

UNRECORDED

*As Broadcast*

Shortwave Broadcast, Sept. 3  
Sta. W.R.C.A.  
W.N.B.I.

KAY KYSER LUCKY STRIKE ROUTINE

9-2-42 WEDNESDAY

NBC-HOLLYWOOD

1. IDAHO ORCHESTRA  
2. SILVER WINGS HARRY

COMMERCIAL ONE

ROUND ONE

3. KNOCK ME A KISS SULLY  
4. TAKE ME DOROTHY

COMMERCIAL TWO

5. SLEEPY LAGOON ORCHESTRA  
~~6. AT LAST GROUP~~

COLLEGE FRIENDSHIPS

STATION BREAK - ROUND TWO

7. TIN FLUTE RHAPSODY RANDY HALL

COMMERCIAL THREE

- ~~8. ROSALIE ORCHESTRA~~  
*At Last*  
9. ~~WHO WOULDN'T LOVE YOU~~ GROUP

FINAL ROUND

- ~~10. JERSEY BOUNCE ORCHESTRA~~  
~~EXTRA. STOMPING AT THE SAVOY ORCHESTRA~~

WARM UP REMINDERS

Ask Audience to  
remain seated till  
program is Off The Air!

WEAF

THE AMERICAN TOBACCO COMPANY

9/2/42

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #232

10:00 - 11:00 PM

SEPTEMBER 2, 1942

WEDNESDAY

ANNOUNCER: Smoke the smoke tobacco experts smoke.

BOONE: (CHANT ENDING BETWEEN 43 & 45 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.

(OPENING THEME . . . )

THE AMERICAN TOBACCO COMPANY  
KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

#232

KFI  
7:00 - 8:00 PM PWT  
10:00 - 11:00 PM EWT

WEDNESDAY 9-2-42

HIESTAND: Smoke the smoke tobacco experts smoke!

(BOONE: CHANT ENDING SOLD AMERICAN - 43 to 45 INCLUSIVE)

HIESTAND: Let that chant remind you that Lucky Strike means fine  
tobacco. At market after market we pay the price to get  
the milder, better-tasting leaf. That's why with men who  
know tobacco best, it's Luckies two to one!

(OPENING THEME)

HIESTAND: Lucky Strike presents Kay Kyser's College of Musical  
Knowledge - your Wednesday night chance to wiggle and  
giggle for fun, \$115.00 in War Bond prizes, and lots and  
lots of that famous makes-you-want-to-dance music!  
And now here he comes - that drip <sup>from</sup> the Fountain of Youth!  
- - KAY KYSER!

(THINKING OF YOU - AUDIENCE APPLAUSE UP BIG)

KYSEH: Evenin' folks - How y'all? Well, chillun, here we are back in the old class room after an exciting visit to Washington, D. C., to take part in the launching of Hollywood's <sup>billion dollar</sup> ~~great~~ bond selling drive for <sup>the month of Sept.</sup> ~~Victory!~~ And boy, ~~we were happy to be there!~~ <sup>it was thrilling to see Wags buy 2 million right off the belt.</sup>

ISH: Oh, Professor - now that you're back I wish you'd do something for me.

KAY: Shoot the wish to me, Ish!

ISH: Well, my girl Phoebe would like to join our Band. She just bought a beautiful new violin - ~~it's~~ <sup>it's</sup> all made ~~out of silver~~ except the neck, and that's <sup>wood</sup> ~~part of the body!~~

KAY: Wooden neck? <sup>eh</sup>

ISH: I <sup>didn't</sup> ~~don't~~ know if she would or not. I never asked her?

(LAUGH)

KAY: OH ISH! Get back in <sup>position</sup> ~~position~~ cause we're <sup>about</sup> ~~ready~~ to start the <sup>competish</sup> ~~competition~~ for \$115 in War Bond prizes! But.... while the contestants are takin' their places, here's a tune that's really aces! ...So come on, chillun, and YET'S DANCE!

1. IDAHO.....ORCHESTRA
2. SILVER WINGS.....HARRY

(AUDIENCE APPLAUSE)

KYSER: Now waiting to speak to us back in New York is our  
Dean of Common Sense, Martin Block.

(SWITCHOVER TO NEW YORK....COMMERCIAL NO. 1)

(Time, approximately 1:20)

(RETURN CUE:)

BLOCK: Since Lucky Strike means fine tobacco, it's easy to  
understand why with men who know tobacco best, Luckies  
have more than twice as many exclusive smokers as all  
other brands of cigarettes combined. Start enjoying  
your share of this finer tobacco in Luckies tonight.

(SWITCHOVER TO HOLLYWOOD)

(ORCHESTRA REPRIS: "MAN ON THE FLYING TRAPEZE")

(FROM HOLLYWOOD)

KYSER: Now, waiting to speak to us back in New York is our Dean of Common Sense ... Martin Block.

(PICK UP FROM NEW YORK)

BLOCK: You know, friends, there's definitely something romantic about cigarettes. I've never yet met a man in the tobacco business, who wasn't so steeped in the tradition of tobacco that he lived it, breathed it, ate it, yes, and smoked it. A tobacco expert spends practically a whole life-time learning everything there is to know about tobacco. He can look at it and tell you, instantly, whether it's good, bad or indifferent. He knows which tobacco smokes better. To a tobacco expert, a basket of finer tobacco is an achievement, and if he grew it, bought it, or sold it, he's proud of it. And when independent tobacco experts, auctioneers, buyers and warehousemen, see us pay the price to acquire that finer Lucky Strike tobacco, the tobacco with "character", it's easy to understand why with these men who know tobacco best, it's Luckies two to one.

(MORE)

BLOCK:           And never, forget, friends, if you've been a shoemaker all your life, you're bound to make a better pair of shoes. If you've been baking cakes all your life, you're bound to bake a better cake. And if you are in this romantic tobacco business all your life, you're bound to be able to pick a better cigarette. Since Lucky Strike means fine tobacco, it's easy to understand why with men who know tobacco best, Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Start enjoying your share of this finer tobacco in Luckies, tonight.

(PICK UP FROM HOLLYWOOD)



BAND AND AUDIENCE: REPRISE "MAN ON FLYING TRAPEZE"

He comes on the air with the brightest of bands,  
 He plays for ~~his~~ <sup>the</sup> students in concerts and jams,  
 He teaches us music from Gershwin to BRAMMS  
 Three cheers for Professor Kay Kyser!

(LOTS OF GIRLISH LAUGHTER)

(APPLAUSE)

SOUND: CLASS BELL

ANNOUNCER: Professor, ~~here's the first boy contestant - he looks~~ *the students are starting to feet*

~~like a brave male!~~ *will dip me in nylon and call me hard to get*  
KYSER: Well lather my swallow tail coat and call me SHAVE TAID!

~~Here is Mr.~~ \_\_\_\_\_.

~~Now, Mr.~~ \_\_\_\_\_, ~~let's do it up brown~~  
~~and really go to town!~~

(ADD FIRST EXAM)

(FIRST QUESTION ROUND - Page 1)

1. Here we are at the start of another month. It rained in some sections during August, but for those places where it's been hot and dry, folks sure would like to spend (PLAY). Yes sir, in fact the rain would be so welcome everyone would go around (PLAY). The boys at Fort Mr. Henry Harrison up in Montana tell us that for growing things there's nothing like rain on the roots, and for good sleeping, there's nothing like (PLAY).

2. In the following skit, Miss Margaret Greer of Muncie, Ind., wants you to pick out the names of four well-known motion pictures - In the tortilla flats, Diamond Jim Brady was explaining to the man who came to dinner - this is my favorite wife, these are my four daughters and this is my son, my son, who outside of me is our only male animal.

(FIRST QUESTION ROUND - Page 2)

3. Speakin' of motion pictures one of the big companies starts its pictures with the following fanfare (PLAY). Can you tell us what studio that is? Now John Roark of Manitoba says the name of the song we're about to play is the name of one of their recent pictures (PLAY). That's right - and who was the gal in my gal Sal? Now that was "barbershop harmony" the boys were singing and we'd like you to try a little of it with them. Here are the words - and to get you into the mood for singing this "Barber-shop Harmony" here's a shaving brush, a mug and some lather. We want you to lather up while you sing "MY GAL SAL". (SINGS)

(CARD)

ISH: Say Professor, that reminds me -- I didn't shave until I was 32 years old.

KAY: You didn't shave until you were 32? Why Ish, where was your beard?

ISH: DOWN TO MY KNEES!

(LAUGH)

4. Barney McDevitt of Hollywood says here's the theme of a mighty fine dance orchestra. See if you can tell us who it is (PLAY). Opening at the Palladium tonight. Now tell us which of these three girls sings with him - Rose Blaine, Sally Blaine or Chiliblaine? And speaking of openings - next Wednesday we open a week's engagement at the Golden Gate Theatre in San Francisco. We certainly hope to see a lot of the chillun in good old San Francisco.

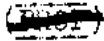
(FIRST QUESTION ROUND - Page 3)

5. Lyman Gandee is going to play something that I'm sure everyone has heard and Miss Mattie Tiller of Atlanta wants you to listen and tell us the title (PLAY). And now see if you can tell us what this one is

(PLAY). That's fine - now here's a small piano and we want you to imagine that you're taking a lesson from Lyman Gandee. Let's see how fast you can learn to play \_\_\_\_\_!

*taking lessons from Lyman Gandee is like taking lessons from a baby*

~~As a little incentive we have a cup of coffee and a cup of tea. When they're referred to in the song we want you to take a sip. (PLAY) (GIRLS)~~



6. Many nations are united in this fight for freedom of which we're a part. Miss Marian Lorenzen of Davenport, Iowa wants us to play a song closely associated with one of the United Nations. You listen and see if you can tell us which country it is (PLAY). What town is mentioned in the song "The White Cliffs of Dover"? And where did the nightengale sing?

SOUND: CLASS BELL

ANNOUNCER: Professor, the first round's over, the judges are tense!

KYSER: Well, find out who's the winner and relieve this suspense!

ANNOUNCER: Yes sir, right away, sir!

AUDREY: Professor, is it true that beauty is only skin deep?

KYSER: Yes, little Audrey.

AUDREY: My! isn't it too bad you're so close to it and can't get at it!

(LAUGH)

ANNOUNCER: Professor! here's the boy the Judges chose!

KYSER: And it's ( ) by a nose!

(AUDIENCE APPLAUSE)

KYSER: Ah, my dear ( ) you were right!

So ~~take time out for a~~ *have a* smoke before the final fight. Here's a Lucky and here's a light! Now before we give the girls their chance, here's a rippy tippy tune to give you ~~a chance~~ *time* to spoon.

3. KNOCK ME A KISS.....SULLY

4. TAKE ME.....DOROTHY

(AUDIENCE APPLAUSE)

KYSER: Now back in New York Martin Block is prepared to tell us a little more from his own first hand knowledge of tobacco auctions.

(SWITCHOVER TO NEW YORK...PICK UP COMMERCIAL NO. 2)

(Time approximately 2:45)

(RETURN CUE:)

BLOCK: They see basket after basket of the finer, lighter, better tobacco sold American. And if that's the kind of tobacco you want to smoke you'll make your next pack Luckies.

(SWITCHOVER TO HOLLYWOOD)

ORCHESTRA TAG

5. SLEEPY LAGOON.....ORCHESTRA

~~6. AT LAST.....GROUP~~

*High above Concha's Waters.*

(GLEE CLUB REPRIS "COLLEGE FRIENDSHIPS")

(FROM HOLLYWOOD)

KYSER: Now back in New York, Martin Block is prepared to tell us a little more from his own first-hand knowledge of tobacco auctions.

(PICK UP FROM NEW YORK)

BLOCK: I'm sure I've told you folks about the tobacco auctioneer who sells tobacco at public auction, about the buyers, and about the warehouseman who calls the opening bid. Well, when we reenact a typical auction scene for you, you hear them all in action. But it just occurred to me that there's another thing you hear, which perhaps I haven't explained. And that's the hub-bub and babble of voices in the background. Now, if Basil Ruysdael will reenact a typical auction scene for us, I'll show you why the babble of voices is just as important to you, as a smoker, as the activity of the warehouseman, the auctioneer, and the buyers.

(MORE)

(CROWD NOISE - CHANT - SOLD AMERICAN AT 44)

WHSMAN: 32! (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 AT 37)

WHSMAN: Fine leaf, boys ... 39! (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 39 - 39 dollars a hundred pounds has already been bid up to 40 and now Lucky Strike bids 41 - another cigarette company 42 - a leaf company 43 - an export company 44 - 44 - but Lucky Strike raises it to 45 - 45 dollars - and, yes, here's the sale.  
(CHANT UP - SOLD AMERICAN AT 45)

(MORE)



BLOCK: Now, friends, as each basket of tobacco is sold, a sales ticket is filled out. That ticket shows among other things the price paid for the tobacco, and the name of the company that bought it. That sales ticket is not tucked away into the tobacco. It lies right on top of the pile for all to see. Now, as the auctioneer and the buyers move off down the warehouse floor, you'll find anywhere from twenty to fifty people, most of them tobacco men, following that sale, and carefully examining each basket of tobacco, comparing it with the price on the sales ticket on top. It's from this group that that constant babble of voices comes. You may hear one man say, "Look at this tobacco. Jim Brown sure grew a fine crop this year. Look at the size of the leaf ... not a bit of green in it ... perfectly cured. That's sure sweet, mellow smoking tobacco. And, man, look at the price he got for it. \$45 a hundred pounds. American bought that basket." Friends, it's the careful scrutiny of these baskets of tobacco by these people in the tobacco business after the actual sales are completed, that makes that tremendous impression on them. I don't doubt for a minute that it's one of the things that contributes to the fact that with the independent tobacco experts, Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. These people can't help but see who buys what tobacco. They see basket after basket of the finer, lighter, better tobacco Sold American. And if that's the kind of tobacco you want to smoke, you'll make your next pack, Luckies.

(PICK UP FROM HOLLYWOOD)

(GLEE CLUB- ~~COLLECT FRIENDSHIPS~~) (SOUND BRING IN COLLEGE BELLS)

HIESTAND: As Sweet September bells peal out and the night  
gives promise of nut brown Fall, the old school  
all wrapped up in thought, softly remembers those  
she has taught, and to you go all her thoughts so  
dear, as going not without a tear, we pause to speak  
to you across the nation -- as we give a friendly nod  
to every station.

(LOCAL STATION IDENTIFICATION)

KYSER MARCH UP AND OUT

ORCH: Power puffs! Midriff! Fingernail polish!  
We are the girls from the musical collish!  
YaooooooooooooY!

ANNCR: Before we start round no. 2  
Professor's giving Ish a quiz too.

KYSER: Ish, answer me a question. Where do good people go when they die?

ISH: They go to heaven.

KYSER: And where do dogs go when they die?

ISH: To dog heaven.

KYSER: Right. And where do termites go when they die?

ISH: What's the matter, Prof. Aren't you feeling very well?

(LAUGH)

KYSER: Go 'way, Ish, and look out boys, here they come!  
The girl contestants and they don't look dumb!  
And our first contestant in the girls' round is

(SECOND QUESTION ROUND - Page 1)

1. This one from Miss Geraldine Nolan of Chicago, is the story of the (PLAY). And here's one of the Little Sisters to tell you the rest of the story.

GIRL: One of my sisters married a soldier - so all that was left was (PLAY). Soon my sister married a Marine which left me (PLAY).

KAY: "That's right - you guessed it". She wasn't alone for long. She married into the Navy 'cause all the time (PLAY)

2. Wayne Caudill of Boone, N. C., points out that lots of well-known personalities' first and last names are really first names, such as John Wayne - Tonight we're gonna talk about 3 blondes whose both names are first names. The first one is Joannette MacDonald's husband in real life - who is he? This next blonde was the star of Pygmalion, Of Human Bondage, and was also Ashley Wilkes in "Gone With the Wind". What's his name? Now this next lucky fellow is the husband of Bob Hope's favorite blonde. What's his name?

(SECOND QUESTION ROUND - Page 2)

3. Now our special guest of the evening is a gentleman who plays the same instrument as the Pied-Piper - Do you know what it is? Is the Pied Piper the name of a moving picture? And now coming into our classroom is our special guest of the evening - the virtuoso of the tin flute - RANDY HALL! (ENTER AUDIENCE APPLAUSE) Evenin' Randy, toot your Flute, make it cute - and we'll have the answer rooty toot! (PLAY) Now Miss \_\_\_\_\_ what was the name of that song Randy was playing? One good toot deserves another so let's see if you can tell us what this one is (PLAY) Thank you Randy - fine and dandy - a little later on your tin flute's gonna come in mighty handy. (AUDIENCE APPLAUSE)

4. Baseball is going down the home stretch, and since <sup>*our country*</sup> ~~America~~ loves the pastime so much, Miss Rosemary McParlin of Steubenville, Ohio, thinks we'd better point out that quite a few terms in baseball are also musical terms. I'll describe a baseball play and you pick out four musical terms - There's a man on first base - with the pitch, he started to run in rhythm for second. In order to beat the throw, he had to slide. He pulled a cord in his leg. He thought it was a minor thing, but it really was major 'cause they had to take him out ~~of the game~~, when his run would have tied the score!

(SECOND QUESTION ROUND - Page 3)

5. We're about to impersonate the first part of a ~~popular~~ <sup>country</sup> recording and Sergeant E. B. Robertson of Ford Ord, California wants you to name the song and tell us whose recording it is (PLAY) Now we'd like to have you take Julie's place and sing that song with our band. Harry's gonna start it off and you come in two bars later and sing it against him -- you know kinda like patting your head and rubbing your stomach. I'll tell you when to go - get ready now (PLAY)

(CARD)

6. You're about to hear two stirring songs. One of them is a song that represents the Royal Canadian Air Force - and the other is the song of our own Army Air Corps. Listen and tell Miss Emma Stacy of Portland Oregon, which is which (PLAY-PLAY)

SOUND: (CLASS BELL)

ANNOUNCER: That second contest really flew

And it's time for the verdict,

KYSER: Well "Yoo" "Who" "Whoo"

That's the fastest round I've ever been through.

