybody.

(CLOSING THEME _ _ _ _ _ ORCHESTRA)

CROWLEY: 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 program came to you from Indianapolis and New York.
THIS IS THE NATIONAL BROADCASTING COMPANY.

lh/gf/fm
7/13/42
1:40 p. m

As Broadcast

Shortwave Broadcast, July 23

Sta. W.R.C.A.

W.N.B.I.

LUCKY STRIKE ROUTINE

KAY KYSER

JULY 22, 1942

- | | | |
|---------------|---|----------------------|
| 1. | THREE LITTLE SISTERS | GIRLS |
| 2. | SILVER WINGS | HARRY |
| | COMMERCIAL ONE | |
| | ROUND ONE | |
| 3. | GOT THE MOON IN MY POCKET | SULLY |
| | COMMERCIAL TWO | |
| 4. | MY DEVOTION | DUNN |
| | STATION BREAK | |
| | ROUND TWO | |
| 5. | JINGLE JANGLE JINGLE | PRODUCTION |
| | COMMERCIAL THREE | |
| 6. | DARDANELLA | ORCHESTRA |
| 7. | I LEFT MY HEART AT THE STAGE DOOR CANTEEN | HARRY |
| | FINAL ROUND | |
| 8. | <i>Dardanelle</i>
NOBODY'S SWEETHEART NOW | ORCHESTRA |

REMOTE FROM DETROIT, MICHIGAN - BROADCAST COMING FROM MASONIC TEMPLE
WITH SWITCHES TO NEW YORK FOR COMMERCIALS AND TRIBUTE

- 1 -

WEAF

THE AMERICAN TOBACCO COMPANY

7/22/42

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE #225

9:00 - 10:00 PM CWT
10:00 - 11:00 PM EWT

JULY 22, 1942

WEDNESDAY

KYSER: Evenin' folks - this is Kay Kyser. In the five minutes that our sponsor has given us at the beginning of our show, we want to pay tribute tonight to another man of our armed forces who to us typifies America at Her Best. The Navy, the Marines, the Coastguard - all the branches of all the services have their own stories of valor to tell ... but tonight we want to pay tribute to a member of the Engineers' Corps of the United States Army.

(PICK UP FROM NEW YORK)

- 1 -

7/22/42

RUYSDAEL: This is the story of a man who saw there was a job to do and with the strength, courage and loyalty of youth went beyond the line of duty and did it ... First Lieutenant Robert C. Silhavy of the Army Engineers.

(MUSIC)

RUYSDAEL: Around Overland, Missouri, just outside St. Louis, people think of Bob Silhavy as the ^{lad} boy who loved competition. As a schoolboy with a bag of marbles, he played rings around friends ... even gaining national recognition. He took up contract bridge and was starring in tournament competition before we was in his teens. He competed in school, gaining high marks ... he set out to study music and so he learned several instruments at once. That's the way Bob Silhavy is ... he likes to do things a little bit better than the next fellow.

(MUSIC)

RUYSDAEL: Just a year ago, Silhavy graduated from the Rolla School of Mines, where he was in the ROTC and went immediately to Fort Belvoir, Virginia, to study Army Engineering. By last Christmas, he was fighting in the heroic rear-guard action of the engineers as MacArthur withdrew into Bataan Peninsula.

(MUSIC)

7/22/42

RUYSDAEL: As MacArthur's forces shortened their lines, it was the task of the engineers to destroy bridges, supply dumps, all lines of communication, to prevent them being used by the Japs. In a town in Luzon, Silhavy and a small group of men had completed mining an important railroad bridge as the American and Filipino forces crossed. Silhavy knew the Japs were close behind...a little too close...hastily he stretched the lines to his detonator ~~for firing the dynamite~~ a hundred yards back to the edge of the jungle. The last troops crossed over...Silhavy ~~set his plunger and~~ was attaching the wires when a warning shout made him look up. Around the bend and starting toward the bridge came an armoured flat car loaded with Japs. They opened up with machine gun and rifle fire. Silhavy ordered his men to take cover.... rushed his installation and pushed the detonator. No explosion...the Jap fire was kicking up spurts of dust all around him. His men covered with rifles and pistols from the trees. He tried again...no blast. Silhavy didn't hesitate...grabbing a package of dynamite with caps and a length of fuse, he sprinted for the bridge. Jap fire made him zig zag as he ran. Under the main bridge ~~joint~~ ^{support}, Silhavy spotted his charge...clamped on a cap and set off the fuse. He ran back towards his men... The Japs moved onto the bridge, bringing all their fire-power to bear on Silhavy's fleeing figure. Still unwounded, Silhavy threw himself into the protecting ~~foliage~~ ^{jungle}, and with a shattering blast, the bridge was blown apart.

(MUSIC)

7/22/42

RUYSDAEL: Lieutenant Silhavy had been under orders that day -
"Blow up bridge number so-and-so...impede Japanese
advance." But orders alone don't make a man dash through
machine gun fire carrying an armful of dynamite...orders
alone cannot inspire such an action. Lieutenant
Bob Silhavy had always played to win, and with all his
heart and strength, he knew he must win that day. And
so he fought because ^{his} that's ~~the~~ kind of ^a man he is. ~~He~~
~~fought to keep faith with himself...the soldier's faith.~~

(MORE)

7/22/42

RUYSDAEL: Lieutenant Robert Silhavy, yours is the story of self-effacing courage that kindles a ^{flame} spark of admiration in the eyes of your fellow-countrymen -- and a ^{glow} spark of kinship in the heart of every American soldier. We salute you for your bravery under fire - your heroism far above the call of duty. To us, you typify - AMERICA AT HER BEST.

(MUSIC TO CATHEDRAL FINISH)

(PICK UP FROM DETROIT, MICH.)

7/22/42

Detroit

(FADE IN APPLAUSE AT ~~INDIANAPOLIS~~ - HOLD APPLAUSE UNDER)

KYSER: That was our tribute to the spirit of the United States Army narrated by Basil Ruysdael. And now, chillun, it's time for the old College of Musical Knowledge!

(OPENING THEME BY ORCHESTRA)

AUDIENCE: "YEAH COLLEGE - "HOORAY"

ANNOUNCER: Lucky Strike presents Kay Kyser's College of Musical Knowledge broadcasting from Detroit, Michigan.

BOONE: (CHANT ENDING BETWEEN 25 & 27 INCLUSIVE - 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.

(KYSER THEME)

(AUDIENCE APPLAUSE)

KYSER: Evenin' folks - how y'all? We're mighty proud to be in Detroit tonight - and mighty happy to be holding class again in the Motor City - the home of America's great Automobile Industry now converted to the war time production of arms, tanks, planes and munitions.

ISH: Hey, Professor, I bought a peachy car here yesterday and I took a Detroit girl out riding last night.

KYSER: Oh boy a Detroit Girl Did you have a good time, Ish?

ISH: NO - we had an argument *and I'm mad*

KYSER: What happened?

ISH: Well she got in the car ---- then she wanted the top down! I wanted the top up! She wanted the top down!

KYSER: How did you make out!

ISH: She finally had her way and put the top down!

KYSER: Well *why are you* don't get mad --

ISH: ~~WELL YOU'D BE MAD TOO~~ *My is* ~~THE CAR WAS~~ NOT A CONVERTABLE!

(LAUGH)

KYSER: Well grind my valves and call me knockless. Here are six Detroit girls and boys to compete for one hundred and fifteen dollars in War Bonds and stamps. They're gonna try and supply the right answers to the questions sent in by you students but before we throw her in gear, let's lend an ear and *(come on children)* YETS DANCE!

1. (THREE LITTLE SISTERS _____ GIRLS)

2. SILVER WINGS _____ HARRY)

(AUDIENCE APPLAUSE)

(FROM DETROIT, MICH.)

KYSER: And now, chillun, here's a young man who says success is often the product of simple everyday reasoning - let's listen to Martin Block from New York.

(PICK UP FROM NEW YORK)

BLOCK: Friends, the other afternoon, watching a pleasure boat going up the Hudson River, loaded with people trying to get away from the sweltering heat of the city, my thoughts couldn't help but go back to Robert Fulton. How, years and years ago, he built the first steamboat, and how folks who lived in that day and who knew him and his boat, spoke laughingly of "Fulton's folly." But Robert Fulton stuck to it; and the principle that was once referred to as, "Fulton's Folly," now carries most of the commerce of the world across the mighty oceans. But Robert Fulton didn't discover something new; he utilized something that already existed. He adapted the steam engine to driving a boat. You see, great inventions are not necessarily brand-new; they may be an adaptation of something that already exists.

(MORE)

BLOCK: And certainly, there's nothing new about what makes Lucky Strike a fine cigarette; because for years and years, we've been giving you the same fine tobacco that has added so much to your smoking enjoyment. We have always believed that no cigarette could be any better than the tobacco it contained. That's why at market after market we pay the price to get the finer tobacco. We know that it takes fine tobacco to make a finer cigarette. We're proud of the fact that Lucky Strike means "fine tobacco." We're proud, too, that with independent tobacco experts who see us buy this finer tobacco, it's Luckies two to one. So, just as the principle back of Robert Fulton's steamboat has helped to bring pleasure and enjoyment and happiness to millions throughout the world, so the principle back of Lucky Strike Cigarettes -- that only through the use of finer tobacco can you have a finer cigarette -- is ready to bring happiness and smoking pleasure to you. You're entitled to your share of it. So, remember to make that next pack Luckies.

(PICK UP FROM DETROIT, MICH.)

(ORCHESTRA REPRISES PARODY)

Kyser March

(PARODY AND ORCHESTRA REPRISE TO BE INSERTED LATER)

KYSER:

first 3 scholars
And now here are ~~our six girls and boys~~ from old
Detroit!

I hope they won't have their fellin's holt!

~~Our first student tonight is Mr.~~

*And tonight the first student to fight
for his part of the \$115 War Bond Prizes is*

1.

This little story from S.B. Katz of Chicago is about an artistic Marine who in his spare time went into the woods to paint landscapes. On this particular day he was painting (PLAY) Everything was going along fine - and he had a perfect background of (PLAY). He was just about through when all of a sudden a bull butted him straight up in the air. He went so high he started (PLAY).

2.

For Miss ^{Scott} ~~Anna~~ of Rayonne I'm going to mention four things that should remind you of personalities whose initials are "BB" Bazooka, Yoosah, Oh Johnny, and the ^{a newspaper} ~~column~~ Bare Facts.

7/22/42

3. The Motor city is now called "The Arsenal of Democracy" and Corporal Russ Brungle of Los Angeles says from the following songs you should be able to tell us some of the things Detroit is turning out for Uncle Sam. The first is (PLAY). Detroit is also making (PLAY). And this song should remind you of an odd automobile that has come in mighty handy for the Army (PLAY).

4. Professor Thomas Sheridan of Toot Toot Tech is here in the classroom tonight with his musical auto horns. For his stop light Serenade, he has chosen four numbers. Listen to 'em and tell us what they are (PLAY) (PLAY) (PLAY) (PLAY).

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5. Here's one of Irving Berlin's best-known ballade and Miss Helen Farmer of Houston Texas says it's the theme song of the motion picture "Pride of the Yankees". Name it for us (PLAY). Gary Cooper is the star of that picture and he's not only the pride of the Yankees but from the following list pick three that he has been on the screen - Dr. Christian, Serg. York, Mr. Deeds. M r. Jordon, the Plainsman, John Doe and Yankee Doodle Dandy.

6. One of the top characters in radio originates in Detroit - Tell Miss Dorothy Kalls of Cleveland, Ohio, who he is (PLAY). Now we're gonna do a Beep Beeper on that song. First I'll show you how it goes, then you do it. (PLAY)

SOUND CLASS BELL

CROWLEY: Stop Professor! It's the end of Round One!

You're firing questions like an anti-tank gun!

KYSER: Dean Crowley, I didn't mean to shoot 'em so fast!

Go ask the judges which man passed!

JACK: Professor I'm goin' on my vacation, up to Poison Ivy Manor- Why
don't you come up and visit me?

KYSER: Poison Ivy Manor - how do I get there?

JACK: Well you go 21 miles on route 5, turn left at Hamtramick, go
over the first hill, stay there for 2 days....

KYSER: And then?

JACK: And then if you break out in a rash you're there.

(LAUGH)

CROWLEY: The Judges have picked a winner!

KYSER: And it's contestant number _____. Mr. _____

(APPLAUSE)

Ah my dear Mr. _____ You were in there pitchin' Your answers
were really straight from the kitchen! But now light up a Lucky
Strike and rest till the final gong, Cause right now we're gonna
play a song ...

3. (GOT THE MOON IN MY POCKET.....SILLY)

(AUDIENCE APPLAUSE)

7/22/42

(FROM DETROIT, MICH.)

KYSER: Now waitin' to speak to us back in New York is the man who always puts the proof on the line ... Martin Block.

(PICK UP FROM NEW YORK)

BLOCK: Friends, I have used the statement many times that Lucky Strike means fine tobacco; and that statement means just exactly what it says. I never believe in asking anyone to take my word for anything, especially when there is definite proof. In order to prove that statement to you tonight, I am going to ask Basil Ruysdael to re-enact for us a typical tobacco auction. But, Basil, before ^I you do that, I am also going to ask ^{you} our friends to remember that most of the tobacco in the cigarettes you smoke, regardless of the brand, is bought at public auction. O. K., Basil, let's go.

(MORE)

(CHANT ... CROWD)

RUYSDAEL: ... Ladies and gentlemen, this is an auction at Ahsokie, North Carolina. Buyers for various cigarette companies whose products you smoke and for Leaf and export companies, are here, bidding in open competition.

(CHANT UP - SOLD AMERICAN)

WHSMAN: 20! (CHANT)

RUYSDAEL: All this tobacco is sold basket by basket, you know - sold to the highest bidder!

(CHANT UP - SOLD TO VALENTINE)

WHSMAN: Good tobacco, boys ... 21! (CHANT)

RUYSDAEL: Better tobacco brings a better price, so the warehouseman's opening bid of 21 dollars a hundred pounds has already been raised to 23 dollars - and now Lucky Strike bids $23\frac{1}{2}$ - another cigarette company 24 - a leaf company $24\frac{1}{2}$ - an export company 25 - but Lucky Strike bids 26 dollars. The auctioneer chants 26 - 26 - looking around at all the buyers - but there are no more bids. So here's the sale ...