Go ask the learned Judges if they've arrived at a decision?

ANNOUNCER: With the utmost precision - I'll go on my mission!

*Sound - zip*

ISH: Professor,

KYSER: Yes, Ish?

ISH: My girl Phoebe is an awful smart girl.

KYSER: Oh, Ish you're always talking about your girl Phoebe.  
What has she done now?

ISH: I just got a letter from her and she says she won the  
three-legged race at the Elks' Picnic.

KYSER: Why that's wonderful, Ish!

ISH: Yeah, but it was a cinch for her - she was the only one  
there with THREE LEGS.

(LAUGH)

~~ANNOUNCER:~~  
*Kyser -*

*Will - Hallelujah - his back*  
The judges have selected the winning beauty!

KYSER: And it's ( ) isn't she a cutie!

(AUDIENCE APPLAUSE)

Sit down my dear ( ) here's a chair to ease  
you, and take a puff or two --here's a Lucky to please you.  
And before the final round's begun here's a vitamin tune  
with that good old B-1! It's Randy Hall and the "Tin  
Flute Stomp!

(AUDIENCE APPLAUSE)

7. "TIN FLUTE STOMP" . . . . .RANDY HALL

(AUDIENCE APPLAUSE)

KYSER: Now let's listen to Martin Block in New York.

(SWITCHOVER TO NEW YORK...PICK UP COMMERCIAL NO. 3)  
(Time Approximate 150)

(RETURN CUE:)

RUYSDAEL: And Lucky Strike means fine tobacco. That's why with  
men who know tobacco best it's Luckies two to one.  
Aren't these facts worthwhile acting on.

(SWITCHOVER TO HOLLYWOOD)

*Orchestra Tag*

~~8. PROSALTI . . . . . ORCHESTRA~~  
*at last*  
9. ~~WHO WOULDN'T LOVE YOU . . . . . GROUP~~

(AUDIENCE APPLAUSE)

ORCHESTRA REPRISE KYSER MARCH



(FROM HOLLYWOOD)

KYSER: Now let's listen to Martin Block, in New York.

(PICK UP FROM NEW YORK)

BLOCK: Friends, do you ever like to examine things closely, and see what makes the wheels go round? What makes things tick? Well, let's take this show for example. Every Wednesday night, at the same time, you set your radio dial so that our good friend, Kay Kyser, can come into your home, and entertain you. Now, let's see what makes Kay Kyser's Show tick. We've got a fine band, top-notch singers. And of course we've got Kay Kyser himself. Yes, it takes a good many things ... all working together, to make this a swell radio program. But now, let's take a look at the product our sponsor sells on this program. Here it is ... right here in my hand. A Lucky Strike Cigarette. And what is it that makes this Lucky Strike just as outstanding in the cigarette field as Kay Kyser's Show is in the entertainment field? Well, let's see what makes this cigarette tick. It's a thin tube of paper. Let's look inside. What do we see? One thing. Tobacco! Which makes it very easy to see why the makers of Lucky Strike Cigarettes must at all times be on their toes to acquire finer, lighter, milder tobacco. It's because in a cigarette, it's the tobacco that counts, and Lucky Strike means fine tobacco.

(MORE)

BLOCK: Now this week's broadcast of Kay Kyser's Show will be off the air in just \_\_\_\_\_ minutes, and you'll have to wait a whole week before it comes back to entertain you again. But your enjoyment of Lucky Strike Cigarettes is made available day in and day out ... year in and year out, by our letting nothing stand in the way of acquiring the kind of tobacco that has made Luckies the two to one choice of independent tobacco experts. Just as I know you enjoy Kay Kyser and his College of Musical Knowledge every week, just so I am sure that you will like that finer tobacco every time you light a Lucky.

RUYSDAEL: Ladies and gentlemen, Martin Block has put the facts squarely before you: in a cigarette it's the tobacco that counts - and Lucky Strike means fine tobacco. That's why with men who know tobacco best, it's Luckies two to one. Aren't these facts worth acting on?

(PICK UP FROM HOLLYWOOD)

ANNOUNCER: It's time for the finals! All hands on deck!

KYSER: And the winners are running neck and neck!

~~Who'll come through, no one can tell.~~

~~But here is good luck and ring that bell.~~

~~SOUND: DOOR OPEN RAPID FOOTSTEPS FADING INTO MIKE~~

JACK: Just a minute, professor (PANTS) I've got a message for you!

KYSER: Who's it from?

JACK: The man that wrote "Hold Tight!"

KYSER: Quick! What does he say?

JACK: You can let go now.

(LAUGH)

~~(PANTS)~~

*Door Slam*

ANNOUNCER: The battle is on!

KYSER: And the first shot is fired by (

).

(ADD FINAL EXAM)

(FINAL QUESTION ROUND - Page 1)

WINNERS

1. Here in California we're just a stone's throw from Mexico and tonight we'd like to devote our final round to our neighbors (PLAY) Miss Dorothy W. Howard of Dover, New Hampshire, says this is a well-known Mexican Song - see if you can name it? (PLAY) ~~What's a Mexican Chihuahua?~~ Who is known as "The Mexican Spitfire"?

2. The name of this song is Chiapanecas and Robert "Red" Aimslee of the U.S. Navy says from the way we play it - you tell us whether it's "The Mexican Hat Dance", "Jumping Bean" or "Hand Clapping Song"? (PLAY) What makes a Mexican jumping bean jump? (In other words the worm turns.)

(FINAL QUESTION ROUND - Page 2)

3. Miss Mary McManus of Dallas, says many a Mexican Troubadour has hummed and strummed this number (PLAY). Can you tell us whether it's Chiquita, Conchita, Senecita, Estrellita, or Santa Anita? What's the difference between a Fiesta and a Siesta?

4. And now for Pvt. Stanley Solomon of Fort Sill, Oklahoma, see if you can get this hot tamale from down Mexico way. (PLAY) And now quicker than you can say "Hasta Luego" pick out three Mexican dishes from the following - enchiladas, ravioli, tortillas, spumoni, frijoles, ~~crepe suzette~~ *margaritas*, and chile con carne. *and touch.*

SOUND: CLASS BELL

9/2/42

ANNOUNCER: Professor! The contests over except for the adding up!

KYSER: Well get the name of the winner and bring out the cup!

ANNOUNCER: I'm off like the breeze! ~~(SING)~~

(FANFARE)

ANNOUNCER: The winner! *professor the number we guessed*

KYSER: And it's ( *0 five* )!

(APPLAUSE)

KYSER: Ah my dear ( ) your answers were specific. ~~Congratulations~~ you were really terrific!

And I'm happy to present you ~~the~~ *with this* axis chaser - this Jap eraser - a fifty dollar United States War Bond! To *each of you* ~~our second high for a small try goes this \$25 Bond!~~

The other four scholars get ten dollars each in United States War Stamps and all six get a carton of Luckies! And then, to all you other deers for your chuckles and cheers a package of better than ever Lucky Strike Cigarettes!

(CHEERS)

10 ~~STOMPING AT THE SAVOY.....ORCHESTRA~~

(AUDIENCE APPLAUSE)

THINKING OF YOU.....ORCHESTRA

9/2/42

KYSER: Well chillun, that's about all there's time for till  
 next Wednesday night when we'll be busy holding a special  
 class session with the Service Boys up in San Francisco!  
 Meantime, remember <sup>some of</sup> the greatest stars of Hollywood will  
 be in or near your city during this month of September. *to help*  
*Uncle Sam sell a million dollar worth of war bonds*  
 Please join them and help put your town over the top in  
 the Stars over America Bond Drive ~~for Victory!~~  
 And now this is KAY KYSER - thinking of you - thanks a  
 lot for being with us - and for Bud Hiestand, Basil  
 Ruysdael, Martin Block and all the Gang - SO LONG  
 EVERYBODY!

CLOSING THEME

"YEAH COLLEGE" - "HOORAY"

ANNOUNCER: 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 Hollywood and New York.

THIS IS THE NATIONAL BROADCASTING COMPANY

*At Broadcast*

Shortwave Broadcast, September 10  
Station W. R. C. A.

KAY KYSER LUCKY STRIKE ROUTINE

W. N. B. I.

9-9-42 WEDNESDAY

NBC - SAN FRANCISCO

- 1. I'VE GOT A GAL IN KALAMAZOO BAND  
COMMERCIAL ONE  
ROUND ONE
- 2. ROSALIE BAND
- 3. I LEFT MY HEART AT THE STAGE DOOR CANTEEN HARRY  
COMMERCIAL TWO
- 4. JINGLE JANGLE JINGLE (1 VOCAL)
- 5. HE'S MY GUY DOROTY DUNN  
*All Hail Blue Gold*  
GLEE CLUB : ~~SELBY GOLDEN BEAR~~  
STATION BREAK  
ROUND TWO
- 6. THIS IS THE ARMY, MR. JONES PRODUCTION  
COMMERCIAL THREE
- 7. ~~STOMP AT THE SAVOY~~ *Get for times* ORCHESTRA
- 8. WHO WOULDN'T LOVE YOU? GROUP  
FINAL ROUND
- 9. JERSEY BOUNCE ORCHESTRA

WARM UP REMINDERS

Ask audience to remain seated till program is off the air!



THE AMERICAN TOBACCO COMPANY

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

# 233

Originate KPO-San Francisco ( with switchovers to NBC-New York for commercials)

7:00 - 8:00 PM PWT

10:00 - 11:00 PM EWT

WEDNESDAY 9-9-42

HIESTAND: Smoke the smoke tobacco experts smoke!

(BOONE: CHANT ENDING SOLD AMERICAN - 43 to 45 INCLUSIVE)

HIESTAND: Let that chant remind you that Lucky Strike means fine tobacco. At market after market we pay the price to get the milder, better-tasting leaf. That's why with men who know tobacco best, it's Luckies two to one!

(OPENING THEME)

ANNOUNCER: From San Francisco, Lucky Strike presents Kay Kyser's College of Musical Knowledge ~~--- your Wednesday-night chance to laugh and prance for fun, a hundred and fifteen dollars in War~~ *with you all reserve* ~~and prance for fun, a hundred and fifteen dollars in War~~ *audience of soldiers, sailors and marines*  
Send prizes and an hour chuck full of that famous ~~makes-you-want-to-dance music!~~ And now here he comes to keep his date -- that rusty hinge on the Golden Gate! -- KAY KYSER!

(THINKING OF YOU - AUDIENCE APPLAUSE UP BIG.)

BROADCAST ORIGINATING IN NBC STUDIOS IN SAN FRANCISCO - WITH  
SWITCHES TO NEW YORK FOR COMMERCIALS

WEAF

THE AMERICAN TOBACCO COMPANY

9/9/42

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #233

10:00 - 11:00 PM.

SEPTEMBER 9, 1942

WEDNESDAY

(FROM SAN FRANCISCO)

HIESTAND: Smoke the smoke tobacco experts smoke!

BOONE: (CHANT ENDING SOLD AMERICAN - 43 to 45 INCLUSIVE)

HIESTAND: Let that chant remind you that Lucky Strike means  
fine tobacco. At market after market we pay the  
price to get the milder, better-tasting leaf. That's  
why with men who know tobacco best, it's Luckies  
two to one!

(OPENING THEME . . . .)

ANNOUNCER: From San Francisco, Lucky Strike presents Kay Kyser's  
College of Musical Knowledge -- *with an all*  
~~your Wednesday night~~  
*at the audience of soldiers, sailors*  
~~and marines.~~  
chance to laugh and prance for fun, a hundred and  
fifteen dollars in War Bond prizes and an hour chuck  
~~full of that famous makes-you-want-to-dance music!~~  
And now here he comes to keep his date -- that rusty  
hinge on the Golden Gate! -- KAY KYSER!

(THINKING OF YOU - AUDIENCE APPLAUSE UP BIG)

KYSER: Evenin' folks - How y'all? Well chillun, here we are -  
in good old San Francisco overlookin' the Golden Gate.

JACK: "Hiya, Goldie."

JULIE: Greetings, Gate!

KYSER: Yes sir! We've really got a class full of class tonight.  
The old college walls are bulging with soldiers, sailors,  
and Marines. And believe me, fellows, it's a privilege  
to try to entertain you.

ISH: Say, Professor.

KYSER: What is it, Ish?

ISH: I have wrote a story about your trip to San Francisco  
entitled Kay Kyser at the Golden Gate or...

KYSER: Or what?

ISH: Or THE WOLF AT BAY!  
(LAUGH)

KYSER: Ish! Quit your foolin' - go some place else and do your  
droolin' cause tonight our six contestants from the  
Golden Gate can hardly wait to start competin'. But while  
they're champin' at the bit, here's a tune that's a real  
hit! So come on, chillun, yet's dance!

1. I'VE GOT A GAL IN KALAMAZOO.....BAND & GROUP  
(AUDIENCE APPLAUSE)

KYSER:

Chillun, there's a gentleman back in New York who's  
made himself famous for seeing things your way and  
saying things your way. Come in, Martin Block.

(SWITCHOVER TO NEW NEW YORK...COMMERCIAL NO. 1)  
(Approx. 1:50)

(RETURN CUE:)

BLOCK:

As you pause for a minute to catch your breath  
on that job of yours, light up a Lucky and enjoy  
your share of that finer tobacco.

(SWITCHOVER TO HOLLYWOOD)

(ORCHESTRA REPRISE: "KYSER MARCH")

9/9/42

(FROM SAN FRANCISCO)

KYSER: Chillun, there's a gentleman back in New York who's made himself famous for seeing things your way and saying things your way ... Come in, Martin Block ...

(PICK UP FROM NEW YORK)

BLOCK: You know everybody today is trying to do something to help our country at war - not only by buying Bonds, but by acting as - as air raid wardens, by rolling bandages for the Red Cross, or First Aiding it. Whatever way you've chosen to help, it means added working hours for you - hours you're more than glad to give, but nevertheless added strain and fatigue. Now, if you're an air raid warden, you'll want warm clothes and a good flashlight. And if it's First Aid, a good first-aid kit will help.

(MORE)

BLOCK: But what is it that's a perfect companion no matter what your job may be? Yes, folks, it's a fine cigarette, a cigarette made from finer, milder, better-tasting tobacco that will insure your greater smoking pleasure and contentment. You see, friends, at public auction, the makers of Lucky Strike Cigarettes pay the price for that finer leaf, because we realize that no cigarette can be any better than the tobacco it contains. And the independent tobacco experts, the men who attend these auctions ... they see time and time again baskets of finer tobacco Sold American! So it's small wonder that among these men Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. For truly, in a cigarette it's the tobacco that counts. And in Lucky Strike, you can rest assured it's fine tobacco. For added smoking enjoyment, take a tip from the tobacco experts - the men who know tobacco best, and as you pause for a minute to catch your breath on that job of yours, light up a Lucky, and enjoy your share of that finer tobacco.

(PICK UP FROM SAN FRANCISCO)

SOUND:            CLASS BELL

ANNOUNCER:        Professor, these service boys are eager to start the exam!

KYSER:             Well ration my hide and call me a ham! They're on their  
feet ready to compete for that \$115.00 in War Bond prizes.  
Come on and let's see which of the services comes out  
on top.

(ADD FIRST EXAM)

(FIRST QUESTION ROUND - Page 1)

1. Bob Seel of San Francisco wants us to tell you about a service boy, who got a date the minute he hit town and headed for (PLAY). They went into a restaurant and ordered a big bowl of (PLAY). And of course no Chinese meal would be complete without (PLAY) Now just to make this authentic here's a bowl of chopsuey, and we want to see if you can handle it with these chop sticks before Lyman Gandee finishes a chorus of China Boy. (PLAY)

2. And now, here's one of our visiting professors from the University of Musical Diversity. He's Dean Sam Moore, B. V. - Balloon Virtuoso. (ENTER AND APPLAUSE) Evenin' Dean, what's the theme of your class discussion?

MOORE: Well, professor, I have here a toy balloon which I will inflate and before deflation sets in a tune will come out and our contestant here should be able to tell us what it's all about. (PLAY)

KYSER: Now Mr. \_\_\_\_\_ what's the name of that tune? That's Flight. Now we know that balloons have their place in interpretative dancing and Dean Moore wants you to take this balloon and give us your impression of a balloon dance. (PLAY)



3. One of the most picturesque sights in San Francisco is "Fisherman's Wharf". And Ray Ferguson of Nob Hill wants you to tell us about one of the old salts who used to spend many happy moments down at the wharf. His name might be (PLAY) He used to come down in the late afternoon just in time to see the (PLAY) Then after dark he would sit for hours on Fisherman's Wharf whittling away and watch the blinking (PLAY) Of course they have a dimout now - and if you live along the coast, if in doubt - put it out.

4. For Frank Martinelli of San Francisco, we're going to get frisky and ask you to distinguish between Joe Frisco, Nabisco, Crisco, and Fiasco.

(FIRST QUESTION ROUND - Page 3)

5. Here's the theme of <sup>an</sup> orchestra that's playing at either the Palace Hotel, The Bal Tabarin, <sup>the St. Francis</sup> or the Sir Francis Drake, and <sup>Blanchard</sup> of Hollywood wants you to listen and tell us whose theme it is.

(PLAY) Art Hickman, the leader of one of the first popular dance orchestras, wrote the following song about a certain room in the <sup>Palace</sup> hotel where Neal Bardsley is now playing. Tell us what it is - (PLAY) That's right and Phil Harris now uses it as his theme.

6. University of San Francisco, St. Mary's, Stanford, University of California, and Santa Clara, are all within a stone's throw of where we're holding class. Now for \_\_\_\_\_ of \_\_\_\_\_ we're going to play the fight songs of three of those schools and we want you to name two of them. (PLAY)

SOUND: CLASS BELL

ANNOUNCER: Professor, that first round went to beat the band!