(CHANT UP - SOLD AMERICAN)

(MORE)

(ORCHESTRA TAG.)

(. MY DEVOTION. DUNN)

(ORCHESTRA REPRISE MICHIGAN FIGHT SONG)

ANNCR: And now from Detroit the Motor City we detour round the
 Nation to identify each station.

(LOCAL STATION IDENTIFICATIONS)

(ORCHESTRA REPRISE UP AND OUT)

BLOCK: Now remember, friends, a few moments ago I said that I was going to try to prove to you that Lucky Strike means fine tobacco. At that typical auction of the 1939 crop at Ahoskie, North Carolina, where the makers of Lucky Strike Cigarettes paid 32 per cent above the average market price, as published by the United States Department of Agriculture, there were in attendance not only independent tobacco experts, who have no connection with any cigarette manufacturing company, but there were also in attendance buyers representing other well-known cigarette companies. Now the makers of Luckies paid the price for that basket of fine tobacco because we know that the most important thing - the thing that determines the quality of a cigarette - is the tobacco. And the independent tobacco experts whom I mentioned a minute ago - they know that, too. So isn't it natural for them to smoke the cigarette that is made of the finer tobacco? Of course. You'd want to smoke it, too. And now that I have shown you that the makers of Luckies do buy that finer tobacco - that finer tobacco that makes Luckies a finer cigarette, I hope that I have convinced you that, as I said before, Lucky Strike means fine tobacco. Why not do as the experts do? Next time, light up a Lucky. Remember, with these men who know tobacco best, it's Luckies two to one.

(PICK UP FROM DETROIT, MICH.)

CROWLEY: As the second exam comes to Kyser College we find the Professor and Ishkabibble discussing the new traffic regulations in Detroit.

KYSER: You know Ish- you gotta be careful now. The streets are pretty crowded...

ISH: You sure have.

KYSER: But one thing I've noticed no matter how heavy the traffic is the Detroit PEDESTRIANS always manage to get across!

ISH: Yeah... SNEAKY LITTLE DEVILS AIN'T THEY!

(SOUND: CLASS BELL)

CROWLEY: Oh, come come Professor, these girls are ready.'

KYSER: Well they're pretty enough to go with steady!

And our first pretty scholar is Miss _____

and I know you gals are gonna show those guys how bright you are so lets go _____

(ADD SECOND EXAM)

KAY KYSER-DETROIT SHOW -JULY 22, -ROUND II

1. This one from Brunet Shapiro of Tucson Ariz. concerns the radio comedian who made this song popular. (PLAY)
 Very young in life he met a lovely girl named (PLAY)
 They were married and in a few years they had (PLAY)
 They hoped for a boy, but alas and alack, those two little girls ended up with (PLAY)

2. There are certain well-known characters in history who were famous for the hats they wore, so Miss Mary Mc Donald of Minneapolis wants us to put on some of those hats and you tell us whom they identify. This ^{one from} ~~first~~ ^{fiction we see} ~~is~~ a cap that has 2 brims on it -- one going one way and one the other. ^{and a magnifying glass} Now ~~this~~ historical character wore his hat sideways, and stuck his hand under his coat-
 Now this movie character doesn't wear a hat, he wears a leopard skin and goes (Holler like Samson)

7/22/42

3. One of the greatest dance bands of all time was Detroit's own Gene Goldkette Orchestra and George Albrecht of Indianapolis says many of America's favorite leaders today in that band. We'll play three of their themes and you name the orchestras. (PLAY)

4. Miss Laretta Johnson of Detroit wants you to name this song (PLAY). Willow Run, right outside of Detroit, is mighty important to war production right now. What do they make there ?

7/22/42

5. For Charlie Jones of Charleston, South Carolina, a couple of instruments are going to take the spotlight. Tell us what instrument is flirting with a girl (PLAY) (KAY) - Is there more (PLAY). Now the bass fiddle is going to recite a poem. Tell us what the poem is (PLAY).

6. Tell Private Fred Simpson of Camp Shelby, Mississippi, which baseball team in the American League this song brings to your mind (PLAY). Now chillun here's Dr. Art Leeds, Professor of Junkology and Virtuoso of the Exhaust Pipe. He has here an instrument made up of old automobile parts - In this number he gives a slight imitation of a traffic jam at Woodward Avenue and Cadillac Square (PLAY).

(SOUND CLASS BELL.)

CROWLEY: Professor! Remember the ladies Please!

It looks like the finish will be a tight souseze!

KYSER: Dean Crowley, your rhymes are getting thinner! Go see if the judges can squeeze a winner!

KYSER: Say, Ish, is that your car out in the alley ?

ISH: Yes, I drove it over from Canada this mornin' -

KYSER: I don't want to get personal Ish, but how did you ever get that mine-sweeper through the Detroit Winsor Tunnel?

ISH: There's a hole in the other end -

(LAUGH)

KYSER: The judges have squeezed a girl for first place. She's a (BRUNETTE-BLONDE) with a pretty face. Miss

(APPLAUSE)

KYSER: And now Miss..... It's time to relax till the final round, so light up a Lucky Strik! Soon you'll get a chance to advance. But now, Come on Chillan and YET'S DANCE!

5. (JINGLE, JANGLE, JINGLE.....PRODUCTION)

(FROM DETROIT, MICH.)

KYSER: Now let's head for New York and hear from our Dean of Common Sense, Martin Block.

(PICK UP FROM NEW YORK)

BLOCK: When I was just a kid, I wanted to be a reporter. I guess all kids want to be reporters at some time in their lives. Only I was lucky -- I got a job as cub reporter on one of the old New York evening papers. It was exciting work -- except that the full-fledged reporters covered the million-dollar fires and the big important events; but the poor little cub reporter! Well, the most thrilling thing he had to write about was a wedding. I used to find it quite difficult to take a simple sentence, such as, "At the Little Church Around the Corner at high noon today, Miss Mary Jones became the bride of Mr. John Smith," and elaborate on it until I had used up several hundred words to tell what actually could have been said in just that one sentence.

BLOCK: It is quite a coincidence that today my job is exactly the opposite. I have at my finger tips thousands and thousands of words on how to pick a good cigarette. Yet my job is to condense them into just a few words. And believe me, I'm glad that I work for Luckies, because boiling down those thousands of words is very simple when you're talking about Luckies. ^{strikes} It all boils down to, "In a cigarette, it's the tobacco that counts and Lucky Strike means fine tobacco." Now I suppose that any good newspaper reporter could elaborate greatly on that brief statement, but I prefer to merely remind you that with independent tobacco experts, men who know tobacco best and who see who buys what tobacco, it's Luckies two to one. Make that next pack Luckies.

(PICK UP FROM DETROIT, MICH.)