KYSER: Well, go find out who's the Supermen!

ANNOUNCER: I'm off!

SOUND: ZIP

ISH: Professor, I got a letter from my sister. She saw your picture and she thinks you're pretty!

KYSER: Did she really say that, Ish?

ISH: She says you have a face like an old bouquet!

KYSER: Wonderful!

ISH: Yeah - look how she spells bouquet -

B-U-C-K-E-T!

(LAUGH)

KYSER: Oh Ish, get out - because right now here's the first champ of our service camps! And it's contestant number (3)

( )

(AUDIENCE APPLAUSE)

KYSER: Ah, my dear ( ) congratulations! You were the peak of perfection - soon you'll meet the peak of the second group - and then we'll have "Twin Peaks".

BOBBY: (YELLS) OHHH BROTHER!

(GOON LAUGHS)

KYSER: Quiet! So. Mr. ( ) light up a Lucky, get yourself a date, and come on, yet's syncopate.

2. ROSALIE.....BAND

3. I LEFT MY HEART AT THE STAGEDOOR CANTEEN.....HARRY

(AUDIENCE APPLAUSE)

KYSER: Now back in New York Martin Block etc...(ACTUAL CUE LATER)

(SWITCHOVER TO NEW YORK...PICK UP COMMERCIAL NO. 2)

(RETURN CUE:) (ACTUAL CUE WILL BE INSERTED LATER)

(SWITCHOVER TO HOLLYWOOD)

ORCHESTRA TAG

- 4. JINGLE JANGLE.....VOCAL
- 5. HE'S MY GUY.....DOROTHY DUNN

(GLEE CLUB REPRIS "STURDY ~~BEAR~~ BEAR")

*All Hail Blue & Gold*

9/9/42

(FROM SAN FRANCISCO)

KYSER: Now back in New York, our Dean of Common Sense, Martin Block, tells us something else he learned at tobacco auctions down South ...

(PICK UP FROM NEW YORK)

BLOCK: You know, friends, there's one adage that's a good one to always remember. And that is, "Look before you leap!" You stay out of a lot of trouble if you do that. And our tobacco buyers know that to be true. They carefully examine the baskets of tobacco being offered for sale, before putting in their bid. Those few moments devoted to examination ~~before the auction sale~~ result in their acquiring finer tobacco for Lucky Strike, because you know an auction sale moves quickly, as witness this reenactment, by Basil Ruysdael.

(MORE)

9/9/42

(CHANT - CROWD NOISE)

RUYSDAEL: Ladies and gentlemen, at these auctions, sales are made on an average of one every ten seconds!

(CHANT UP - SOLD AMERICAN AT 45)

WHSMAN: 33! (CHANT)

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

(CHANT UP - SOLD TO COMPANY X AT 38)

WHSMAN: Good tobacco, boys ... 40! (CHANT)

RUYSDAEL: The better the tobacco -- the better the price it brings -- and the bids come in like lightning. The warehouseman started this basket of fine mild leaf at 40 dollars a hundred pounds -- right away a leaf company made it 41 - an export company 42 - and now Lucky Strike bids 43 - another cigarette company 44 - that leaf company 45 - 45 - but Lucky Strike bids 46 dollars. The auctioneer chants 46 - 46 - looking around at all the buyers - but there are no more bids. So here's the sale ...

(CHANT UP - SOLD AMERICAN)

(MORE)

BLOCK: Undoubtedly our buyer who bought that basket of tobacco took a good look at it before he leaped in there with that top bid. And you know, we don't expect you folks to be any different than our buyers. We tell them to go out and acquire the finer tobacco that we know will make Lucky Strike a finer cigarette. And I don't doubt but that you have looked over a good many different brands of cigarettes. But, I'm just wondering if you over-looked the cigarette that means fine tobacco, the cigarette with character. I know that a lot of people buy cigarettes by habit, or because some friend smokes that particular brand, or because they like the color scheme of the wrapper. But never lose sight of the fact that in a cigarette, it's the tobacco that counts. And if you want a finer, lighter, better-tasting smoke, you will choose a cigarette that's made from that fine Lucky Strike tobacco. At auctions throughout the South we pay the price to get finer leaf. Independent tobacco experts see these baskets of fine tobacco going to Lucky Strike, so it's little wonder that with these men who know tobacco best, it's Luckies, two to one. Now, look, before you step up to a tobacco counter again, and out of habit ask for the same old brand of cigarettes. Just this once, try the cigarette that will be a long-time friend ... the cigarette that means fine tobacco. And that cigarette is Luckies.

(PICK UP FROM SAN FRANCISCO)

SOUND: (THE BERKELEY CHIMES)

GLEE CLUB: "STURDY GOLDEN BEAR"

ANNOUNCER: Once more the golden summer ends and Autumn picks up the pattern of life and laughter on great American campuses. There will be new faces and new voices among ~~the~~ ~~faces~~ and ~~memories~~ of the ~~others~~. We pause to salute them all -

*all the ~~others~~*  
the new ~~students~~, the old, and ~~those who have gone to~~  
*wherever they may be as we go across*  
~~join the colors.~~  
*All nation salute each station.*

STATION BREAK

(LOCAL ANNOUNCERS COME IN AND SAY "STATION XXXX SALUTES OUR FIGHTING FORCES". NBC PLEASE TELETYPE ALL STATIONS ON THE KYSER LUCKY STRIKE NETWORK TO MAKE THE ABOVE LOCAL ANNOUNCEMENT ON THE CUE "AND THOSE WHO HAVE GONE TO JOIN THE COLORS")

ORCHESTRA: KYSER MARCH UP AND OUT



ANNOUNCER: Just before the second round from the Golden Gate, we find the professor making a dinner date.

SOUND: PHONE RING AND UP

JULIE: Hello?

KYSER: Hello, <sup>*Quendalya*</sup> ~~Wilhemina~~, this is Kay.

JULIE: Who?

KYSER: Kay Kyser! How'd you like to go to dinner with me tonight at Fisherman's Wharf?

JULIE: Where?

KYSER: Fisherman's Wharf!

JULIE: I can't hear you!

KYSER: I say let's go to Fisherman's wharf!

JULIE: Fisherman's what?

KYSER: Wharf! wharf-wharf! WEARF!

JULIE: I can't hear a word you say -- "somebody's dog is barking."  
(LAUGH)

SOUND: (CLASS BELL)

ANNOUNCER: Professor here are the contestants <sup>*in*</sup> ~~for~~ the second <sup>*Team*</sup> ~~exam~~ --

KYSER: <sup>*3 more service men -*</sup> ~~Yes~~ a soldier a sailor and a marine.

*and look out of professor, they  
lost way of field.*

1. In case you haven't been in San Francisco long, you might not know where the Golden Gate Exposition was held, but Miss Julia Harris of Birmingham, Mich. says the following song will tell you (PLAY). That's an extension of goat island and before they filled it in, it might've been a (PLAY). Now from the following hint identify this island.  
  
(BUD - NEIGH) And by the way, next Wednesday night we'll be holding class on Government Island for the Coast Guard and we're certainly looking forward to playing for this great branch of the service.
  
2. Irving Lenin of Johnstown, Pa. mentions that there are several well-known streets in San Francisco with names identical to certain movie stars' names. We'll give you their first names and if you complete them you'll name the streets.  
William, Eleanor and Dick Powell. And of course there's Cary Grant and George or Robert Montgomery. What branch of a U. S. Government factory is situated in San Francisco.

(SECOND QUESTION ROUND - Page 2)

3. *Mrs. A. J. Fletcher* <sup>*of San Francisco*</sup> wants us to remind you that Herbie Holmes and his swell orchestra are now at the Mark-Hopkins Hotel which is situated (PLAY). Now can you tell us the name of a well-known nursery rhyme that has to do with hills? Now here're the words to *Jack & Jill*. You take Trudy by the hand, make believe she's Jill, walk her up this hill and recite the words of the NURSERY rhyme. When you get to the top, fetch the pail of water and get back down before Lyman finishes the theme of the FETCH BAND WAGON. (GO)

4. And now we're happy to welcome back our visiting Dean, Sam Moore, who has some very unusual musical gadgets to play on. But first we're goin' to blindfold you and you concentrate and see if you can tell us what the instruments are and the songs that he's playing. (PLAY).

*And now here's some more from Sam Moore Listen and tell us the instrument and the name of the tune he is playing*

(SECOND QUESTION ROUND - Page 3)

5. Here's the theme song of an orchestra that played 142 weeks at the Golden Gate Theatre here in S.F., and Morris Free of Austin, Texas, thinks you should be able to tell us who it is (PLAY). What does Norma Keidit call his band? That's right - now what's dish night? (BOBBY HOLLERS) Now Dorothy Dunn wants to find out how good a husband you'd make - She wants to know how fast you can wipe dishes. Here's an apron - a dishpan full of <sup>ten</sup> dishes and a good big towel, so go to it - Mr. \_\_\_\_\_ and let's see how fast you can wipe 'em. (MAX PLAYS HANDS ACROSS THE TABLE)

6. Take beautiful scenery, add cosmopolitan atmosphere, throw in some quaint places and customs, and sprinkle with real hospitality, and \_\_\_\_\_ of \_\_\_\_\_ says, what you'd have is (PLAY) He's right and everytime we come, folks are so nice to us, and we have so much fun that when we leave the boys all turn to me and say (PLAY)

SOUND: CLASS BELL

ANNOUNCER: Professor, the second round's completed.

KYSER: Well, find out who gets the gravy,  
The Soldier, the Marine, or the boy in the Navy!

ANNCR: I'll look at the report cards, sir.

AUDREY: Professor, I saw a fisherman coming in this afternoon  
with all kinds of shell fish. He had lobsters, crabs,  
oysters, clams -- everything.

KYSER: Did he have any mussels?

AUDREY: I don't know, he kept his coat on.

(LAUGH)

ANNOUNCER: Professor, the second round's completed.

KYSER: Well, find out who gets the gravy,  
The soldier, the Marine, or the boy in the Navy!

ANNOUNCER: I'll look at the report cards, sir.

AUDREY: Oh, Professor?

KYSER: Yes, Little Audrey?

AUDREY: Did you know they have lady officers in the Army now?

KYSER: Yes, do you know any, Little Audrey?

AUDREY: I know one, Lieutenant Florence La Rue, P.H.D.

KYSER: What does the P.H.D. stand for? Presidio Headquarters  
Detachment?

AUDREY: No -- petticoat hanging down

(LAUGH)

ANNOUNCER: Professor, here's the name of the winner!

KYSER: And it's Mr. ( ) (APPLAUSE)

You're a credit to the service, Mr. \_\_\_\_\_

But you've only begun to fight!

Just wait til <sup>you tackle</sup> the finals

Then see if you're sitting so tight!

But right now <sup>beat up</sup> ~~you're~~ a Lucky

~~Set back and have enough to drink of a lot more time  
And a dancing tune that's light and bright  
from the all-services show - "The Soldier's Song"~~

**THIS IS THE ARMY, MR. JONES - PRODUCTION**

(AUDIENCE APPLAUSE)

KYSER: Now back in New York Basil Ruysdael points out that there's one okay on a cigarette that's mighty important to you smokers.

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

(APPROX. 1 MIN.)

(RETURN CUE:)

RUYSDAEL A friendly suggestion - smoke the smoke tobacco experts smoke.

8. WHO WOULDN'T LOVE YOU.....GROUP

(AUDIENCE APPLAUSE)

ORCHESTRA REPRIS KYSER MARCH

9/9/42

(FROM SAN FRANCISCO)

KYSER: Now back in New York, Basil Ruysdael points out that there's one O.K. on a cigarette that's mighty important to you smokers ...

(PICK UP FROM NEW YORK)

RUYSDAEL: Ladies and gentlemen, it's the O. K. of independent tobacco experts - auctioneers, buyers and warehousemen. At markets all over the South, year after year, these experts see just who buys what tobacco - and their approval of the tobaccos Sold American - the finer, lighter, milder Lucky Strike tobaccos - is clearly shown by their own overwhelming preference for Luckies. In fact, sworn records show that among independent experts, Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined. Smokers, you know that in a cigarette, it's the tobacco that counts. Yes, you know that better tobacco means a better smoke. So the tobacco experts' O. K. - their "Stamp of Approval" on Luckies - is surely your best guide to greater smoking enjoyment. To sum it all up, Lucky Strike means fine tobacco and with men who know tobacco best, it's Luckies 2 to 1. A friendly suggestion: smoke the smoke tobacco experts smoke.

(PICK UP FROM SAN FRANCISCO)



ANNCR: The final exam!

KYSER: Well come on quick! Yet's take our pick.

ISH: Professor, why don't you ask me a question some time?

KYSER: All right, Ish. Here's one -- where do good indians go when they die?

ISH: To the Happy Hunting Grounds.

KYSER: Right. And where do people from Los Angeles go when they die?

ISH: If they've been good they go to San Fransisco!  
(LAUGH)

(ALTERNATE)

ISH: Professor, I got a letter from my sister. She saw your picture and she thinks you're pretty!

KYSER: Did she really say that, Ish?

ISH: She says you have a face like an old bouquet!

KYSER: Wonderful!

ISH: Yeah - look how she spells bouquet -

B-U-C-K-E-T!

(LAUGH)

KYSER: All right, chillun, Atten- SHUN!

Who'll be first - who gets honorable mention!

Yet's decide right now!

(ADD FINAL EXAM)

(FINAL QUESTION ROUND - Page 1)

1. Everybody knows that now's the time that America is going back to school. \_\_\_\_\_ of \_\_\_\_\_ says that September means (PLAY). That's right. And chillun all over the country will be returning this month to (PLAY). Now what's the difference between tuition and intuition?

2. Now Miss Helen Mae Cortley of Princeton, N.J. wants you to listen to this school song and see if you can tell us what college it represents. (PLAY) Now from these sound effects tell us what colleges these are. (SOUND) And now how about this one? (SOUND) And this one is (PLAY)

3. And now let's sharpen up on these Right or Wrongers!
- (1) President Roosevelt is a graduate of the Electoral College.
  - (2) Emily Post conducts the famous Post Graduate Courses.
  - (3) Do they teach teachers to teach in a Normal School?
  - (4) All tax collectors have to be graduates of the University of Taxes.

4. And today, more than ever before, all America is conscious of these great schools of training. (PLAY)
- (PLAY) That's right. Which of those two schools was Douglas MacArthur's Alma Mater? West Point. And today - more than ever before - we are learning the lesson of true Americanism. (PLAY)

SOUND: . CLASS BELL

ANNCR: Professor, here's the winner of round three!

KYSER: Well, mercy me.' Yet's! Yet's see!

HARRY: Professor, they sure have some wonderful dairy farms around San Fransisco. You ought to see the way they milk the cows...

KYSER: You can't tell me anything about milking cows, Ish, I'm an old cow milker from away back.

HARRY: That's funny -- I thought all cows were milked from away back!

(LAUGH)

(FANFARE)

ANNCR: "The Winner" Professor, "The Winner". Yes, it's a tie

KYSER:

~~perfect score~~ (APPLAUSE)

*Rocky you were*

right on the bear -- you get the top prize, you get the cream - a fifty-dollar United States War Bond!

~~number two, here's a prize for you -- a \$25 bond.~~ And the

other four, for a good score, all get ten dollars in

United States War Stamps. And all six get a carton of

Luckies! And then! To all you service boys for all those

laughs and all that noise, a package of better than ever

Lucky Strike Cigarettes!

(CHEERS)

JERSEY BOUNCE

ORCHESTRA

(AUDIENCE APPLAUSE)

(THINKING OF YOU

.....

ORCHESTRA)

KYSER:

Well chillun, we've had a wonderful time being here with all you service men in San Francisco. And it certainly is thrilling to see all of the intense activity on the part of San Francisco in America's war effort. Boy, I saw some of those shipyards and they're really turning them out! And the chillun here are very conscious of what it's all about. Next Wednesday night we'll be holding class with the Coast Guard on Government Island. They're a great bunch, too, and we're looking forward to one visit next Wednesday.

You know, seein' all these men in the service is a reminder to us that we have a service to perform for our country. That is, to buy all the bonds and stamps we can. Uncle Sam has asked us to help and it's up to us to come through. And now, this is Kay Kyser thinking of you. Thanks a lot for being with us - and for Bud Hiestand, Basil Ruysdael, Martin Block and all the gang - so long, everybody!

(CLOSING THEME)

ANNOUNCER:

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 is shortwaved every week to service men around the world. And come to you from San Francisco and New York.

THIS IS THE NATIONAL BROADCASTING COMPANY

*The Broadcast*

(REVISED)

KAY KYSER

Shortwave broadcast, September 17  
Station W.R.C.A.  
W.N.B.I.

LUCKY STRIKE ROUTINE

Program No. 234

NBC-KPO from Alameda, Calif.  
Wednesday - 9/16/42

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- |  |               |
|--|---------------|
| 1. SEMPER PARADES                          | BAND          |
| COMMERCIAL ONE                             |               |
| ROUND ONE                                  |               |
| 2. I MET HER ON MONDAY                     | HARRY & TRUDY |
| 3. AT LAST                                 | GROUP         |
| COMMERCIAL TWO                             |               |
| 4. IDAHO                                   | ORCHESTRA     |
| 5. MY DEVOTION                             | DOROTHY       |
| GLEE CLUB: REPRISE SEMPER PARADES          |               |
| STATION BREAK                              |               |
| ROUND TWO                                  |               |
| 6. THE BLUES MY NAUGHTY SWEETIE GAVE TO ME | PRODUCTION    |
| COMMERCIAL THREE                           |               |
| 7. SLEEPY LAGOON                           | ORCHESTRA     |
| 8. BE CAREFUL IT'S MY HEART                | HARRY         |
| FINAL ROUND                                |               |
| 9. STOMPING AT THE SAVOY                   | ORCHESTRA     |

WARM UP REMINDERS:

Ask audience to remain seated till  
program is off the air!

Rehearse Glee Club  
Commanding Officer Capt. J.E. Stika  
Lieut. Howard Schlesinger

PROGRAM ORIGINATING AT COAST GUARD TRAINING STATION, ALAMEDA,  
CALIFORNIA - WITH SWITCHES TO NEW YORK FOR COMMERCIALS.

WEAF

THE AMERICAN TOBACCO COMPANY

9/16/42

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #234

10:00 - 11:00 PM EWT

SEPTEMBER 16, 1942

WEDNESDAY

HIESTAND: Smoke the smoke tobacco experts smoke!

BOONE: (CHANT ENDING SOLD AMERICAN - 43 to 45 INCLUSIVE)

HIESTAND: Let that chant remind you that Lucky Strike means  
fine tobacco. At market after market we pay the price  
to get the milder, better-tasting leaf. That's why  
with men who know tobacco best, it's Luckies two to  
one!

(OPENING THEME . . . . .)

HIESTAND: From Government Island - Alameda - California -  
LUCKY STRIKE presents KAY KYSER'S COLLEGE OF MUSICAL  
KNOWLEDGE!

(AUDIENCE HOLLERS "YEAH COAST GUARD" - HOORAY)

(THINKING OF YOU - AUDIENCE APPLAUSE UP BIG)

(REVISED)

KAY KYSER  
LUCKY STRIKE ROUTINE

Program No. 234

NBC-KPO from Alameda, Calif.  
Wednesday - 9/16/42

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- |  |               |
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| COMMERCIAL ONE                             |               |
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| 4. IDAHO                                   | ORCHESTRA     |
| 5. MY DEVOTION                             | DOROTHY       |
| GLEE CLUB: REPRIS SEMPER PARADES           |               |
| STATION BREAK                              |               |
| ROUND TWO                                  |               |
| 6. THE BLUES MY NAUGHTY SWEETIE GAVE TO ME | PRODUCTION    |
| COMMERCIAL THREE                           |               |
| 7. SLEEPY LAGOON                           | ORCHESTRA     |
| 8. BE CAREFUL IT'S MY HEART                | HARRY         |
| FINAL ROUND                                |               |
| 9. STOMPING AT THE SAVOY                   | ORCHESTRA     |

WARM UP REMINDERS:

Ask audience to remain seated till  
program is off the air!

Rehearse Glee Club  
Commanding Officer Capt. J.E. Stika  
Lieut. Howard Schlesinger



9/16/42

KYSER: Evenin' Folks - How y'all? Yes tonight we're holding Class with the men of Uncle Sam's Coast Guard out here on the Pacific and believe me these guys look plenty <sup>rugged</sup> ~~tough~~ and super terrific!

ISH: Aw go on Professor, they're not so tough!

KAY: "Sssh Ish" - be careful what you say!

ISH: Well they're not tough!

MAN: (TOUGH) Who said we're not tough?

ISH: I did!

MAN: I'll show you whether we're tough or not - you pasty faced, anemic, mop-headed termite!

ISH: You'd better smile when you say that Pardner!

MAN: All right - I'M SMILING - WHAT'YA SAY TO THAT????

ISH: (PAUSE - A TAKE) "LOVELY TEETH"

(LAUGH)

KAY: Ish, he called your Bluff - Go sit down before he really gets rough! Our six Coast Guard Contestants from the Pacific Fleet are on their feet - waiting to compete for a hundred and fifteen dollars in

United States War Bond Prizes! *But just let's*

*listen to the official guard song in super-duper*  
~~yet's go! - Pretty soon we'll see who wins the dough!~~  
*dance style*

1. ("SEMPER PARADUS" . . . . . ORCHESTRA)

(AUDIENCE APPLAUSE)

9/16/42

KYSER:

Now waiting *at the mercy of the back in*  
~~to speak to us back in New York etc.~~  
*New York in that way of coming news*  
~~(ACTUAL CUES LATER)~~ *the time Block*

(SWITCHOVER TO NEW YORK.....COMMERCIAL NO. 1)

(RETURN CUE:) (~~ACTUAL CUE WILL BE INSERTED LATER~~)

*BLOCK: all that I know is that if you  
light a Lucky, you'll like a Lucky.*

(SWITCHOVER TO ALAMEDA, CALIFORNIA.)

(ORCHESTRA REPRIS: )

9/16/42

(FROM ALAMEDA, CALIF.)

KYSER: Now, waitin' at the microphone back in New York, is that dean of common sense - Martin Block.

(PICK UP FROM NEW YORK)

BLOCK: Friends, do you have a temper? I have, and every once in a while I blow up. I guess we all do that occasionally ... You get yourself involved in a heated discussion, and you think you're right, and you just fly off the handle. I'll admit that tempers are hard to control. But so many arguments and fights could be prevented, if people would just sit down, and reason things out calmly and quietly. To illustrate what I mean, I suppose I could come up to this microphone, and in a very loud voice, shout into it, and make all kinds of hot-headed exaggerated statements about Lucky Strike Cigarettes, and wind up by saying, "Ladies and Gentlemen, you'll never know what you're missing unless you rush right out now to the nearest tobacco counter, and buy yourself a pack of Luckies."

(MORE)

9/16/42

BLOCK: Personally, if anybody did that to me over my radio, I'd get good and mad, and tune him right out. That explains why I much prefer to give you cold, clear logical facts, facts that should influence you in the purchase of your cigarette. In just a few words ... No cigarette can be any better than the tobacco it contains. The makers of Luckies pay the price to get the kind of tobacco we think you want to smoke. And because of that, Lucky Strike has come to mean fine tobacco. Yes, friends, those statements are basic. I much prefer to give you these facts, and let your own common sense dictate which cigarette you prefer to smoke. *As far as I'm concerned* All that I know is, that if you light a Lucky, you'll like a Lucky.

(PICK UP FROM ALAMEDA, CALIF.)

9/16/42

REPRISE (PARODY ON GOOD MORNING MR ZIP ZIP ZIP)(A Hit Song of the Last War)

BOYS: Good Evening MR. DRIP DRIP DRIP  
 The Weather really looks like Rain  
 Here's ~~Professor~~ Kyser with a quip ~~on his lip~~ *zip zip*  
 and water on his brain -  
 It's ashes to ashes and dust to dust -  
 If the ~~Sea~~ *WARRS* GULLS don't get him  
 Then the Coast Guard must -

~~It~~ Good Evening MR. DRIP DRIP DRIP  
 We're glad to have you just the same!  
 (LOTS OF GIRLISH LAUGHTER)  
 (AUDIENCE APPLAUSE)  
 (SOUND OF CLASS BELL)

HIESTAND: And now Professor our first three Coast Guarders are  
 ready to start the first leg of our question journey.

KYSER: ~~Well, that's a lot of guarders (garters) for one leg~~  
~~but yet's go!~~ *Right and* Our first contestant for ~~the~~ hundred  
 and fifteen dollars in War Bond Prizes is \_\_\_\_\_

(FIRST EXAMS)

1. Since we're with the COAST GUARD tonight, \_\_\_\_\_ of \_\_\_\_\_ suggests that the setting of our first question be (PLAY) A Coast Guardsman patrolling the beach came upon a lovely lady in a bathing suit. He said to her "who are you, and what do you do?" She said "I'm a Lady Life-Guard and I cover the swimmers here" "Who are you, and what do you do?" He replied - "I'm a Coast Guard and (PLAY) They sat down on the beach and pretty soon they were writing (PLAY) Now the Coast Guard is like the Postman who takes a walk on his day off, and you guessed it - he spends his free time (PLAY)

2. \_\_\_\_\_ of \_\_\_\_\_ says we don't dare leave the Coast Guard without asking you to distinguish between ~~Life~~<sup>Life</sup>-guard, mudguard, Hildegarde and "the Guard! (house)"

-6-

3.  
(CARD)

You Coast Guards work so hard that \_\_\_\_\_ of  
 \_\_\_\_\_ is sure you're happy when the bugle plays  
 the call that means (PLAY) And we're sure you're unhappy  
 when the bugle plays (PLAY) Now we want to find out whether  
 you're happy or unhappy when you get up in the morning. We  
 have a Coast Guard cot here - we want you to get in it -  
 make out like you hear that bugle call in your ear and sing  
 this song (PLAY) (CARD)

4.  
(CARD)

\_\_\_\_\_ of \_\_\_\_\_ is sure you  
 fellows are familiar with the bridge of a boat and we want  
 to see how familiar you are with the bridge or middle part  
 of a song. We're going to start playing at the middle or  
bridge of a couple of songs and ~~we want you to~~ <sup>see if you can't</sup> tell us the  
 names of the song from what you hear (PLAY) Now how about  
 this one - tell us the name of it from what you hear (PLAY)  
 Those were musical bridges - Now we want you to imagine  
 that you're on the bridge of a ship - here's a regular coast guard  
 megaphone - and you're shouting to a ship that's passing in the night  
 and all you get is an echo. Ready, now, go ahead! (CARD)

-6-

5. Especially for our Coast Guard Class session we've imported two grads from our University of Musical Diversity. They are George and Bill Newcomb and they specialize in playing music by hitting small bottles with hammers. They are going to play three tunes and we would like you to identify them. (PLAY) (PLAY) (PLAY)
6. The Coast Guard song is "Semper Parades". Here's another song with the word "Semper" in its title and Eddie Bresnahan, with the Coast Guard at Portland, Maine, wants you to listen and tell us what it is. (PLAY) WHAT branch of the Service is known by the slogan \_\_\_\_\_? And seein' all these men in service reminds me that the stars of Hollywood are also in service to Uncle Sam in the greatest Bond Drive we've ever had! When they visit your home town and explain why you must buy War Bonds BUY 'EM - AND HELP AMERICA WIN THIS WAR!

SOUND: CLASS BELL



ANNOUNCER: Professor - the first round's over! It was fast and sporty!

KYSER: Okay then - find out who's on the long end and who's the shorty!

ISH: (YAWNS)

KAY: Why Ish - It's not polite to yawn in public.

ISH: Well Professor I didn't sleep well. I was chilly all night long.

KAY: Well no wonder you were chilly. I passed by your bunk last night and there you were with your feet sticking out the end of the bed. Why did you leave your feet sticking out?

ISH: Well I certainly wasn't going to put those cold things in bed with me! <sup>(laugh)</sup> And besides that I was up all night fiddlin' around with my navigation!

KAY: All right Ish - I'm gonna ask you a few questions? Where are the Great Lakes?

ISH: On Marlene Deitrich!  
(LAUGH)

KAY: "That's right - you're right!" And which of the Great Lakes would you like to protect?

ISH: "Veronica" (WHISTLE)  
(LAUGH)

KAY: ~~You're really Superior tonight.~~ Now I wanna ask you one more question? What is the Oakland Estuary?

ISH: It's an estuary right out side of Oakland!

9/16/42

KAY: That's right! Now use the word estuary in a sentence.

ISH: Okay Professor. You know that blonde that <sup>Ernie's first girlfriend</sup> ~~Lydia~~ had out last night???

KAY: "Yes" "Yes"

ISH: I'd like to ASK YOU WHERE HE GOT HER!  
(LAUGH)

HIESTAND: Come come Professor - let's not hesitate!  
The Judges have the name of the winning candidate!

KAY: Yes Sir! - - And the first citation from the Coast Guard Station goes to Contestant Number MR.  
(AUDIENCE APPLAUSE)

KAY: Ah my dear Mr. ~~Smith~~ <sup>what a name!</sup> you're a Coast Guard Cutter. ~~and~~ <sup>you're</sup> ~~you really~~ ~~sapped~~ ~~your~~ ~~bread~~ ~~and~~ ~~butter!~~ Light up a Lucky Strike and set your sights for the final exam! You've done your best but now it's recess - so pull up your "breeches buoy" and dance to a <sup>cute</sup> tune that's "the real McCoy."

- I met her on Monday*
- 2. MA-HE'S-MAKING-EYES-AT-ME
- At Last*
- 3. BE-CAREFUL-IT'S-MY-HEART

SULLY  
*Joseph*

(AUDIENCE APPLAUSE)

9/16/42

(FROM ALAMEDA, CALIF.)

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

(PICK UP FROM NEW YORK)

BLOCK: I'm sure that many of you folks have seen the posters that ~~the Office of War Information~~ <sup>have been</sup> has put up all over the country ... posters designed to illustrate the terrible things that can happen to us in these war times, if we talk too much. I saw one just the other day, showing the picture of an American Doughboy, standing in a barbed-wire enclosure with a Nazi guarding him, and underneath it said, "Loose talk can cause this." And that poster clearly illustrates to me, something that has nothing to do with the war ... how a simple, unimportant statement can be passed on from person to person, and added to, until it assumes astounding proportions. You know ... like when a friend of yours will stay home from work one day with a cold ... and by the time that word ~~has~~ gotten all around the office, the last person to report it had the poor fellow in the hospital with a day and night nurse <sup>and practically dying</sup> ... Whenever anybody tells me anything that seems hard to believe, I have one stock question that I always ask, and that is, "Did you see it, yourself?" I've told you time and time again how the makers of Lucky Strike Cigarettes pay the price for the finer, lighter, milder leaf that makes Luckies a better cigarette, and it's your prerogative to say, "Did you see it, yourself?" And my answer is definitely, "Yes!" I can't let you see it as I saw it, but I can help you to hear what I heard, if Basil Ruysdael will now reenact a typical auction scene for us.

(MORE)

(CHANT - CROWD NOISE)

RUYSDAEL: Ladies and gentlemen, tobacco for your cigarette - whatever its brand name - is bought at auctions like this, in open competition ...

(CHANT UP - SOLD AMERICAN AT 44)

WHSMAN: 32! (CHANT)

RUYSDAEL: There are all grades and qualities of tobacco in this big warehouse, and each basket is sold on its own merits - sold individually to the highest bidder!

(CHANT UP - SOLD TO IRVIN AT 39)

WHSMAN: Good tobacco, boys ... 37! (CHANT)

RUYSDAEL: "Good tobacco" says the warehouseman and you can bet these experts know! The better the tobacco - the higher they bid up the price! The warehouseman started this basket of fine mild leaf at 37 dollars a hundred pounds - but right away it jumped to 38 - 39 - 40 - and now an export company bids 41 - Lucky Strike 42 - another cigarette company 43 - a leaf company 44 - 44 - but Lucky Strike bids 45 dollars. And it's going - going ...

(CHANT UP - SOLD AMERICAN)

(MORE)

BLOCK: Friends, when you hear and see things with your own eyes and ears, they cease to be rumors ... they become facts. Time and again at the auctions I attended in North Carolina a few weeks ago, I saw the makers of Luckies pay the price for that finer tobacco ... and I wasn't the only one. There were the independent tobacco experts who attended these auctions and saw this concrete evidence. So when sworn statements show that independent tobacco experts prefer Luckies two to one, that's not <sup>rumor</sup> rumor ... that's fact. And that's the kind of fact that should influence your selection of a cigarette. This fact alone should make you want to do, as the tobacco experts do ... and for your smoking pleasure rely on Luckies. So round, so firm, so fully packed, so free and easy on the draw.

(PICK UP FROM ALAMEDA, CALIF.)

4. IDAHO

ORCHESTRA

5. MY DEVOTION

DOROTHY DUNN

ORCHESTRA REPRISSES OR GLEE CLUB SINGS "SEMPER PARADUS"

9/16/42

ORCHESTRA OR GLEE CLUB "SEMPER PARADUS"

HIESTAND: And now from this Pacific Coast Guard Station,  
there'll be a very brief hesitation, while we  
pause for station identification!

(LOCAL NBC STATIONS SAY "STATION XXX SALUTES  
THE UNITED STATES COAST GUARD)

ORCHESTRA OR GLEE CLUB "SEMPER PARADUS" UP AND OUT

9/16/42

HIESTAND: Before we select the second winner,  
Let's listen to the professor and Ish <sup>orderin'</sup> a sea  
food dinner. The waitress speaks --

SOUND: DISE RATTLE, BABBLE OF VOICES (OUT FOR:)

JULIE: Good evening, professor, how about a nice lobster?

KYSER: No, I think I'll just have...

JULIE: How about the oysters?

KYSER: No, I think...well let me see?

JULIE: How about the shrimp?

ISH: Who me? I'll just have a bowl of clam chowder.

(LAUGH)

SOUND: CLASS BELL

HIESTAND: Professor, here are the next three guardsmen from the  
Coast!

KYSER: Well, yet's see who's going to win the most! And  
contestant number one of round two is ( )

(ADD SECOND EXAM)

1. This one from \_\_\_\_\_ of \_\_\_\_\_ is about a member of the Coast Guard who was entertained by a debutante at one of the Stage Door Canteens. She liked him, so pretty soon it was (PLAY) The Coast Guard said "I shouldn't be holding your hand like this" -- and she said "WHY"? And he said "It's because of (PLAY) She was flattered and said "I'm overwhelmed by your love for me" and he said "Oh you've got me wrong sister - I ~~really~~ could go for you - if it wasn't for the fact that (PLAY)

2. \_\_\_\_\_ of \_\_\_\_\_ says if you're alert you'll have no trouble in answering this one. A Coast Guardsman stationed on Long Island, New York was responsible for the capture of some enemy aliens - What did the Press refer to them as being? Was there a picture by that name? *Who directed it?*  
~~Who was the hero in~~ \_\_\_\_\_ ? Now what's the difference between ( \_\_\_\_\_ ) *Comptroller* and ~~Dr.~~ *Der* Phurer?



-13-

3.  
(CARD)

\_\_\_\_\_ of \_\_\_\_\_ is sure you'll know  
the song that goes something like this (KAY HUMS) Now  
we've written a little parody on that song and we'd like  
for you to sing it for us (CONTESTANT SINGS)

4.  
(CARD)

A certain Orchestra Leader who's a pal of Charlie McCarthy's  
is also quite a composer and we're going to play bits from  
three of his compositions. We want you to name the songs  
and tell us what Orchestra Leader they bring to your mind.