- ~~6. (DARDANELLA.....ORCHESTRA)~~
- 7. (I LEFT MY HEART AT THE STAGE DOOR CANTEEN. . . . HARRY)
- KYSER MARCH REPRISE.....ORCHESTRA)

CROWLEY: ~~The final contestants take their place!~~

~~To await Professor Grapefruit Face!~~

KYSER: ~~Say Ish, what in the world is that bundle you're carrying?~~

ISH: ~~It's my latest invention -- a mirror for ugly men!~~

KYSER: ~~A mirror for ugly men? How does it work?~~

ISH: ~~Well the ugly guy looks in the mirror and he sees a picture of me!~~

KYSER: ~~You?!!~~

ISH: ~~Yeah -- Look (HOLDS UP MIRROR WITH PICTURE) Ain't it wonderful? I'll be rich!~~

BAND: ~~HOOYAY -- CHEERS!~~

(LAUGH)

(PANFARE)

CROWLEY: THE FINAL EXAM! A boy and a girl!

The Professor's mind is in a whirl!

KYSER: LET'S GO! Time to see who gets the dough!

This lovely girl or this so-and-so!

(ADD FINAL EXAM

7/22/42

I. The Wolverines have been mighty good to us here in Detroit - They made it possible for us to break our own record here at the Fox Theatre and the two times the Bandwagon rolled here, the Wolverines bought War Bonds and stamps to the tune of hundreds of thousands of dollars. By way of returning the wonderful hospitality we've received here, tonight we're devoting our final round to Detroit and the State of Michigan. Miss Lena Elias of Detroit says that this melody should remind you of the first settlers of this region (PLAY). That's right, Indians gave this state its name. Michigan is one of our border states so surely you should be able to tell us who the people of Michigan mean when they look across the border and say (PLAY).

2. John Hawkins of the University of Miami, Florida says besides the Motor City, the citizens of Michigan are proud of their other cities. For instance, to what lovely city in Michigan would you go if you wanted to (PLAY). And if you identify this song, you'll be able to tell us what the State Flower of Michigan is (PLAY). In which city in Michigan do the people say "Life is Just a Bowl of Cherries?"

7/22/42

3. To continue with our list of Michigan cities Miss Eleanor Pierson of Shawnee, Kansas, asks what city in Michigan is known as the "furniture city"? And what Michigan city comes to your mind when you think of breakfast foods? The following song mentions something made from a famous Michigan product. Tell us what it is (PLAY).

4. Next Wednesday our class session will be held in Hollywood so we're going to take a certain fellow's advice and go West, and Private William Taylor of Camp Claiborne, La., wants to know who said "Go West Young Man, Go West"? Was it Horace Mann, Horace Greeley or Horace Heidt? Yes sir - right after the last show at the Fox Theatre tomorrow night, it's (PLAY).

(SOUND: CLASS BELL)

7/22/42

CROWLEY: Stop Professor - the scholars want that hundred and fifteen dollars in War Bonds and Stamps!

KYSER: Well tell the Judges to put on their shoes and give us the news!

(FANFARE)

KYSER: (ALA NEWSCASTER) Good evening everybody - and here's news from Detroit, Michigan. At exactly ten Detroit time Mrs _____ little (GIRL-BOY) _____ won first prize on the College of Musical Knowledge. She'll be home in a flash with the cash!

(BIG AUDIENCE APPLAUSE)

7/22/42

KYSER: Ah my Dear M..... Your answers had a ring that's true! You're the pride of Woodward Avenue! Your first prize is a fifty-dollar War Bond and to our Second placer goes a Twenty-five Dollar Bond.. The other four Contestants get Ten Dollars in War Stamps and all six get a carton of Luckies. AND to all you Detroit Students for being present and helpin' to make this evening pleasant... a package of Better-than-Ever

LUCKY STRIKE CIGARETTES! (CHEERS)

8. *Dante* (~~NOBODY'S SWEETHEART NOW.~~.....)

(THEME . . . "THINKIN' OF YOU")

7/22/42

KYSER: Well chillun das about all untiil next Wednesday night when we'll be holding class with all you sunkist boys and gals out in dear old California. We've had a grand time being here in Detroit and its wonderful to see the all-out effort of Detroit workers to Win The War. I'm sure we all want to do our bit wherever we may be - Remember, our Armed Forces are depending on us civilians to BUY WAR BONDS AND STAMPS - DON'T LET 'EM DOWN!

And now this is Kay Kyser thinkin' of you you... thanks a lot for bein' with us and for Dean Matt Crowley, Basil Ruysdael, Martin Block and all the Gang - So Long Everybody!

(CLOSING THEME.....)

(YEAH COLLEGE) (HOORAY)

CROWLEY: The famous tobacco auctioneers heard on tonights program were Mr. F. E. Boone, of Lexington Kentucky and Mr. L. A. "Speed" Riggs of Goldsboro, North Carolina. This program came to you from Detroit and New York. THIS IS THE NATIONAL BROADCASTING COMPANY.

lh/gh/mr
7/20/42
2:40 pm

Shortwave Broadcast, July 30
Sta. W.R.C.A.
W.N.B.I.

KAY KYSER ROUTINE

JULY 29, 1942

1. ONE DOZEN ROSES TRIO
2. HERE YOU ARE HARRY
COMMERCIAL ONE
ROUND ONE
3. *Carica*
~~JERSEY BOUNCE~~ BAND
COMMERCIAL TWO
4. WHO WOULDN'T LOVE YOU HARRY, TRUDY
STATION BREAK
ROUND TWO
5. SLEEPY LAGOON PRODUCTION
COMMERCIAL THREE
6. *Jersey Bounce*
~~CARLOTTA~~ BAND
7. JOHNNY DOUGHBOY HARRY
FINAL ROUND
8. NOBODY'S SWEETHEART NOW BAND

BROADCAST COMING FROM NBC STUDIOS HOLLYWOOD, WITH
SWITCHES TO NEW YORK FOR COMMERCIALS AND TRIBUTE

- 1 -

WEAF

THE AMERICAN TOBACCO COMPANY

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE #226

10:00 - 11:00 PM EWT

JULY 29, 1942

WEDNESDAY

(FROM HOLLYWOOD)

KYSER:

Evenin' folks - this is Kay Kyser. Tonight we are speaking to you from Hollywood after a tour of Army camps, Marine posts, Navy and Coast Guard stations that took us ~~right across~~ ^{all over} the ~~country~~ ^{land}. It's really been a great privilege for ~~me~~ ^{us} to be with ~~some~~ ^{so many} of the men who are doing their bit for Uncle Sam, and because ~~I've~~ ^{we have} had the chance to hear first hand how the men in the Armed Services are going about the job we've got to do, I've asked my sponsor for five minutes at the beginning of our show tonight. ^{So we}

~~we've~~ ^{can't} ~~try~~ ^{we've} to try to give you the same thrill ~~I've~~ gotten out of hearing some of the stories of the boys who are in the thick of things.

The Army, Coast Guard and Marines all have many examples of the spirit that ~~is driving~~ ^{will drive} us on to victory, but tonight, we want to pay tribute to the United States Navy, with a story about one of their enlisted men who typifies America at her best.

(PICK UP FROM NEW YORK)

7/29/42

(FROM NEW YORK)

(OPENING MUSIC)

RUYSDAEL:

This is the story of a sailor whose quick action ^{courage} and personal courage was responsible for saving his ship and the lives of his shipmates - Coxswain Claude Becker.