(PLAY) *His father was a mathematician*  
~~Now we want you to imagine for a moment you're~~

~~speaking to Charlie McCarthy and~~  
~~here's what you say - and don't forget the English accent!~~

~~(CARD)~~

-13-

5. One of the Coast Guardsers in our classroom here tonight is also an alumnus of the University of Muscial Diversity. He is Chester Gore, of Sacramento. He's going to play an odd instrument, a sweet potato. Listen and tell us the instrument and the name of the tune. (PLAY) What is the real name of a sweet potato? Now for an imitation of 3 birds - (dove - cucko - jail)

6. We're about to play 4 songs at the same time - and each of them should bring to your mind one of the United Nations who are fighting shoulder to shoulder in this war. Listen and tell Maurice K. Karp - 2nd Class Petty Officer of Detroit, Michigan, what countries you associate with the songs.  
(PLAY) (PLAY) (PLAY) (PLAY)

SOUND: CLASS BELL

HIESTAND: Professor, the second round's over and that's that!

KYSER: Well, mushroom my anchor and call me driftless ---Who's the winner of our second ~~round~~ <sup>contest</sup>?

HIESTAND: I'll find out sir!

AUDREY: Oh, Professor!

KYSER: Aye aye! Little Audrey.

AUDREY: What?

KYSER: Aye aye!

AUDREY: What do you mean -- aye aye!

KYSER: Audrey, when it comes to ~~boats~~ and matters of the sea, you don't say "yes" you say "aye aye!" ~~Now remember when anyone addresses you, reply with an "aye aye!"~~ Just as when you're on a ship and another ship toots at you you toot at them. Get it?

AUDREY: Yeah -- an "AYE FOR AN AYE AND A FOOT FOR A TOOT!"

(LAUGH)

---

AUDREY: Oh professor!

KYSER: Yes, little Audrey?

AUDREY: Did you see those big pistols some of the coast guard men carry around with them?

KYSER: Yes, little Audrey -- those are real gats, aren't they?

AUDREY: Yeah -- I've got one too.

KYSER: You've got a gat?

AUDREY: No mine is just a little gun -- it's a gitten!

(LAUGH)

---

HIESTAND: The winner, professor!

KYSER: Yes! The winner of the second round is \_\_\_\_\_  
(AUDIENCE APPLAUSE)

KYSER: Ah, my dear Mr. \_\_\_\_\_ you really came through. Here's a chair and a Lucky for you, but don't forget, you're not through yet. There's a final round to come and I know you and \_\_\_\_\_, the winner of round one will really make it hum. And now here's the ~~Coast Guards salute to another important branch of the service - the ARMY AIR CORPS!~~  
(AUDIENCE ROUGHAY)

~~6. "ARMY AIR CORPS" . . . . . PRODUCTION~~

*Right now lets salute the boys in Coast Guard blue with another kind of blue - the Navy's Blue*

6.

PROPERTY OF THE

PRODUCTION + SULLY

9/16/42

(FROM ALAMEDA, CALIF.)

KYSER: Now let's listen to the man who's famous for putting two and two together - come in, Martin Block in New York.

(PICK UP FROM NEW YORK)

BLOCK: I certainly hope that in constantly emphasizing to you folks the fact that the makers of Lucky Strike Cigarettes do everything in their power to acquire the kind of tobacco that we think makes Luckies an outstanding cigarette, I haven't given you the impression that all we have to do is buy fine tobacco, wave a magic wand, and lo and behold! there's a good-looking package of Lucky Strike Cigarettes waiting to slide across the counter and into your pocket. No, siree .... Have you ever watched a mother fondle a baby? Well, that will give you a pretty good idea of how we care for that finer tobacco, mellow it, age it, blend it, and <sup>topping</sup> ~~prepare it for~~ from two to four years, until it's ready to be carefully manufactured into a cigarette so round, so firm, so fully packed ... so free and easy on the draw, that we know you can't help but like it.

(MORE)

BLOCK: Yes, friends, truly Lucky Strike means fine tobacco. But Lucky Strike also means care in the handling of that tobacco, care in the manufacture of the cigarette. And we know that when we have exerted this utmost care in every step, we are bound to have a cigarette that you want to smoke ... a cigarette that will be a life-long friend. You know that old saying, "The proof of the pudding is in the eating?" I've said it before, and I say it again. The proof of that finer tobacco - in every Lucky Strike you light today, lies in the smoking. No one can convince you of that better than you, yourself ... which is a mighty good reason for making your next pack ... Luckies!

RUYSDAEL: Ladies and gentlemen, Martin Block has put the facts squarely on the line ...In a cigarette it's the tobacco that counts - and Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw. No wonder that with men who know tobacco best, it's Luckies 2 to 1.

(PICK UP FROM ALAMEDA, CALIF.)

- 7. SLEEPY LAGOON.....ORCHESTRA
- 8. ~~I LEFT HER ON MONDAY~~.....~~ORCHESTRA~~

(AUDIENCE APPLAUSE)

ORCHESTRA REPRISÉ KYSER MARCH

ANNCR: Professor, the final exam and it looks pretty hard.

KYSER: Oh, no, no, Dean, not for these men of the Coast Guard.

(REVISED)  
9-16-42

(Final Round)

1. Out here on the West Coast they're really building ships and sending them out to sea in record-breaking time - so tonight we're dedicating our final round to this great Western War Time activity. All around us are the men who are working (PLAY) to keep America's Merchant Marine (PLAY)  
The hull and stern of a ship are well known to you, so tell us, who are Cordell Hull and Bill Stern?

2. We were fortunate enough to witness the launching of one of these new liberty ships a short time ago. The Captain's wife christened it and as the ship slid down the ways it did the (PLAY) . Then as she hit the water the ship said to the construction crew (PLAY). Then the ship said, believe me, fellows, you put us together so well that I feel (PLAY)

3. When this ship was commissioned for active sea duty the harbor pilot took her out through the Golden Gate. But on his way back with his wife Madeline the small pilot boat developed engine trouble, so he took to a row boat and for two hours he was (PLAY). Pretty soon the pilot said, "Don't worry dear, it won't be long now because I see land right (PLAY)."

4. It's a real thrill to see those ships go down the ways ahead of schedule - ready to take vital cargoes to the United Nations and to take our troops all over the world O and when they're launched it's no wonder that every red-blooded American beams with admiration and shouts (PLAY). And with the spirit we've got today it will always be (PLAY).

SOUND: CLASS BELL



HIESTAND: Professor - the Winner! The Winner!

KYSER: Just a minute Dean. - These scholars were keen!  
Pickin' a winner is not as easy as it seems. Tell  
the Judges to nudge me when they have arrived at a  
decision! (KONK ON TEMPLE BLOCK-~~NO~~)  
(CUCKOO BIRD SOUND)

KYSER: AH YES - THE WINNER IS (F A N F A R E) Mr. \_\_\_\_\_

(AUDIENCE APPLAUSE)

KYSER: Congratulatlons. - Coast Guardsmen \_\_\_\_\_

*first prize* You're the toast of the coast! You get the most ~~...~~ *for winning the*  
fifty dollar ~~...~~ *Defense* Bond! *But for having a perfect*  
our lovin' cup with a twenty five smacker War Bond! *score all*  
The ~~...~~ *the way an*  
other four get ten dollars each in War Stamps and all six *additional*  
get a cartoon of LUCKIES! AND THEN - to all the rest of *\$25 bond-*  
you guys as a token prize, a package of better than ever *\$75 in all*  
LUCKY STRIKE CIGARETTES!

(CHEERS)

9. ("STOMPING AT THE SAVOY".....BAND)

(KYSER THEME "THINKING OF YOU" BAND)

---

EMERGENCY ENDING IF EVER, PLAY "LUCKY STRIKE TIME" HERE IN PLACE OF  
"KYSER THEME" AND WHEN IT ENDS OVER APPLAUSE KAY SAYS "SO LONG  
EVERYBODY". ANNOUNCER THEN GIVES REGULAR SIGN OFF.

---

KYSER: Well chillun, we've had a wonderful time being here with all you Coast Guard boys on Government Island. All America knows the fine work you are doing in patrolling our shores <sup>detecting</sup> and keeping enemy saboteurs <sup>and spirit in the thick of the fight</sup> ~~at bay~~. To Capt. J.E. Stika, commanding...Lieut. Howard Schlesinger and all you men stationed at Alameda for making our visit so pleasant our thanks and good wishes. Next Wednesday night we'll be scooting over the waves with Uncle Sam's Navy Flyers at Long Beach, California.

And seein' all these men in service reminds me that the stars of Hollywood are also in service to Uncle Sam in the greatest Bond Drive we've ever had! When they visit your home town and ask you to buy "WAR BONDS" BUY 'EM AND HELP AMERICA WIN THIS WAR!

And now, this is Kay Kyser thinking of you. Thanks a lot for being with us - and for Bud Hiestand, Basil Ruysdael, Martin Block and all the gang - So long, everybody!

(CLOSING THEME)

(AUDIENCE CHEERS "YEAH COAST GUARD")

HIESTAND: This broadcast <sup>for Lucky Strike</sup> was for the entertainment of the <sup>Coast Guard</sup> men stationed here and does not constitute a commercial endorsement of our product. 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 Alameda, California, and New York.

THIS IS THE NATIONAL BROADCASTING COMPANY

PRODUCTION RECORD:

"AS BROADCAST" - PROGRAM ON \_\_\_\_\_ PROGRAM OFT \_\_\_\_\_  
 SWITCHOVERS TO NEW YORK FOR COMMERCIALS \_\_\_\_\_  
 CALIBRE OF CONTESTANTS \_\_\_\_\_  
 SPECIAL COMMENTS:- \_\_\_\_\_

*Mr. Roggians*

(REVISED)

KAY KYSER  
LUCKY STRIKE ROUTINE

Shortwave Broadcast, Sept. 24  
Station: W.R.C.A.  
W.N.B.I.

Program No. 235

NBC-KFI from Long Beach, California

Wednesday 9/23/42

- 
- |  |                     |
|--|---------------------|
| 1. NAVY WINGS                                | ORCHESTRA AND GROUP |
| COMMERCIAL ONE                               |                     |
| ROUND ONE                                    |                     |
| 2. I'VE GOT A GAL IN KALAMAZOO               | SULLY AND ORCHESTRA |
| 3. I LEFT MY HEART AT THE STAGE DOOR CANTEEN | HARRY               |
| COMMERCIAL TWO                               |                     |
| 4. HUMMING BIRD                              | GROUP               |
| 5. WONDER WHEN MY BABY'S COMING HOME         | DOROTHY             |
| REPRISE NAVY WINGS                           |                     |
| STATION BREAK                                |                     |
| ROUND TWO                                    |                     |
| 6. TIN WHISTLE BLUES                         | PRODUCTION          |
| COMMERCIAL THREE                             |                     |
| 7. JINGLE JANGLE JINGLE                      | HARRY AND JULIE     |
| 8. SOUTH WIND                                | GROUP               |
| FINAL ROUND                                  |                     |
| 9. HALLELUJAH                                | ORCHESTRA           |
| 10. ON THE ALAMO                             | ORCHESTRA           |

WARM UP INSTRUCTIONS

Ask audience to remain seated  
till program is off the air.  
Rehearse Glee Club - Yeah "Air Cadets"  
Contact Lieut. John Canady

THE AMERICAN TOBACCO COMPANY  
KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

# 235

Originates at the  
Long Beach Municipal Auditorium  
Long Beach, California (with switchovers to NBC-New York for  
commercials)

7:00 - 8:00 PM PWT  
10:00 - 11:00 PM EWT

WEDNESDAY 9-23-42

HEISTAND: Smoke the smoke tobacco experts smoke!

(BOONE: CHANT ENDING SOLD AMERICAN - 43 to 45 INCLUSIVE)

HEISTAND: Let that chant remind you that Lucky Strike means fine  
tobacco - so round, so firm, so fully packed, so free  
and easy on the draw. No wonder that with men who know  
tobacco best, it's Luckies two to one!

(OPENING THEME)

HEISTAND: ~~From Long Beach, California -~~

LUCKY STRIKE presents KAY KYSER'S COLLEGE OF MUSICAL

KNOWLEDGE! *in the presence of the Naval Air Cadets of  
Los Alamitos, California*  
(AUDIENCE HOLLERS "YEAH AIR CADETS") ("HOORAY")

(THINKING OF YOU - AUDIENCE APPLAUSE UP BIG)

KYSER: Evenin', folks, how y'all? Yes, we're holding class tonight with Uncle Sam's Naval Air Cadets from Los Alamitos, California. In the Army they call 'em recruits but in the Navy they're known as "boots". Yessir, chillun, and you know, a lot of schools train the boys to get perfect marks. But here's a school that trains its boys to get "zeros":  
(HOORAY)

SOUND: WALKING AND JANGLING OF COINS THROUGH:

KYSER: Well, chillun, we're about to get started (SOUND LOUDER) with our first..Wait a minute! Ish! (SOUND OUT)

ISH: Yes sir, Professor?

KYSER: You're walking around with a powerful lot of money in your pockets! Where did you get it?

ISH: Huh?

KYSER: Where did you get all that money?!

ISH: Shining shoes.

KYSER: (AMAZED) Shining shoes!?

ISH: Well, not exactly shining shoes. I got in a crap game at San Pedro and polished off a couple of "boots".  
(LAUGH)

KYSER: Ish! Sit down! Before you're grounded, right now we're surrounded with six cadets from the Naval Reserve Aviation Base, eager to start their examination. And they're all flyin' high ready to try for that \$115. in War Bond prizes! But while these fellers are oilin' their propellers and fixin' their riggin', yet's do some jiggin', and come on, chillun, yet's dance!

1. NAVY WINGS.....GROUP

(AUDIENCE APPLAUSE)

LUCKY STRIKE "KAY KYSER"  
Commerical #1 -  
(From Long Beach, California)

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9/23/42

KYSER: Chillun, there's a gentleman back in New York who's been doing some good old-fashioned down-to-earth thinking about tobacco... Come in, Martin Block...

(PICK UP FROM NEW YORK)

BLOCK: You know, friends, I've been smoking cigarettes for a good many years now, but until I started talking to you on these broadcasts about Luckies, I never thought very much about tobacco. ~~I knew there was such a thing, of course, but it was just another plant that grew on the face of the earth.~~ But since I took over the job of looking at cigarettes for you through my own eyes, I've become tobacco-conscious. After all, it was obvious, <sup>right</sup> at the beginning that the most important thing in a cigarette is the tobacco. Recently, ~~I've often wondered why it is that men in the tobacco business become so steeped in tobacco lore that it occupies their every waking moment.~~

(MORE)

BLOCK:

~~And it was just the other day that I discovered~~

~~why.~~ On the face of this earth, there are many plants and trees and fruits, and I sat for the longest time trying to think of any one of them that gave to mankind as much pleasure, relaxation, ~~and~~ enjoyment as that one main ingredient in a cigarette.. tobacco. Believe it or not, I couldn't ~~find~~ <sup>think of</sup> another plant in this world. Stop and think about it yourself, sometime; when you buy a pack of Luckies, you have in your pocket always available, the pleasure, the enjoyment that comes from smoking a good cigarette. I'm not going to elaborate any further on this point, but if you would do as I suggest, and sometime when you have nothing to do, light up a Lucky, relax, and sit back, and think of all the different things that grow on this earth.. and if you can think of any other plant besides tobacco that brings so much enjoyment and pleasure to as many people drop me a line, and tell me about it. I'm sure that a little thought on your part will make you see that tobacco is the all-important thing in a cigarette, and since Lucky Strike is truly fine tobacco... you will do well to smoke the smoke tobacco experts smoke.

(PICK UP FROM LONG BEACH, CALIFORNIA)

ORCHESTRA REPRISE: BARNEY GOOGLE

ORCHESTRA: (REPRISE "BARNEY GOOGLE")

Here's Kay Kyser, in the city by the sea!

He's in Los Alamitos, boys,

The pilots for to see!

His type of flying's not your kind

He flies low and slow and blind.

Oh, Kay Kyser! Let's give him one-two-three!

RAH! RAH! RAH!

(OODLES OF GIRLISH LAUGHTER)

(AUDIENCE APPLAUSE)

SOUND: CLASS BELL

ANNOUNCER: Okay, okay, let's get under way, professor, and find  
which of our first three contestants is the best guesser!

KYSER: Yessir, Dean Heistand, yessir! And our first contestant  
is \_\_\_\_\_!

(ADD FIRST EXAM)



(FIRST QUESTION ROUND - Page 1)

1. \_\_\_\_\_ of \_\_\_\_\_ wants us to tell you about the predicament of Naval Air cadet Joe Doakes who was on a short leave from his base. One evening he called on his gal whose name was (PLAY) Cadet Joe didn't have a car so he took a station wagon. He told his gal he'd have to be back at his base not later than (PLAY) But time slipped by as time will when you're with your best gal, and before he knew it, it was (PLAY) When he got back to the base Cadet Joe was draggin' ... his knees were saggin' ... the sentry was naggin' ... so Joe started braggin'. The sentry's bayonet began zig zaggin' at Joe and his wagon. Next time he goes out, he'll go staggin' because now he's in the <sup>line</sup> Guard house raggin' (PLAY)

2. \_\_\_\_\_ of \_\_\_\_\_ is sure you can identify a song which goes something like this (HUM). Now we're sure you've been to a Zoo, so we'd like for you to imitate the following animals found in a Zoo. First, a lion. (ROAR) Now, imitate a laughing hyena. (LAUGH) Now, how about a donkey. (HEE HAW) ~~Now let's hear you imitate a wolf.~~  
(GARD)

(FIRST QUESTION ROUND - Page 2)

3. One of the popular Tuesday night radio shows returned to the air last ~~week~~ <sup>night</sup> and another will come back next ~~week~~ <sup>Tuesday night</sup> ... and since their themes will follow each other \_\_\_\_\_ of \_\_\_\_\_

wants us to imagine one is signing off and the other is signing on ...

and from the themes ~~you~~ <sup>you hear,</sup> tell us which programs ~~we have in mind.~~ <sup>were to be on about.</sup> (PLAY)

(PLAY) Who is the character on ( \_\_\_\_\_ ) who says, "That Ain't

The Way I Heard It!" ~~Who, on the ( \_\_\_\_\_ ) program is always~~

~~talking about Yehudi? Do you know who's Yehudi? Well, Yehudi is that~~

~~isolate man who~~ (KAY - GAG).

4. The hunting season is just about due ... so, with sound effects, we're going to tell you the story of a certain hunter. \_\_\_\_\_

of \_\_\_\_\_ says if you'll identify these clues, you'll tell an interesting story. One day the hunter started out to shoot some birds, so he got his gun and called for his (SOUND) As he was walking across a meadow he almost stepped on a (SOUND) Just then what should come along but a big----

JACK: Honey, I love you ... you're beautiful ... if you do as I say, I'll get you in the movies!

KAY: When the hunter saw the \_\_\_\_\_ he and his \_\_\_\_\_ turned around and took it on the (SOUND) But even though he didn't shoot anything all day, his trip wasn't a total failure, because when he arrived home, his wife gave him the (SOUND)

(FIRST QUESTION ROUND - Page 3)

5. Here is a colorful little question, \_\_\_\_\_ . Since we are here at the Naval Reserve Aviation Base, Lieut. John Canady of Los Angeles thinks it's appropriate for me to mention a few words and you tell us what colors they bring to your mind. For instance, Navy would

be \_\_\_\_\_ *And Naval reminds you of what color. What color you going to associate me?* Das right. Now how about Battleship \_\_\_\_\_ . And since you boys will be <sup>over the sea</sup> ~~handling shells~~, what color do you associate with <sup>sea</sup> ~~shell~~?

And there's gun metal \_\_\_\_\_ . And of course you know that our great

~~fighting forces in which our Navy ships particularly distinguished~~

~~ships~~, scored a ~~major~~ victory recently in the Pacific which was

known as the Battle of The What, <sup>color</sup> Sea? ~~Cowards are known by what color?~~

~~And by the same token, the Japs are known as the what race? Yes, sir!~~

~~And when a blue blooded yankee thinks of those yellow devils, it makes~~

~~him \_\_\_\_\_ !~~ And there's another color (one we've already mentioned)

that is associated with washing. It's called "tattletale \_\_\_\_\_"?

And that reminds me. We all have a sacred duty to perform, especially

those ~~of us~~ who are in the service or employed in defense work. Don't

be a tattletale. If you happen to be in a position to know anything of

a military or defense nature, ~~never in silence. The enemy thrives on~~

~~silence. Let's keep it with silence!~~ *Keep it to yourself.*

*It's a natural impulse to show the next fellow to you*

*that you know something he doesn't, but don't do that*

*because the enemy has mighty big ears.*

(FIRST QUESTION ROUND - Page 4)

6. \_\_\_\_\_ of \_\_\_\_\_ says if you can identify these song titles you'll have the story of a romance. A commanding officer at a point of embarkation called his men together and said, "Boys, tomorrow we are going to embark for a foreign port. When the soldiers heard where they were going they said, (PLAY) When they arrived, one of the boys met a girl named (PLAY) When his buddies heard about it, they wrote home and said, (PLAY) But the romance came to an end when the dough boy and his girl had a big fight. After that he always referred to her as (PLAY)

SOUND: CLASS BELL

9/23/42

ANNOUNCER: Professor, round one is done that's the end of the first leg!

KYSER: Well drop me on Tokio and call me an egg! Each one came thru like a regular vet, but find out the name of the winning cadet!

ANNOUNCER: You bet!

AUDREY: Professor..

KYSER: Yes, little Audrey?

AUDREY: Have you ever been up in an airplane?

KYSER: Why, little Audrey, didn't I ever tell you about the time I made a non-stop flight around the world in twenty-four hours?

AUDREY: What kind of a plane?

KYSER: Amphibian,

AUDREY: What?

KYSER: Amphibian,

AUDREY: I know you're fibbin', but have you ever been up in a plane!

(LAUGH)

(ALTERNATE)

KYSER: Julie Conway!

JULIE: Yes, professor?

KYSER: You look all mussed up, what's the matter?

JULIE: I got in a poker game with some pilots.

KYSER: What's that got to do with it?

JULIE: The aces were wild!

(LAUGH)

ANNOUNCER: The winner, professor!

9/23/42

*Canteen No 2*

KYSER:

And it's \_\_\_\_\_! My dear Mr. \_\_\_\_\_

you were right! *you made quite a race* So pause in your flight, here's a

Lucky and here's a light and get ready for your race

with the second round ace! And while the second team

*is* ~~are~~ taking *the* their places, here's a tune that's really *got face*

~~aces!~~

2. "I'VE GOT A GAL IN KALAMAZOO" . . . . . SULLY

3. "I LEFT MY HEART AT THE STAGE DOOR CANTEEN" . . . . . HARRY

(AUDIENCE APPLAUSE)

LUCKY STRIKE "KAY KYSER"  
Commercial #2

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9/23/42

(FROM LONG BEACH, CALIFORNIA)

KYSER: Now, let's hear from that man in New York who's known  
as the "Dean of Common Sense"... All right, Martin Block!

(PICK UP FROM NEW YORK)

BLOCK: Well, friends, *it won't be long now before*  
~~just one week from today~~ the World Series  
gets under way... and all of America will be rooting  
for its favorite team to win. I can't tell you whether  
the New York Yankees will win... or whether the....  
(the team representing the National League) will win the  
~~pennant~~ pennant this year. But you can just bet your bottom  
dollar that the winning of that pennant will be based  
on team work... every man striving to make the breaks  
and to make the most of every break. And you know, every  
time you light and enjoy a Lucky Strike, so round, so  
firm, so fully packed... so free and easy on the draw,  
you can think of the teamwork of our buying organization,  
made up of almost one hundred tobacco buyers, who attend  
auctions throughout the South, consistently on the alert  
to buy the truly Lucky Strike tobacco. And now, here's  
Basil Ruysdael to show you how our men go about acquiring  
this fine tobacco for Luckies.

(CROWD NOISE - CHANT)

RUYSDAEL: Ladies and gentlemen, in this auction we're reenacting, a basket of finer, lighter, milder tobacco is up for sale - it's real Lucky Strike tobacco - and yes, it's going to Lucky Strike!

(CHANT UP - SOLD AMERICAN AT 43)

WHSMAN: 32! (CHANT)

RUYSDAEL: You know, each basket of tobacco in this huge warehouse is sold individually - sold to the highest bidder!

(CHANT UP - SOLD TO X COMPANY AT 36)

WHSMAN: Good tobacco, boys... 38! (CHANT)

RUYSDAEL: There are over a dozen buyers who want this good tobacco - so the bids are coming in like lightning. The warehouseman's opening price of 38 dollars a hundred pounds has already been bid up from 38 to 39 to 40 and now Lucky Strike bids 41 - another cigarette company 42 - a leaf company 43 - an export company 44 - but Lucky Strike bids 45 dollars. The auctioneer chants 45 - 45 - but no more bids - 45 dollars is top price for this basket - so it's going - going -

(CHANT UP - SOLD AMERICAN)

(MORE)



BLOCK: "Sold American!" Yes, Ladies and Gentlemen. Our buyer bid for and bought another basket of fine light mild tobacco.. and once again the makers of Lucky Strike scored. We know we've got to put fine tobacco into Luckies, if you are going to get the utmost in pleasure out of them. And just as you heard the auctioneer sell that basket of fine tobacco to American, so at auctions throughout the South, you would hear the same thing happen time and time again. These auctions, attended by independent tobacco experts<sup>upon their own</sup>, the warehousemen, auctioneers, buyers, make it possible for everyone to see and hear who buys what tobacco... and when these independent experts see us paying the price for fine tobacco, it's easy to see why with these men who know tobacco best Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. The baseball experts are going to try and pick the winner of the World Series ~~permanent~~ in advance, but they realize that chance will unquestionably enter into the final decision. But friends, you can bet that when independent tobacco experts pick Luckies as their choice, it's not chance, because Lucky Strike means fine tobacco. No sir, I don't know which team is going to win out in the Series... but I do know that if you will light a Lucky, ~~it's~~

- 4. "HUMMING BIRD . . . . . GROUP
- 5. "WONDER WHEN MY BABY'S COMING HOME . . . . . DOROTHY

(ORCHESTRA REPRISE "NAVY WINGS")

ANNOUNCER: And now from this Los Alamitos institution of aviation,  
We pause briefly for station identification.

( LOCAL NBC STATION SAYS -  
STATION XXX SALUTES UNCLE  
SAM'S NAVY FLYERS (PLEASE  
TELETYPE THIS TO ALL STATIONS  
CARRYING OUR SHOW)

*Station Break*

KYSER MARCH

ANNOUNCER: Just before the second examers start their guessin', We find the professor and Ish taking a parachute lesson.

JACK: Do you think you understand, professor?

KYSER: I think so.

JACK: Just remember, first you jump, then you count ~~ten~~<sup>by</sup> and then you jerk the string.

KYSER: Yes sir --- first the jump --- then the count.....

JACK: (SLIGHT PAUSE) How about the jerk?

ISH: Who me? I ain't even going up.

(LAUGH)

SOUND: "CLASS BELL"

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ANNOUNCER: Professor. Round two is due.

KYSER: And here are our three flyer tryers. Yet's see who'll be the highest flyer. Number one contestant is

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(ADD SECOND EXAM)

(SECOND QUESTION ROUND)

1. Here's a silly-dilly from Corporal Howard Rhyner of Camp Young, California. It's about a flyer who met two girls at an airport, ....One of them was named Josephine. And as soon as he was introduced he said (PLAY). That's right. But Josephine wasn't so anxious to fly. The other girl, named Nellie, was and wanted to go right up. But when he looked up and saw how cloudy it was, he said (PLAY.)  
After the clouds drifted by, they took off. Then romance reared its lovely head and as he was flying around he said (PLAY).  
The love affair continued until the aviator said (PLAY.)  
Josephine said, "You mean the ship's falling?" The flyer said, "No, I'm falling (PLAY)."

2. \_\_\_\_\_ of \_\_\_\_\_ points out that some of radio's well-known personalities have first and last names that are both first names. For example, Ben Bernie's. Let's see if you can tell us who three of them are. For instance, there's a comedian who tries to play the fiddle....his wife Mary always gives him the laugh. There's another comedian who doesn't like this fellow at all. Both his names are first names and his wife Portland heckles him, too. And there's an orchestra leader who plays the trumpet and his girl singer Helen Forrest did a swell job of singing "I Don't Want To Walk Without You."

(SECOND QUESTION ROUND - Page 2)

3. And speaking of orchestra leaders, here's the theme of one of them who is now playing at the Biltmore Bowl in Los Angeles. He's known as the "Pagliacci Of The Piano." \_\_\_\_\_ of \_\_\_\_\_ is sure the moment you hear his theme you'll be able to tell us who it is.

(PLAY)

4. Here's a little skit that has the names of several movies in it, and \_\_\_\_\_ of \_\_\_\_\_ wants you to pick out at least four of them. A girl went up to a traffic cop and asked him how to ~~reach Staten Island~~ <sup>get to Terminal Island</sup> - "Go west young lady," he said, but instead of going West, she took the Bahama Passage. She traveled all through the night until she reached the Valley of the sun. There she ran into the Tuttles of Tahiti. "What's cooking?" she said to the Tuttles. "Oh, just a little maltese falcon," he said. The Tuttles noticed the rings on her fingers, and said, "<sup>my</sup> Boy, you're the woman of the year!"

(SECOND QUESTION ROUND - Page 3)

5. Now, as our special guest of the evening, we have a gentleman who plays ... the perforated pea-shooter ... in other words, a long, skinny thing that makes music with a lot of wind. Do you know what it is?

BOBBY: (HOLLERS) Kay Kyser!

KAY: Quiet! It's our special guest of the evening ... the honor student from the University of Musical Diversity ... ~~Randy Hall~~ ... virtuoso of the tin flute!, <sup>Randy Hall</sup> (ENTER - AUDIENCE APPLAUSE) ~~Mr.~~ <sup>well</sup> Mr.

Hall, ~~Mr. Hall~~ <sup>where</sup> Glad you came to our little brawl. You and your flute have plenty on the ball so start in playin' and yet's not stall!

(PLAY) Do you know the name of the song Randy Hall just played? Randy, that was dandy .. just as sweet as sugar candy. ~~Over here is Lyman Gendie~~, let's have another tune that's handy. (PLAY) Thanks very much Randy Hall. But don't go 'way ... 'cause we're gonna call for you again very shortly. (AUDIENCE APPLAUSE)

6. This one from <sup>who</sup> is the story of a girl ~~and~~ (PLAY) Her girl friend was a sailor's sweetheart, <sup>also</sup> ~~too~~, and since their boy friends were in the service, they wanted to do something too, so they joined the WAVES and now they're (PLAY) ~~They want to watch their~~

~~sweethearts drill, now the fellows spend all their spare time watching~~  
~~check~~ (PLAY) *The gals are in the waves; the fellows are in the Navy. Guess, waves and Navy together and they are (Play)*

SOUND: (GONG)

KAY:

And chillun, we'll be marching along with the boys and girls who are doing such a wonderful job of "Keepin' 'Em Flyin'" when we appear on Coca Cola's Victory Parade Of Spotlight Bands tomorrow night before a big labor rally at Lockheed Air plant in Burbank. And believe me, we're looking forward to our visit with these soldiers of the production line!

(APPLAUSE)

SOUND:GONG

SOUND: GONG

ANNOUNCER: Professor, there's the second round finishing bell!

KYSER: Well, find out who's in and who's A-W-O-L!

ANNOUNCER: Right away, sir!

ISH: Professor, <sup>what does</sup> ~~how could you be~~ A-W-O-L? <sup>mean?</sup>

KYSER: ~~That's impossible, Ish! Professors and Navy Wives are~~  
~~never A-W-O-L!~~ <sup>why, it means "Absent without leave"</sup>

ISH: ~~Then my girl Phoebe must be crazy. I got a letter from her~~  
~~today. She said she met you one night and you were A-W-O-L!~~

KYSER: ~~She did?~~

ISH: ~~Yeah -- look how she spells it --~~ (READS) ~~Ray Kyser is~~  
~~A-W-O-L!~~

(LAUGH)

(ALTERNATE)

ISH: Professor, do you know who the first person <sup>to</sup> ~~to~~ ever be AWOL was?

KYSER: Who, Ish?

ISH: Eve.

KYSER: EVE!?

ISH: Yeah -- She was invited to a party, but she didn't have anything to wear, so she was ABSENT WITHOUT LEAVES!

(LAUGH)

ANNOUNCER: Here's high man, professor!

KYSER: Yes and it's \_\_\_\_\_ Ah Mr. \_\_\_\_\_ congratulations! You know your music as well as your aviation. Sit down, light up a Lucky and pause for a minute, the final is almost here and you'll be right in-it! While you're waitin' to meet the first round winner, here's <sup>Randy Hall with a</sup> ~~a song that's~~ a real tail spinner!

6. <sup>Since</sup> ~~THE~~ LITTLE ~~HOUSE~~ BLUES.....PRODUCTION

(AFTERMATH ADAPTATION)



LUCKY STRIKE "KAY KYSER"  
Commercial #3

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9/23/42

(FROM LONG BEACH, CALIFORNIA)

KYSER: Now chillun, Martin Block wants to tell us a story that comes from Tobaccoland ...

(PICK UP FROM NEW YORK)

BLOCK: Friends, just the other day I happened to be reading a statement by a ~~very~~ famous tobacco auctioneer, and to me it was mighty interesting because he told how he got his first job <sup>selling</sup> ~~auctioning~~ tobacco when he was fourteen years old. He had to drive ten miles to work, and he got the big salary of six dollars a week, but as he said, for a fourteen-year older, he couldn't have been happier if they paid him a million dollars. That auctioneer's name was Joseph Harrison Burnett, and he lives down in Buffalo Springs, Va., and in this statement, he goes on to ~~tell~~ <sup>say</sup> ~~that he's gone a long way~~. "I've walked a long road, selling tobacco from wall to wall at the markets in Lumberton and Oxford, North Carolina, and in Lexington, Kentucky. It's been twelve years now, and in that time, I've sold ~~on the average of twenty million pounds of tobacco a year...~~ <sup>a</sup> ~~that makes a~~ total of 240 million pounds of tobacco ~~said~~ altogether."

(MORE)

BLOCK: And you know folks, that's a lot of tobacco, ~~Joe has~~  
~~sold in his time.~~ <sup>And</sup> One of the most important observations  
Joe makes is when he explains how he notices at markets  
where he goes to auctioneer, that Lucky Strike always goes  
after fine tobacco... the quality tobacco put up for  
sale.. and how over and over again he sees them pay the  
price to get what they want. Joe is unquestionably a  
tobacco expert, and his reason for smoking Luckies is  
a mighty good reason for all of us. He says, "on the  
markets where I've auctioneered, I've seen the makers of  
Lucky Strike Cigarettes buy finer, milder lighter  
tobacco... the kind of tobacco that gives a smoker  
everything he wants in a cigarette." <sup>So, friends,</sup> For your increased  
share of this greater smoking enjoyment, why don't you  
rely on Lucky Strike... so round, so firm, so fully  
packed.. so free and easy on the draw....

(PICK UP FROM LONG BEACH, CALIFORNIA)

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- 7. "JINGLE JANGLE JINGLE".....HARRY AND JULIE
  - 8. "SOUTH WIND" .....GROUP

(AUDIENCE APPLAUSE)

ORCHESTRA REPRISÉ....KYSER MARCH

9/23/42

ANNOUNCER: Professor, the final exam! And it really looks tough!