(MUSIC)

RUYSDAEL:

Over his heart, twenty-four year old Claude Becker wears the record of his service to his country. First is the gold bar with star that marks him as a regular member of the service before Pearl Harbor.

The second decoration tells the story of Becker's part in the Battle of the Java Sea, where he won the coveted Navy Cross.

(MUSIC)

7/29/42

RUYSDAEL:

Bombers against battleships - that was the story of the running three-hour battle that started one Wednesday morning in the seas off Java. The call to battle stations sent Becker to his post as a loader in a six-inch gun turret. Becker crouched at his position as the planes thundered overhead doing his part as one member of the team that ^{arrives} ~~arrives~~ a cruiser in action. Twice the bombers roared over - dropping bombs that sent plumes of spray skyward, but did not hit the ship. A third time they came back, and this time, in spite of the curtain of fire that came up to meet them, the Japs found their mark.

(BRIEF MUSIC)

7/29/42

RUYSDAEL:

Smoke began to pour up beside Becker's gun from a ~~low~~-fire below decks. The crew was ordered out of the turret, but from below came the shouts of the men trapped by the explosion and fire. Warped by the concussion and seething hot, the escape hatch was jammed, but Becker wrapped his hands in ~~towels~~ ^{rag} and waste and heaved open the twisted metal. Without hesitation he ^{jumped} went below ^{decks} into the darkness to help the injured men. The fire was creeping towards the powder magazine - if the high explosive ^{heavy caliber} ~~six-inch~~ shells went up, the ~~whole~~ ship would be lost. Becker struggled through the choking acrid smoke to the magazine itself and working in the darkness, he fought the licking tongues of flame as he heaved the powder overboard through a porthole. Becker won his race with death. The magazine was ~~made~~ safe. Without let-up, he set about bringing the wounded men from below to the sick-bay.

The ship was saved that day - and started its long limping trip which brought it ^{around the world - home} ~~back~~ safe to an East coast port.

(MUSIC)

7/29/42

RUYSDAEL:

On receiving his decoration two weeks ago at the Navy Yard where the ship he saved is undergoing repairs, Claude Becker was ~~congratulated~~ ^{addressed} by his commanding officer. "This medal is to be cherished as a token from all the American people, presented through their President. It carries with it their heartfelt gratitude for your fine qualities of bravery and devotion to duty which give them renewed confidence in the men who are fighting our country's battles." And shortly after receiving the decoration, Claude Becker was asked what he would like to do now. "There's only one thing," he said..."I want to get back out there again."

(MUSIC)

RUYSDAEL:

Coxswain Claude Becker, tonight we salute you for the honors you have received. Your wish that you may "get back out there again" is the true spirit of our Navy...and on active service your exceptional courage and true devotion to duty will be an inspiration to those who fight with you. To us you typify - AMERICA AT HER BEST.

(CATHEDRAL FINISH)

(PICK UP FROM HOLLYWOOD)

(FROM HOLLYWOOD)

(FADE IN APPLAUSE AT HOLLYWOOD - HOLD APPLAUSE)

KYSER: That was our tribute to the spirit of the United States Navy narrated by Basil Ruysdael. And now, chillun, it's time for the old College of Musical Knowledge.

(OPENING THEME)

(AUDIENCE: YEAH COLLEGE, HOORAY!)

HIESTAND: Lucky Strike presents Kay Kyser's College of Musical Knowledge broadcasting from Hollywood, California.

BOONE: (CHANT ENDING BETWEEN 25 & 27 INCLUSIVE - SOLD

HIESTAND: AMERICAN)
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)

(AUDIENCE APPLAUSE)

7-29-42

2-3-4-5-6

PICKUP FROM NBC NEW YORK: (TRIBUTE TO OUR ARMED FORCES)
RETURN CUE FROM NEW YORK: (WE FADE IN APPLAUSE AT HOLLYWOOD FOLLOWING
(CUE "AMERICA AT HER BEST" AND THE
(CATHEDRAL ORCHESTRA EFFECT WHICH FOLLOWS
(THE TRIBUTE SPOT)

KYSER: That was our tribute to the spirit of the United States
Navy narrated by Basil Ruysdael. And now, chillun, it's
time for the old College of Musical Knowledge!

(OPENING THEME BY ORCHESTRA)

AUDIENCE: "YEAH COLLEGE ... HOORAY"

ANNOUNCER: Lucky Strike presents Kay Kyser's College of Musical
Knowledge broadcasting from Hollywood, California.

BOONE: (CHANT ENDING BETWEEN 25 & 27 INCLUSIVE..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.

(KYSER.....THEME)

(AUDIENCE APPLAUSE)

2-3-4-5-6

-7- *It's a treat to beat your feet*

KYSER: Evenin' folks how y'all. ~~I can't begin to tell you what a~~
in the California sandland
~~great it is to be back in Hollywood -- Ah California -- the~~
~~home of the three "C's" -- Glory -- Glamour and Good Humor Men.~~

ISH: Professor I'm sure happy to be here in Hollywood too.

KYSER: You are Ish, why?

ISH: Well where else could I go to lunch with Hedy LaMarr --
meet Lana Turner for dinner -- and then go night clubbing
with Rita Hayworth?

KYSER: Ish, did you do that?

ISH: No -- but where else could I do it?
(LAUGH)

KYSER: Ish, you're a dunce! Sit down at once! Now stoo-dents we're
ready for business - Six sunkissed kiddies, ~~three girls and~~
~~three boys~~ are seated on the rostrum here in the old
college waiting to compete for \$115.00 in War Bond Prizes!
But before we start classes! Yet's spread some Molasses!
What I mean is Yet's Dance!

1. ("ONE DOZEN ROSES".....TRIO)
 2. ("HERE YOU ARE".....BABBITT)
- (AUDIENCE APPLAUSE)

KYSER: Now waiting to speak to us back in New York is a gentleman who's always believed in giving a free rein to facts --
MARTIN BLOCK!

(SWITCHOVER TO NEW YORK...PICKUP COMMERCIAL)

(RETURN CUE: WE PAY THE PRICE TO ACQUIRE THE FINER
TOBACCO - THE KIND OF TOBACCO YOU WANT TO SMOKE.
NO SIR - YOU CAN'T GO WRONG IF YOU ~~RELY ON YOUR~~
~~SMOKING PLEASURE TO A LUCKY!~~

*rely on budha
the cigarette that means
fine tobaccos*

ORCHESTRA REPRISE PARODY TO TUNE OF "OH SUSANNA" (or)
~~KYSER MARCH~~

7/2/42

(FROM HOLLYWOOD)

KYSER: Now waitin' to speak to us back in New York is a gentleman who's always believed in giving a free rein to facts...Martin Block.

(PICK UP FROM NEW YORK)

BLOCK: You know, friends, a couple of days ago, I happened to be tuning my radio, and I picked up a station up in Connecticut; and you know what they were selling? Horses and buggies! Yes sir, they were advertising a big sale that was to take place the next day. It sure looks as if the horse and buggy is really coming back. I wonder how many of us would remember how to hitch a horse to a buggy? Could you? Hmm, I thought not. I'm afraid if I had to go to work on a horse and buggy, and had to do the hitching myself, I'd just never get there. The only part of the harness I know is the blinders. You know, those two things they put on the side of a horse's head so that he can only see straight in front of him. He can't look to either side or in back. Only straight ahead.