KYSER: Oh not for these Navy Fliers! They know their stuff! I only wish some of my boys were as smart.

GOON: Well, shucks, professor, I bet my mother could answer your old questions.

KYSER: Your mother could answer my old questions?

GOON: Yeah, she knew everything on accounta she kept me locked up in the house until I was fourteen.

KYSER: What's that got to do with your mother's being smart?

GOON: She had a little inside dope! (LAUGHS)

(LAUGH )

(FANFARE)

ANNOUNCER: The final exam!

KYSER: And our two contestants are \_\_\_\_\_!

(ADD FINAL EXAM)

(FINAL QUESTION ROUND - Page 1)

1. For our final exam tonight we have written a one-act play called "Lad Meets Lassie" or "Ain't Love Grand". The setting is a woodland green and the time of the year is (PLAY) As to the plot ... ah yes, the plot! \_\_\_\_\_ of \_\_\_\_\_ says any way you slice it, the plot is (PLAY)

And chillun, we'll have a new story for the boys and gals who are doing such a wonderful job of "Keepin' 'Em Flyin'" when we appear on the Victory Parade of Spotlight Bands tomorrow evenin' before a big labor rally at Lockheed Air plant in Burbank. And believe me, we're looking forward to our visit tomorrow night with those soldiers of the production line. Yessir, you Navy fliers and the war workers at Lockheed and the other aviation plants that work hard in hand, and both doing a mighty magnificent job.

2. Into the woodland green comes "fair lady". Just by coincidence, into the same woodland green, comes "handsome man" and they meet. (PLAY) In that song does the word \_\_\_\_\_ refer to a field of grain, a river, or a town in New York State?

It was love at first sight. Our hero emphatically said,  
"I know it's love, and if it ~~isn't~~ <sup>isn't</sup>, (PLAY)

And the heroine coyly replied, "I've got that old feeling  
too, so you'd better (PLAY)

Spring slipped away, summer was fast fading and finally  
our hero got up enough courage to propose. She accepted ---  
(~~as she had intended to all the time~~). Our hero  
looked around for a flower to give her. There was only  
one. It was (PLAY) They decided to be married right  
away ~~and~~ <sup>because</sup> they could hardly wait to ~~hear~~ <sup>say</sup> (PLAY)  
~~they were saying to hear~~ (PLAY)

SOUND:      CLASS BELL

ANNOUNCER: The judges have selected the winner, pappy!

KYSER: Well, get his name and make it snappy!

ANNOUNCER: I'm away!

SOUND: ZIP, DOOR OPEN & CLOSE, DOOR OPEN AND CLOSE, ZIP

ANNOUNCER: I'm back!

KYSER: My goodness, Dean, what ~~made you so late!~~ *took you so long?*

ANNOUNCER: ~~Aw, I got behind a P thirty eight!~~ *I was hitch hiking*

KYSER: And the winner is (FAN FARE) Mr. \_\_\_\_\_!

(AUDIENCE APPLAUSE)

KYSER: Congratulations Mr. Grant you were the best of all

You're in first place and you get a \$50 United States War Bond for ~~getting the race!~~ *first place hand* And to second high for a swell try, this \$25. War Bond. And the other four Aces for mighty fine races each get ten dollars in War Stamps. All six get a carton of Luckies! AND THEN -- To all you good scouts ~~who really helped out with~~ your cheers and shouts, a package of better than ever LUCKY STRIKE CIGARETTES!

(CHEERS)

9. HALLELUJIA.....ORCHESTRA

(KYSER THEME "THINKING OF YOU" BAND)

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EMERGENCY ENDING IF EVER, PLAY "LUCKY STRIKE TIME" HERE IN PLACE OF "KYSER THEME" AND WHEN IT ENDS OVER APPLAUSE KAY SAYS "SO LONG EVERYBODY". ANNOUNCER THEN GIVES REGULAR SIGN OFF.

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KYSER:

Well, chillun, we've had a wonderful time being here with all of you Naval Air Cadets. To Commanding Officer, Colonel Frank Hachett and Lieutenant John Canady and all you men stationed at Los Alamitos for making our visit so pleasant... our thanks and good wishes. Next Wednesday night we'll be at Albuquerque, New Mexico, holding class for Uncle Sam's Army Fliers at their bombardier school there and we're sure looking forward to it.

Meanwhile we'll be holding a special class session next Friday at Pershing Square in Los Angeles when we conduct a mighty Bond Rally. And when you think of Bonds, think of our boys in the armed services. They're depending on us to help make their job on the fighting fronts a little easier by our purchases of War Bonds. Why even our fighting men are putting a part of their salary into War Bonds. Think of that. And don't just think of it...DO SOMETHING ABOUT IT!

And now, this is Kay Kyser thinking of you. Thanks a lot for being with us - and for Bud Hiestand, Basil Ruysdael, Martin Block and all the gang - So long, everybody!

(CLOSING THEME) (HOORAY)

21-A

HIESTAND: This broadcast was for the entertainment of the Navy Flying Cadets stationed at Los Alamitos and does not constitute a commercial endorsement of our product by the Navy Department. 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 Long Beach, California and New York.

THIS IS THE NATIONAL BROADCASTING COMPANY.

PRODUCTION RECORD:

"AS BROADCAST" - PROGRAM ON \_\_\_\_\_ PROGRAM OFF \_\_\_\_\_  
SWITCHOVERS TO NEW YORK FOR COMMERCIALS \_\_\_\_\_

CALIBRE OF CONTESTANTS \_\_\_\_\_

SPECIAL COMMENTS \_\_\_\_\_



Shortwave Broadcast Oct. 1

Station: W.R.C.A.

W.N.B.I.

## KAY KYSER LUCKY STRIKE ROUTINE

9-30-42

Albuquerque Air Base N.

- |    |                                    |                  |
|----|------------------------------------|------------------|
| 1. | THE BOMBARDIER SONG                | BAND             |
|    | COMMERCIAL ONE                     |                  |
|    | ROUND ONE                          |                  |
| 2. | <del>THE ARMY AIR CORPS SONG</del> | <del>GROUP</del> |
| 3. | MY DEVOTION                        | DOROTHY          |
|    | COMMERCIAL TWO                     |                  |
| 4. | I CAME HERE TO TALK FOR JOE        | HARRY            |
|    | STATION BREAK                      |                  |
|    | ROUND TWO                          |                  |
| 5. | LIMEHOUSE BLUES                    | PRODUCTION       |
|    | COMMERCIAL THREE                   |                  |
| 6. | <del>ARMY AIR CORPS SONG</del>     | ORCHESTRA        |
| 7. | I MET HER ON MONDAY                | HARRY & TRUDY    |
|    | FINAL ROUND                        |                  |
|    | GOVERNMENT ANNOUNCEMENT            |                  |
| 8. | <del>NOBODY'S SWEETHEART</del>     | ORCHESTRA        |

## WARM UP REMINDERS:

Ask audience to remain seated till  
program is off the air.

Rehearse Glee Club (if any)  
Commanding Officer: Col. Frank D. Hackett  
Lieut. Frank J. Rilling

THE AMERICAN TOBACCO COMPANY  
KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

#236

Originates at the  
Bombardier School  
Albuquerque Air Base,  
Albuquerque, New Mexico (with switchovers at NBC - New York for  
commercials)

8:00- 9:00 PM MWT  
10:00-11:00 PM EWT

WEDNESDAY, September 30, 1942

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HEISTAND: Smoke the smoke tobacco experts smoke!  
(BOONE: CHANT ENDING SOLD AMERICAN - 43 to 45 INCLUSIVE)

HEISTAND: Let that chant remind you that Lucky Strike means fine  
tobacco - so round, so firm, so fully packed, so free  
and easy on the draw. No wonder that with men who know  
tobacco best, it's Luckies two to one!

(OPENING THEME)

HEISTAND: From the Bombardier school at the Albuquerque Air Base  
in New Mexico -  
LUCKY STRIKE presents KAY KYSER'S COLLEGE OF MUSICAL  
KNOWLEDGE!

(AUDIENCE HOLLERS "YEA BOMBARDIERS") ("HOORAY")

(THINKING OF YOU - AUDIENCE APPLAUSE UP BIG)

KYSER: Evenin' folks, how y'all. Yes, here we are holdin' class with thousands of bombardier cadets and glider pilots and students. Yes, folks, today the Yankees, the famous Bronx Bombers, showed St. Louis what it's like to be up against a big Red Ruffing. And pretty soon these Albuquerque bombers are going to show Tokio that it's like to be up against a real red, white and blue roughing. How about it, fellas?

ISH: Professor, will you please quit talkin' about ~~bombing~~ *bomber* ~~planes?~~

KYSER: Why, Ish?

ISH: Because the very sight of a bombing plane makes me shudder. You see, once I had a beautiful girl, Narcissus, and one of those fellahs that works in a bomber factory took her away from me!

KYSER: To bad, Ish, he must have been one of those Lochinvars from Lockheed.

ISH: Nope. HE WAS A VULTURE FROM VULTEE!  
(LAUGH)

KYSER: Ish Ka Bibble, I'll confess you're a Junior Mess! But go sit down -- get off your feet...our first three boys would like to compete. Yes sir, for that \$115.00 in United States War Bond prizes. But while they're waitin' to start their navigatin! come on, chillun, let's do some syncopatin!! What I mean is, Yet's dance!

1. BOMBARDIER SONG.....BAND AND GROUP  
(AUDIENCE APPLAUSE)

LUCKY STRIKE "KAY KYSER"

COMMERCIAL #1 - SEPTEMBER 30, 1942

-2-

(FROM ALBUQUERQUE, N. M.)

KYSER: Chillun, that well known Dean of Common Sense Martin Block is waitin' in New York to show you how to figure on more smoking pleasure.

(PICK UP FROM NEW YORK)

BLOCK: Friends, to illustrate a point, I am going to do something right now that may seem a little wasteful. I have here in my left hand a full package of Lucky Strike Cigarettes. First, I'm going to remove the cellophane, and then I'm going to take that package of cigarettes, and split it up in the middle. Now left on the paper, ~~we~~<sup>I</sup> have ... 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20 ... cigarettes. And in every package of Lucky Strike Cigarettes, you open you will find twenty cigarettes. But there's something more than that you can count on in those cigarettes. You can count on smoking enjoyment. You can count on mildness. You can count on each and every one of those cigarettes containing fine tobacco, because we know that no cigarette can hope to be any better than the tobacco from which it's made ... which explains why we constantly pay the price at market after market for the lighter, milder, better-tasting leaf, that has made the name Lucky Strike mean fine tobacco.

(MORE)

-2-

9/30/42

BLOCK:  
(CONTD)

Truly, friends, you cannot only count the cigarettes in a package of Luckies, but you <sup>also</sup> can count on their quality ... guaranteed through the use of that fine tobacco. <sup>Light</sup> up a Lucky Strike - so round, so firm, so fully packed ... so free and easy on the draw ... and count yourself <sup>in</sup> in tonight for that extra smoking enjoyment.

RUYSDAEL: Ladies and gentlemen, Martin Block has put the facts squarely on the line ... In a cigarette it's the tobacco that counts - and Lucky Strike means fine tobacco. No wonder that with men who know tobacco best, it's Luckies 2 to 1.

(PICK UP FROM ALBUQUERQUE, N. M.)

(ORCHESTRA REPRISE: "ALLA EN EL RANCHO GRANDE")

ORCHESTRA:

REPRISE: RANCHO GRANDE

BOYS:

Hi yi yo Rancho Grande!

Here's Kyser with his bandy,

His jokes are second handy

His program's fun to hear!

That educated jerkey

~~To-good~~ Has brought his weekly turkey

To good old Albuquerque,

For the student bombardiers!

(GIRLISH LAUGHTER)

(APPLAUSE)

SOUND:

CLASS BELL

ANNCR:

And now, professor, these flying gents are  
anxious to commence!

KYSER:

Yes sir, dean, and our first eager beaver is

(ADD FIRST EXAM)

(FIRST QUESTION ROUND - Page 1)

*How Baughen*  
 I. Cpl. Herbert Cramer of Camp Wheeler, Ga. says if you can identify these songs you'll have the story of a romance. A commanding officer ~~at a port of embarkation~~ called his men together and said, tomorrow we are going to embark for a foreign port. When the boys heard where they were going they said <sup>*Leppery*</sup> (PLAY). After they arrived one of the soldiers met a girl named <sup>*Rose O'Day*</sup> (PLAY). When his buddies heard about it, they wrote home and said <sup>*Johnny Doughboy*</sup> (PLAY). But the romance didn't last very long and they had a big quarrel. <sup>*She went wild. She really beat him up*</sup> After that, the doughboy always referred to his girl as <sup>*My Wild Irish Rose*</sup> (PLAY).

*Josephine Schultz*  
 8. The letter "A" is involved in the names of some of radio's best <sup>*Karson*</sup> comedy teams and Miss Annie Belle Thompson of Chicago, Ill. says to put an "A" on your report card if you tell us who they are. For instance A & A stands for what well-known radio team. <sup>*(Amos & Andy)*</sup> And a boy and girl who have been making you laugh for a long time - <sup>*Burns + Allen*</sup> Their initials are "B & A". ~~And I don't mean Los Angeles.~~ And for swell radio <sup>*(Linn & Abner)*</sup> entertainment, you can't beat two fellows whose initials are "L & A". And I don't mean Los Angeles.

5. **Shallum**, tonight we have as our Deam from the University of Musical Diversity one of the boys stationed right here at the Albuquerque Air Base and we think he is one of the most versatile we have ever had in the college. He is the Bob Burns of the Bombardiers playing a battered bazooka ... Sgt. Frankie Hilton (HILTON ENTERS WITH APPLAUSE) Sgt. Hilton is going to play a tune and we want you to name it. (PLAY) Das right. Now, Sgt. Hilton is going to show us more of his versatility by playing first one clarinet and then TWO at the same time. Listen and tell us the name of his song (PLAY).

JACK: ~~(WH) Yeah, but if you hadn't played your song I'd have made a grand slam!~~

JULIE: ~~You big ham! Take this!~~ (SLAP FIST IN PALM)

JACK: ~~OOOOOOHHHHH! OUCH!~~

(CONTRACT BRIDGE.) ~~NOTE: (ISE. BRETH.)~~

*John Wherrett*

6. Geneva Bowling of Chattanocoga, Tenn. points out that the good old football season really gets under way in America this coming Saturday. For instance California plays Oregon State, Colgate vs Cornell, <sup>notre Dame Iowa Pa. High vs.</sup> Indiana - Ohio State, and Gerogia Tech tackles (PLAY) Duke ~~Wake~~ <sup>Wake</sup> ~~Forest~~ <sup>Forest</sup>. Fordham vs Tenn and Northwestern will have its hands full when it plays <sup>Eps of Texas</sup> (PLAY). <sup>And this Saturday, right here in the University of New Mexico Stadium your own flying Kelly tackle the Luback 7 lyers from Texas</sup>  
(CLASS BELL)



ANNOUNCER: Professor that's the termination of the first examination.

KYSER: Well, go to it, Dean, get the judges' tabulation.

ANNOUNCER: Yes, sir, yes sir, without hesitation.

~~JULIE: Dash it, chucks, double chucks and heck!~~

~~KYSER: Why, Julie Conway, what's the matter with you?~~

~~JULIE: Oh, I had a date with one of these cadets and some other girl got in there and took him away from me! The old meanie! And was he handsome!~~

~~KYSER: Hmmm! Emberr...er?~~

~~JULIE: No, but I sure slapped her down, sweetheart!~~

~~(LAUGH)~~

~~ANNOUNCER: Professor, here's the winner and his score is really high!~~

~~KYSER: Well, you ~~can~~ clip my hair and call me G.I. And it's~~

*(Class Baugher)* Congratulations, stuff and things! You really have earned your wings! Light up a Lucky and set your stance...cause right now, chillun, it's time to dance.

2.

~~MY DEVOTION.....DOROTHY~~

3.

MY DEVOTION.....DOROTHY

(AUDIENCE APPLAUSE)

COMMERCIAL #2

(FROM ALBUQUERQUE, N. M.)

KYSER: Now let's hear from Martin Block in New York ...

(PICK UP FROM NEW YORK)

BLOCK: I'm quite sure that everyone listening in right now remembers the one saying of Patrick Henry for which he was most famous ... you know, "Give me liberty, or give me death!" But in 1765, Patrick Henry in his speech to the Virginia Convention, made another statement, which while not as well known, can also influence our everyday life. He said, "I have but one lamp by which my feet are guided, and that is the lamp of experience. I know no way of judging the future but by the past." I quote that statement to you tonight, because while Patrick Henry used it, referring to historical events of the day, it can prove so helpful to you every day in the selection of a cigarette. To help show you what I mean, let's listen to a typical tobacco auction in that same state of Virginia, reenacted by Basil Ruysdael. (MORE)

9/30/42

(CROWD NOISE - CHANT)

RUYSDAEL: Ladies and gentlemen, tobacco has been sold in Virginia for over a hundred years - in open competition - on the open market.

(SOLD AMERICAN AT 44)

WHSMAN: 32! (CHANT)

RUYSDAEL: Over a dozen buyers compete for the leaf - and each basket is sold individually - sold to the highest bidder!

(CHANT UP ... SOLD TO X COMPANY AT 37)

WHSMAN: Fine leaf, boys ... 37! (CHANT)

RUYSDAEL: The better the tobacco - the higher goes the price - and you can tell from the way the buyers are examining this basket that it's fine mild tobacco, just right for cigarettes. Already the warehouseman's starting price of 37 - 37 dollars a hundred pounds has been bid up to 38 - 39 - 40 - and now Lucky Strike bids 41 - a leaf company raises it to 42 - an export company bids 43 - another cigarette company 44 - but Lucky Strike bids 45 dollars. The auctioneer chants 45 - 45 - but there are no more bids - so here's the sale.