7/29/42

BLOCK:
(CONT'D.)

And you know, after talking to a few hundred people who are not smokers of Luckies and asking them why they smoked their particular brand, I've come to the conclusion that most of those folks wear blinders, particularly when they step up to a tobacco counter. Just because they've always been in the habit of asking for one brand of cigarette, they just never seem to take off their blinders. Now let's just use a little horse sense, ~~here~~. After all, no cigarette can hope to be any better than the tobacco it contains. We pay the price to acquire the finer tobacco - the kind of tobacco you want to smoke. No sir, you can't go wrong if you rely on Luckies, the cigarette that means fine tobacco.

(PICK UP FROM HOLLYWOOD)

-10-

ORCHESTRA: REPRISE "OH SUSANNA"

Oh Kay Kyser
Is smiling merrily
Cause he's come to California
The students for to see,

Oh hide your money
Your Phi Beta Kappa Key
Cause Professor's in the College
With the coeds on his knee

(LAUGHTER BY the Band)

(APPLAUSE)

SOUND: CLASS BELL

ANNOUNCER: Come come Professor! The students await!

KYSER: Well come on men - yet's participate! ~~And~~ the
first contestant in the boys round is Mr. _____.

(Add first Exam)

-10-

(FIRST QUESTION ROUND - Page 1)

1. We've just spent 4 months in the East and we'd like to ~~recall the~~
~~many friends we've made~~ and to express our appreciation for all the
good times we were shown -- and so tonight we're gonna review the ~~stops~~
at the many friends we saw *experiences we had* *we've made* *shuffling*

We were with the Navy flyers, - the boys who wear the
gold wings, at Quonset Point, R.I., at Norfolk, Virginia, and Pensacola,
Florida, and then with the Army flyers at MacDill Field at Tampa. Whity
Ririon of Camp Robinson, Ark., says at MacDill or anywhere else if he's
an Army flyer (PLAY). From ~~there~~ *MacDill* we flew to Maxwell Field, Montgomery,
Ala. and as we left Tampa we all sang (PLAY)

in the Army
2. We ~~saw~~ a fine lot of men and officers, and speaking of officers,
we're going to shuffle up some rankings in the Army, and Miss Kathryn
Hembrell of Plymouth, Mich., wants you to start with Lieutenant and put
the others in their proper place - Lieutenant, Major, General, Captain
and Colonel. Can you name two non-commissioned *ARMY* officers?

In the Army which is higher gold or silver? (Silver)

7/29/42

(FIRST QUESTION ROUND)

3. We were with the soldiers at Camp Edwards and Devens in Massachusetts, at Indians Town Gap in Pennsylvania - Camp Lee in Virginia and Camp Croft in S.C., but to get to the fellows at Camps Steward, Wheeler, and McPherson, we had to go to (PLAY). Trooper Leo Nagle of South Park, Pennsylvania says if you'll identify the following song you'll know what branch of the Army we were with at Fort Bragg in N.C. (PLAY). Yes, and it's one of the biggest posts in our land and they got lots of other branches there.

4. And now from the college of Musical Diversity we're honored by the presence in the class-room tonight of Dean Pinto Colvig, D.B., Doctor of Bugalogy.

PINTO: Students, I have with me here "Humperdink", the musical horse fly. He is going to buzz or sing a song and Professor Kyser wants you to tell us the name of it (PLAY)

KYSER: That was fine, Dean. Now Mr. _____, what's the name of the song "Humperdink" was buzzing?

PINTO: And now I'd like to have you meet "H2O", the musical drip. This little water bug hides up in people's fancets, - - - -and controls the drips so that they produce musical sounds. . For example (PLAY) Now "Acqua Pura" has consented to direct his drips to form this well known musical composition. Listen and tell the Professor what it is (PLAY)

KYSER: ...And thank you, Dean Pinto Colvig for visiting my classroom tonight.

(FIRST QUESTION ROUND - Page 3)

5. Identify the following sound effects, and Miss Susan Reichman of New York City says you'll know what they were teaching the boys to do when we visited Mitchell Field ^{in New York} (SOUND). While playing for the submarine boys at New London, Conn., we met some fellows just back from a cruise - in fact for the last 3 nights they had been (PLAY). Believe me these are the fellows to ask if you want to know (PLAY).

6. We were with the sailors at Great Lakes Training Station and the Marines at Quantico and ^{Margo Sturman of Detroit} ~~the boys of Lubbock Flying School, Texas.~~ want to know which of these songs they sang in each place (PLAY). The King of the Banjo is musical director at the Great Lakes, who is he?

(SOUND: CLASS BELL)

-14-

ANNOUNCER: Stop Professor! Try to act like a host!

Be nice to these birds from the old west coast!

KYSER: Well Dean (*Heaterd of Lammie*) I'm givin' the party!

Ask the judges which guy is the smarty!

ANNOUNCER: Very good sir.

ISH: Professor I have wrote a movie scenario - a real wild West story which I would like to read a few pages to you.

KAY: All right, Ish. Go ahead.

ISH: "Cowboy Pete jumped on his faithful bronco and shouted -
"Giddy-yap, giddy-yap, giddy-yap, giddy-yap, giddy-yap..."

KAY: Ish - Ish --- are you crazy? You've got nothing there but page after page of giddy-yaps.

ISH: Can I help it if the horse is lazy?

(LAUGH)

ANNOUNCER: The judges have chosen the winner!

KYSER: And it's contestant number ().

Mr. ().

(APPLAUSE)

Ah! My dear Sir _____, you're mighty bright!
Go light up a Lucky Strike. You're the first winner in the college tonight! You'll meet the winner of the girls round soon. So get yourself ready to swoon! But now before goin' any further! We gotta tune that's solid murder!

~~10's~~.....

Cariosa

(3. ~~JERSEY BOUNCE~~.....BAND)

(AUDIENCE APPLAUSE)

-14-

7-29-42

15-16-17

KYSER: Now let's listen to our Dean of Common Sense -- Martin
Block in New York!

(SWITCHOVER TO NEW YORK...PICKUP COMMERCIAL NO. 2)

(RETURN CUE: The true smoking pleasure that comes
from smoking a cigarette made of finer, lighter, milder
tobacco. I assure you - if you'll light up a Lucky
you'll like it!

ORCHESTRA TAG

4. ("WHO WOULDN'T LOVE YOU.....HARRY & TRUDY)

ORCHESTRA REPRISE "FIGHT ON FOR U.S.C."

ANNOUNCER: And now from Hollywood, California we pause for a station
break - TAKE IT AWAY!

(LOCAL STATION IDENTIFICATIONS)

ORCHESTRA REPRISE UP AND OUT

15-16-17

7/29/42

(FROM HOLLYWOOD)

KYSER: Now let's listen to our Dean of Common Sense -
Martin Block in New York.

(PICK UP FROM NEW YORK)

BLOCK: Ladies and gentlemen, when we reenact for you a typical tobacco auction, we've got a very good reason for doing it. You see, independent tobacco experts attend auction after auction throughout the South. To them, there's nothing extraordinary about what transpires. But to us average, everyday folks, a tobacco auction can prove thrilling as well as informative. Since the tobacco experts who attend the auctions have the opportunity to see who buys what tobacco, we'd like to give you, too, a glimpse of what goes on at a typical auction. Now, here's Basil Ruysdael to set the scene.

(CHANT - CROWD NOISE)

RUYSDAEL: Ladies and gentlemen, we're reenacting an auction in a huge tobacco warehouse in Fairmont, North Carolina. Shafts of brilliant sunshine from many skylights stream down upon the hundreds of baskets of fragrant tobacco. The crowd is tense with excitement as the auctioneer chants the bids...

(CHANT UP - SOLD AMERICAN)

WESMAN: 20! (CHANT)

RUYSDAEL: Each basket of tobacco is sold individually, you know - sold to the highest bidder!

(CHANT UP - SOLD TO TALLEY)

WESMAN: Good mild leaf...21!

RUYSDAEL: The better the tobacco - the higher go the bids! And this is the kind of leaf all the buyers want. So the warehouseman's opening price on this basket of 21 - 21 dollars a hundred pounds has already been bid up to ~~22-1/2~~²³ - and now Lucky Strike makes it ~~23-1/2~~^{23 1/2} - an export company bids ~~24-1/2~~²⁴⁻²⁴ - another cigarette company ~~24-1/2~~^{24 1/2} - a leaf company 25 - but Lucky Strike raises it to 26 - 26 dollars. And I think - yes - here's some more fine mild tobacco headed for Luckies.

(CHANT UP - SOLD AMERICAN)

7/29/42

BLOCK:

At that typical auction, as at auctions all over the South, the independent tobacco experts heard, just as you heard tonight, the familiar words of the auctioneer, "Sold American;" and they knew that another basket of fine tobacco had been bought for Lucky Strike Cigarettes. They see who buys what tobacco and the prices paid - For example at auctions of the 1939 crop at Fairmont, North Carolina, where for the tobacco we bought we paid 33 per cent above the average market price as published by the United States Department of Agriculture. And the tobacco we bought can mean as much to you as a cigarette smoker as it meant to the independent tobacco experts. You and they alike can easily understand that no cigarette can be any better than the tobacco it contains. You and they alike have the same opportunity of enjoying this finer tobacco that's in the Luckies you buy today. That they - and by "they" I mean the independent tobacco experts - prefer Luckies is proven by the fact that with these men Luckies have over twice as many exclusive smokers as have all other cigarettes combined. That you'll like Luckies can only be proven when you first experience the true smoking pleasure that comes from smoking a cigarette made of finer, lighter, milder tobacco. I assure you if you'll light up a Lucky, you'll like it!

(PICK UP FROM HOLLYWOOD)

-18-

ANNOUNCER: As the second exam is about to begin!
The Professor and Jack are having a chin!

JACK: HI' PROFESSOR - Warm enough for ya?

KYSER: Well Jack it is kinda hot.

JACK: Kinda hot! Listen I had a tongue sandwich for lunch
and when I lifted up the bread to put on the mustard, the
tongue was goin' (PANTS).

(LAUGH)

KYSER: Oh Jack go back! Yet's clear the track! Cause here's
our first contestant in the ^{gals} ~~girls~~ round Miss _____.

(Add second Exam)

-18-

(SECOND QUESTION ROUND - Page 1)

1. We had lots of fun ^{playing for} ~~at~~ the chillun in New Haven, New York, Boston, ^{followed} ~~and~~ ^{homestead} Trenton and the service boys at Fort Dix and at Fort Monmouth and for 5 weeks ^{at} the Meadowbrook, ^{we played} ~~they~~ sure did (PLAY) And the folks were wonderful to us in the Theatres in Indianapolis, Detroit, and (PLAY)

2. We're sorry the women's army wasn't completely mobilized in Des Moines so we could stop off and play for them. They are called the ^{either} R.C.A.F.'s ^{or B.P.O.E.'s} WAAC's and Pvt John Borse of Fort Benning, Georgia wonders if you know ^{with it} what ~~that~~ stands for. You can't tell - you might be taking orders from a lady officer some day so we want you to straighten out the following commands for us. If the officer wanted you to put your hand on your hip and turn your head right, would she say "right address" and if she wanted you ^{to pose the way your looking} ~~to pose the other way~~ would she say "do your face"? ~~And to put your gun on your shoulder would she say "shoulder pleats"?~~ And what's the correct way of giving this command ^{Present} ~~"shoulder elbows"~~?

(SECOND QUESTION ROUND - Page 2)

3. At Lakehurst Naval Air Station they were teaching the boys to parachute jump and I asked Lt. Commander Walter Whelan about the technique, and he said, well we tell the boys to jump and before they pull the string (PLAY). I asked him if they came down awfully fast, and he said "no" once the parachute opens (PLAY).

4. We've been talking about the boys in Blue, now let's hear from the band that plays the blues. ~~Here is~~⁹⁰⁵ the theme of ~~a~~^{the} band that's known by that slogan and Miss Diana La Batt of Clinton, Iowa wants you to tell us who he is. (PLAY) Do Babe Herman and Billy Herman play in his orchestra? Then what do they do?

(SECOND QUESTION ROUND - Page 3)

5. Eddie Forman of New York says I'm sending you this little playlet to act out with one of your contestants. ~~Give the student 100 if she passes. Yours for the better type of entertainment.~~ Well Miss _____ here's your chance to be an actress - you play the part of a lady photographer and I will be the customer. Let's Go!

GIRL: OH! GOOD MORNING PROFESSOR!

KYSER: GOOD MORNING HAVE YOU DEVELOPED MY PHOTOGRAPHS?

GIRL: NO - AND I DON'T THINK I'LL BE ABLE TOO?

KYSER: YOU MEAN YOU WON'T DEVELOP MY PICTURES, WHY?

GIRL: WELL, I HELD THE NEGATIVES UP TO THE LIGHT - - -

KYSER: YES?????

GIRL: AND I'M AFRAID TO GO IN THE DARK ROOM WITH THEM ALONE!

(LAUGH)

6. During our Eastern Trip the BOND WAGON really rolled round the land - Atlanta, New York City, ^{Worcester, N. C.} Red Bank, New Jersey, Milwaukee ^{Indianapolis} - ~~but Detroit~~ and also Dayton and Cincinnati, both of which are in (PLAY).

That's _____ you're right and everywhere we went I can tell you how gratifying it was to see the folks really ^{dig in and pick up} ~~come over~~ when we said (PLAY)

(SOUND: CLASS BELL)

ANNOUNCER: That's all Professor! It's the end of the round!

Well the faculty's judgment is always sound.

Get the name of the winner!

AUDREY: Say Professor what day is this?

KYSER: Why little Audrey it's Wednesday.

AUDREY: And tomorrow is Thursday?

KYSER: Yes.

AUDREY: And the next day is Friday?

KYSER: Yes.

AUDREY: And the next day is Saturday?

KYSER: Sure.

AUDREY: Monotonous isn't it?

(LAUGH)

ANNOUNCER: The faculty have decided!

KYSER: And the winner is Miss _____.

(APPLAUSE)

My Dear, Miss _____ you're a real hep cat!

The judges pulled your name right out of the hat! You've passed your test and it's recess so light up a Lucky Strike and we'll see you again in the final round. But right now we're going to town with Sleepy Lagoon.

5. ("SLEEPY LAGOON".....PRODUCTION)

(AUDIENCE APPLAUSE)

KYSER: Now chillun ~~The Court of Fair Trial is now convening~~
~~in New York~~ So Martin Block take over *from New York*

(SWITCHOVER TO NEW YORK...PICK UP COMMERCIAL NO. 3)

RETURN CUE: (You ladies and gentlemen of the Jury can bring in but one verdict - and that verdict if your taste is any Judge will be in favor of Lucky Strike)

Leroy Bruner

- 6. (~~"CARTOON"~~.....ORCHESTRA)
- 7. ("JOHNNY DOUGHBOY".....)

(AUDIENCE APPLAUSE)

ORCHESTRA REPRISER KYSER MARCH

7/29/42

(FROM HOLLYWOOD)

KYSER: Now chillun, Martin Block takes over from New York...

(PICK UP FROM NEW YORK)

BLOCK: Since I have been asking you folks so often to try Luckies, suppose we examine some of my statements as they would in a court. Let's assume that you folks are the jury; I, the representative of Lucky Strike cigarettes. The judge? Well, we'll let your own common sense be the Judge. Ladies and gentlemen of the jury, I have here a package of Lucky Strike cigarettes...(BUSINESS OF HOLDING LUCKIES IN HAND)...
~~Right here, see? Oh! We don't have television, do we? Well, anyway,~~
(from it)
I remove one of the cigarettes from the package...(BUSINESS OF REMOVING CIGARETTE)... Split one of the cigarettes down the middle... (BUSINESS OF SPLITTING CIGARETTE)... Remove that tobacco...(BUSINESS OF REMOVING TOBACCO)...All that nice tobacco! Here it is in the palm of my hand. Now that, Ladies and gentlemen, is my only exhibit, and we'll mark it Exhibit A, because "A" has always stood for tops in quality. And "A" also stands for American Tobacco, makers of Luckies. Now the tobacco I've presented in this case is the finer, milder leaf for which the makers of Lucky Strikes paid the price at market after market throughout the South.

7/29/42

BLOCK:
(CONT'D.)

Now, I could introduce witnesses - independent tobacco experts who saw us buy that tobacco. And I could present their testimony - testimony that would prove that these men, men who see us pay the price for the kind of tobacco they want to smoke - prefer Luckies by an overwhelming majority. But I don't think that's necessary. My summation is simple. "No cigarette can be any better than the tobacco it contains," and Lucky Strike means fine tobacco. You, ladies and gentlemen of the jury, can bring in but one verdict; and that verdict - if your taste is any judge - will be in favor of Lucky Strike.

(PICK UP FROM HOLLYWOOD)

ANNOUNCER: The finalists are on their toes
And here's professor to distinguish between deeze and dose.

~~KYSER: All right Ish. What's on your mind?~~

~~ISH: Well Professor, I've gotta question. What's a drizzel?~~

~~KYSER: I don't know, Ish. What's a drizzel?~~

~~ISH: A couple of drips goin' steady!~~

~~(LAUGH)~~

~~(LAUGH)~~

~~ANNOUNCER: ^{yes} The Final Exam!~~

KYSER: And our first contestant is Miss _____

(Add final Exam)

(FINAL QUESTION ROUND - Page 1)

(WINNERS)

1. Now that we've spoken about our months in the East, we'd like to devote our final round to the West Coast, with all its attractions of climate etc. So far as the folks out here are concerned they are convinced this part of the country ^{is} (PLAY). And speaking of the West see if you can distinguish between Western Union, Western sandwich and "The Girl of the Golden West."

2. The West Coast offers you vacation goers, dealer's choice. If it's surf-boarding and suntan you want you can ~~go down~~ ^{find it} (PLAY). If you want invigorating air you can (PLAY) And if it's torrid temperatures that you go for you can hop in your car, start for the desert and (PLAY)

(FINAL QUESTION ROUND - Page 2)

3. The western seaboard is proud of its great industries and the emphasis now is on War Production. Planes, planes and more planes are being turned out ~~every day~~ (PLAY). Another thing the Coast is proud of, is its great fruit growing and truck garden industries. These west coast growers can say to you, Mr. we grow everything in the world but (PLAY)

(not grown commercially here)

4. Between the East Coast and the West Coast, it's a great nation. Today it's breath-taking to realize the way planes and trains have linked our seaboards together. You can leave the Atlantic at night and next morning (PLAY). But the greatest bond that links our people from Coast to Coast and from border to border is that we are One and All Americans, under one flag and each and every one of us is determined today as never before that it's going to be (PLAY)

SOUND: CLASS BELL

ANNOUNCER: Stop Professor! School is out!

KYSER: Well, slap me down and hush my mouth!

ANNOUNCER: The judges will have the winner in a moment!

(FANFARE)

~~ISH: Say Professor what day is this?~~

~~KYSER: Why Ish it's Wednesday.~~

~~ISH: And tomorrow is Thursday?~~

~~KYSER: Yes.~~

~~ISH: And the next day is Friday?~~

~~KYSER: Yes.~~

~~ISH: And the next day is Saturday?~~

~~KYSER: Sure.~~

~~ISH: Monotonous isn't it?~~

~~(LAUGH)~~

~~(FANFARE.....ORCHESTRA)~~

-29-

ANNOUNCER: Professor the judge's decision!

KYSER:

And by a nose ^{*the decision goes to Mr.*} ~~the judge~~ _____.

(APPLAUSE)

It's a photo finish by the judging staff. And I wish I had your photograph! You sure knew your stuff'n you weren't bluff'n - Here's a \$50 war bond for you and the second placer gets a \$25 bond - the other four students get \$10. in war stamps and each one gets a carton of Lucky Strike cigarettes AND to all you native daughters and sons for giggling at our jokes and puns a package of better-than-ever Lucky Strike Cigarettes.

(CHEERS)

8. ("NOBODY'S SWEETHEART NOW".....ORCHESTRA)

(THEME...."THINKING OF YOU".....)

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KYSER: Well that's about all there is till next Wednesday when we'll ~~again~~ ^{again} be holding class in Hollywood. Meanwhile - remember chillun when you write the College the address is Box 909 Los Angeles, California. And now before signing off - here's a thought I'd like to leave with you - It's serious ~~and~~ ^{but} it's true! America is at War-- You and I, and all of us put together have got to Win This War! Uncle Sam is asking us to buy Bonds and Stamps to help win it! Remember it's your home - your life, the enemy's after. BUY BONDS NOW - and help fight 'em! And now this is Kay Kyser, Thinkin' of You - Thanks a lot for being with us - and for ~~Ben~~ ^{Bud} Hiestand - Basil Ruysdael, Martin Block and all the Gang - "SO LONG EVERYBODY".

(CLOSING THEME.....)

HIESTAND: ~~The famous tobacco auctioneers heard on tonight's program were Mr. F. H. Boone of Lexington, Kentucky and Mr. I. A. (Speed) Riggs of Goldsboro, North Carolina. This program came to you from Hollywood and New York -~~
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