(CHANT UP - SOLD AMERICAN AT 45)

9/30/42

BLOCK: Now, remember friends, just a few moments ago I mentioned Patrick Henry's statement that he knew of no way of judging the future but by the past. Well, for 25 years now the makers of LUCKIES have realized that no cigarette could be any better than the tobacco from which it was made. For 25 years, our buyers have been instructed to acquire that finer LUCKY STRIKE Tobacco ... for 25 years that finer, lighter, milder leaf has gone into Luckies to make them a truly outstanding cigarette. And since there is no way of judging the future except by the past, on past performance alone LUCKY STRIKE assures you of that greater smoking enjoyment. The reputation of Lucky Strike is based on fine tobacco. Only through the continued use of fine tobacco can we give you Lucky Strike, so round, so firm, so fully packed ... so free and easy on the draw.

(PICK UP FROM ALBUQUERQUE, N. M.)

HIESTAND:

And so, <sup>for</sup> ~~as~~ these hard working eaglets

~~who~~ Adjust mighty bombs in their nest,

We pause for a moment to give them

A chance for refreshment and rest.

These boys are the pride of a nation,

They're fighting for you and for me.

So here's greetings from every station

That's listening with N.B.C.

(LOCAL NBC STATION SAYS:

"STATION XXX SALUTES THE BOMBARDIERS!"

PLEASE TELETYPE THIS TO ALL STATIONS

CARRYING THIS PROGRAM.)

KYSER MARCH

ANNOR: Just before the start of our second lesson round  
The Professor's giving Ish a dressing down.

KYSER: Ish, you've been absent for two days. Where've you been?

ISH: Out with my new girl, P.B.

KYSER: P.B.?

ISH: Yeah, her full name is Practise Bomb.

KYSER: Ish! A practise bomb is a short, murderous thug that's 96 pounds  
of grit with four pounds of powder on its nose and once it smacks  
you - you're sunk!

ISH: (PAUSE) Yep -- that's her.  
(LAUGH)

(ADD SECOND EXAM)

*Robert La Follette*  
*(We are happy to have with us tonight Governor John E. Miles of Iowa)*  
 Gov. Miles, it's a pleasure to have you here.

1. Before we get started with this one from Pauline Hull of Centerville, Iowa, in bombardier language, what is an "HB"? And what do you fellows

call the bombs? Well this is a story of a certain HB who used a basket for his target, then he'd go up, aim, drop his bombs and sing (PLAY) <sup>Putting all my eggs in one basket</sup>

He was getting along swell until he went to the Stage Door Canteen on leave and met a beautiful girl. Right away he met a better marksman,

than he - Dan Cupid! He said "Take it easy Dan" and (PLAY) Dan just <sup>be careful it's my heart</sup> laughed and gave him the works so when the H.B. got back with his

bombardier buddies, he said "I've still got my aim for dropping eggs, but (PLAY) <sup>Stage Door Canteen</sup> And speaking of (Canteens), we're looking forward to

launching the Hollywood Canteen this coming Saturday night. ~~This~~

~~is a~~ ~~service boys on leave in Hollywood.~~ ~~the folks are going to wait righty hard to see the~~ <sup>here</sup> If any of you fellows get back that

way, be sure and drop in. We'll all be glad to see you on Saturday

~~and so will the other bombardier fellows.~~

*Wm F. Liger*

2. Thomas Johnson of Camp Croft, S.C. wants to see how well you knew your bombardier talk. For instance if a bomb is an egg, what's an incubator? By the way where is Bombay? If the Bombay is the incubator, where's the green house? Now will you distinguish between ~~a signal~~ <sup>an eager beaver</sup> and a ~~phat cracker?~~ <sup>an eager beaver?</sup>

*Chas. F. Schwartz*

3. Shirley McKay of Tampa, Florida wants us to stop right now and fight a few more of Saturday's football games - such as Purdue Versus Vanderbilt and Penn versus Harvard, and the sparks will really fly when Virginia tackles <sup>anchors enough</sup> (PLAY) North Carolina and South Carolina tangle. It's Michigan versus Michigan State, and I'm sure you fellows will be interested in the outcome of <sup>Lafayette</sup> ~~Michigan~~ versus <sup>Our Brave Old Army Team</sup> (PLAY).

~~ISH: Professor, I'll never forget that last game between Michigan State and ~~Lafayette~~ <sup>and the people call for me!</sup>~~

~~KYSER: Why, Ish! I didn't know that!~~

~~ISH: Why I was magnificent! I ran the length of that football field seventeen times!~~

~~KYSER: Did you make any touchdowns?~~

~~ISH: No, but I sold a lot of hot dogs!~~

(LAUGH)



4. When you fellows leave here you no doubt will be stationed all over the world. We're going to ask Harry Babbitt to imitate an instrument you'll hear a lot if you're stationed <sup>in Scotland</sup> "~~over Scotland~~ way".  
 (Harry - Babbitts)  
 (PLAY) <sup>of you're stationed nearby to there</sup> "Larch Lomond"

(Hester)  
 And ~~also~~ you'll see the natives dance the <sup>try - tone</sup>  
 (PLAY) And if you're stationed down Africa or Egypt way, you'll hear lots of <sup>you might</sup> (PLAY) And ~~you'll~~ see the natives dance the <sup>Justice Charms</sup> (PLAY)

*Comm. of Paper*

5. If you happen to go to Hawaii, no doubt you'll take your ukelele and serenade the native gals down there. So we might as well have a practice session right now. Here's your uke and here're the words to "Aloha." Now go to it. <sup>(play)</sup> And if the Hawaiian gals ask you to participate in one of their dances, you're going to be embarrassed if you don't know what it's all about. So here's a grass skirt and we want you to take your first <sup>dancing</sup> lesson ~~right now~~.

*Ed Schwartz*

*A. Howard Fitch*

6. Now that most all radio shows are back on the air ~~in N.Y.~~  
~~J. Lansing Michigan~~  
~~Campbell of Brooklyn N.Y.~~ wants us to tell you about the fellow

who wanted to hear a certain one hour dramatic program, so he  
turned to what he thought would be <sup>buy these</sup> (PLAY), but he ~~had~~ <sup>didn't have the right</sup>  
night, the ~~wrong~~ <sup>right</sup> hour, ~~and~~ <sup>or</sup> the ~~wrong~~ <sup>right</sup> station, so what he got was

*(Fitch Bandwagon)*

(PLAY) *(Hear)* We're holding a big labor rally for the war workers at  
Douglas Air Craft this coming Sunday ~~night~~. We'll be on the Fitch  
Band Wagon and present it as a part of that Labor Rally ~~from Douglas~~

- So we hope you'll tune in The Fitch Band Wagon this Sunday, *and hear*  
*first hand what's going on at Douglas.*

(CLASS BELL)

HIESTAND: Professor, there's the end of the second fray!

KYSER: Well great! Find out who raked in the hay!

HIESTAND: I'll pitch right in and fork over the information!

KYSER: ~~the~~ dean. <sup>quite a cute fellow</sup> Well, Ish you haven't told me whether you've had a good time in Albuquerque. Did you ride in any of the planes?

ISH: Not me. I can't stand planes they make me nauseated and I can't stand to be nauseated.

~~KYSER: Why?~~

~~ISH: It makes me sick to my stomach...~~ But I had a swell time fishing offen that battleship.

KYSER: Fishing off that battle ship! Why, Ish! That isn't a real battleship. It's only a replica of the Von Tirpitz that the boys use for target practise! And it's right in the middle of the desert!

ISH: No wonder I couldn't catch anything but sand crabs!

~~(OR - AFTER SICK TO MY STOMACH) - But I had a swell time. I swam around the battleship the Tirpitz three times this morning.~~

~~KYSER: Ish! That isn't a real battleship! It's only a dummy the bombardiers use for target practise and it's right in the middle of the desert!~~

~~ISH: Hmmm! No wonder I had to take a bath with a vacuum cleaner!~~

~~(C. C. C.)~~

15-A

HIESTAND: The winner, Professor - the number one guesser!

KYSER: Ah yes! The bombardier who deserves the cheer is...

Robert Le Bus : Ah my dear Mr.  
perfect score !, you're the winner of the  
second team. You really came in right on the beam. Set  
your sight for a final flight, here's a Lucky and here's a  
light. But while you're loadin' your incubator, here's a  
tune that's a hot potater!

5...."LIMEHOUSE BLUES".....PRODUCTION

(AUDIENCE APPLAUSE)

LUCKY STRIKE "KAY KYSER"  
COMMERCIAL #3

-7-

9/30/42

(FROM ALBUQUERQUE, N.M.)

KYSER: Now Martin Block back in New York puts himself in your  
shoes ...

(PICK UP FROM NEW YORK)

BLOCK: Friends, in the past I've told you about how I've visited  
the Lucky Strike factories, and seen the manufacturing  
processes that go into the making of Luckies, and how I've  
visited the auction sales down South, and seen the makers  
of Lucky Strike Cigarettes paying the price time after  
time to acquire those baskets of tobacco which our  
experienced buyers thought were good enough to go into the  
Lucky Strike Cigarettes you smoke. But I'm going to be  
very honest with you. If I hadn't seen these things and if  
I had never smoked a cigarette before and suddenly decided  
to start smoking, and went out to buy a pack of cigarettes,  
I might find it very difficult to decide which brand to  
try. This cigarette promises you this, and that cigarette  
promises you that ... so that it all becomes quite  
confusing.

(MORE)

-7-

9/30/42

BLOCK:  
(CONTD)

But I know that if I were to sit down quietly and think it over, it wouldn't take me long to realize that when I buy cigarettes, I'm buying tobacco ... and that the thing that would determine for me the quality of a cigarette, would be the quality of the tobacco from which it was made. We've all heard how the makers of Luckies always are willing to pay the price to acquire the finer Lucky Strike leaf, which makes Luckies such an outstanding cigarette. And knowing this, I'd certainly be most inclined to look for my smoking pleasure in the cigarette that means fine tobacco ... in Lucky Strike, so round, so firm, so fully packed ... so free and easy on the draw.

(PICK UP FROM ALBUQUERQUE, N. M.)

IV  
9/29/42  
9pm

ANNOUNCER: ~~Professor, round three is due and the boys are really flyin'!~~

KYSER: ~~Well slap my leg and call me Ryan! Yet's start the tryin'.  
Wait a minute! Ish, what's the matter with you, you act nervous. Quit biting your fingernails. Why don't you get a nail file?~~

ISH: ~~I bite nail files too.~~

KYSER: ~~But what are you so nervous about?~~

ISH: ~~Well, professor, I just invented a bombing plane that's fall proof, fool proof, bullet proof and bomb proof and the only fuel it uses is water!~~

KYSER: ~~That's wonderful, Ish!~~

ISH: ~~Yeah - now if I could only figure some way to get it off the ground!~~

~~(LAUGH)~~

KYSER: I want to say right now what a pleasure it is to be here with all you bombardier cadets and glider gang. To Col. Frank D. Hackett and Lt. Frank J. Hilling, and all you men stationed at Albuquerque Air Base, for making our visit so pleasant, our many thanks and all our good wishes. Next Wednesday night we'll be holding class for the Army, Navy, and Red Cross Nurses.

(APPLAUSE)

RIESTAND: Professor....the final exams.

KYSER: Okay, dean, shoot that starting gun, let's get goin' on that last bombinb run! And our first high flyer is \_\_\_\_\_.

(ADD FINAL EXAM).

(FINAL QUESTION ROUND - PAGE 1)

*Chas. Baughner*

1. Tomorrow marks the start of National Newspaper Week, and so to the newspaper fraternity all over the land, we say "Hats off to the Gentlemen of the Press." Barton Walker of Paterson, New Jersey says that since most morning newspapers go to press at night, it's kinda tough to be the wife of a writer on an AM paper when a big story breaks. Hubby has to call home and say I'm sorry dear, but

*doesn't be home until morning*

(PLAY) From the following abbreviations pick 3 that identify principal News Services - AP - USC - UP - WPB - INS - A & P.

*left letters*

*Robert Le Beau, you represent all the cadets here and I know that you, like the rest of them, are going to fill the shoes of such outstanding bombadiers as Mr. Scovito who came from right here and also Myron Tenigle + Eugene L. Abank, and many, many other heroes of the Bombadiers so far in this conflict. We're looking forward and rooting for all your fellows in what's ahead of you. Thank you very much for being here.*

2. There are many nationally-known and liked newspaper columns ~~conducted~~ *written* by such people as Damon Runyon, Hedda Hopper, Walter Winchell, Dorothy Kilgallen, Louella Parsons, Westbrook Pegler, and many others.

Virginia Sutton of Asheville, North Carolina, wants you to tell us which one of these says in his column (PLAY) *an invitation to you* Who is the creator of "Believe it or not?" *Pegler* Who writes "The Brighter Side?" *Damon Runyon* Is a cub reporter one who reports "The Bear Facts?"



*Chas. Baughen*

3. Some folks read the front page, others the society columns, the wantads, or the sport section. The boys at CAC Fort Barry in San Francisco say if you read the funnies, you're bound to know who this is <sup>Popeye</sup> (PLAY). And here's another well-known character of the funnies

*Little Annie Learning*

(PLAY) Does Flash Gordon play second base for the Yankees?

And as you probably know, ~~the~~ \_\_\_\_\_ quite a few funny paper heroes spend a lot of time in the air and we'd like for you to name two of them from the following list.

Tim Tyler.....Captain Yank.....Tailspin Tommy.....Superman.....Major Hoople <sup>John K. Kibb</sup> ~~and~~ General Nuisance.

*Post Le Sue*

4. In addition to these many sections and features, the fundamental function of a newspaper is to report the news - good or bad, and Mrs. Leanova Scott, of Kalgary, Texas says that even though they have to print the bad news, all papers like to print <sup>Good News</sup> (PLAY) What beloved humorist said "All I know is what I read in the papers?" <sup>(Walter Rogers)</sup> From the following list pick 2 newspaper men on Information Please - Oscar Levant, FPA, Clifton Fadiman, and John Kieran. Newspaper men are referred to as members of what estate? 4 21

(CLASS BELL)

-20-

ANNOUNCER: Professor, the judges are taking their picks!

KYSER: Well find out which one is the best of the six!

ANNOUNCER: I'll be back with the name of the H.B. before you can count one two three!

AUDREY: Professor do you know the difference between the B-<sup>18</sup>~~24~~ and a B-<sup>24</sup>~~24~~?

KYSER: Yes, little Audrey, there's a difference in sizes of the bombs they drop. For instance in bombardier language a B-<sup>18</sup>~~24~~ lays small eggs, while a B-<sup>24</sup>~~24~~ lays larger eggs!

AUDREY: <sup>Wow!</sup> ~~Wow!~~ That practically makes you a B-<sup>3700</sup>~~24~~, doesn't it!

(LAUGH)

(FANFARE)

ANNOUNCER: Professor, the winner!

-20-

~~SECRET~~ ~~CONFIDENTIAL~~ ~~IT'S A TIE~~ ~~AND~~ ~~THE~~ ~~SCORE~~

~~Congratulations~~

KYSER:

Well, look at this. It's a tie - a perfect score all the way for both contestants and therefore Sgt. Chas. Baugher and Cadet Robert LeBus both are entitled to a first prize of a \$50.00 War Bond - and because they had perfect scores they are each entitled to an additional \$25 bond - or \$75 for each one. Let me pat you on the back! You really came through with a perfect shack! And for your great bomb run you're number one. And to the other four - you each get ten dollars

in War Savings Stamps. All six get a carton of Luckies too!  
AND THEN! To all you faithful bombardiers who gave out with those shouts and cheers, a package of better than ever  
LUCKY STRIKE CIGARETTES!

(CHEERS)

9. *Lucky Strike*

(KYSER THEME "THINKING OF YOU.")

HIESTAND:

And now, ladies and gentlemen, Kay Kyser, through the courtesy of our sponsor and at the request of the United States Government, brings you a special message not over a minute and a half in length on Army Specialists. Mr. Kyser.

KYSER:

You know, this afternoon I saw a wonderful exhibition of team work... team work between a bomber crew and a ground crew handling a great piece of mechanized equipment. And in order to do this each man must be a specialist in his position. Schools like this are training men all over the country to use these mechanized weapons. Factories everywhere are busy turning out these war machines ... but, there's a third link just as ~~important~~ <sup>important</sup> as the other two ... and that's the job of keeping this equipment in top notch running order. For every plane and tank crew there are dozens of highly trained mechanics and repair men behind the lines. ~~Right now we are greatly in need of more skilled mechanics ... without which our fighters will be terribly handicapped.~~

If you are a radio repair man, an electrician, garage mechanic, watchmaker, tractor expert, or any other mechanic not engaged in war production, your country needs you because you can be quickly trained to repair arms, check bomb racks, and keep ~~the production machinery~~ <sup>all of our valuable equipment</sup> in working order. This is your opportunity to do the best work for your country where it's needed most.

If you're between the ages of 18 and 44, single, or married, go to your nearest army recruiting station and apply for enlistment as specialists. This may be your last chance as a civilian to follow your trade with the army, and believe me you specialists are the very backbone of today's warfare, and without you, our fighters and our equipment are ~~handicapped~~ <sup>terribly</sup> ~~handicapped~~ - so don't put it off fellows, Uncle Sam needs you

now.  
*App. please (Kysar Theme)*

KYSER:

~~Well, chillun, we've had a wonderful time being here with all  
of you Bombardier cadets. To Colonel Frank D. Hackett and  
Lieut. Frank J. Billing and all you men stationed at  
Albuquerque Air Base for making our visit so pleasant, our  
thanks and good wishes. Next Wednesday night we'll be  
holding school for the Army and Navy nurses. These women  
are doing a great humanitarian work and deserve all the  
help we can possibly give them and one of the greatest  
ways I know of lending our support to this branch of the  
service is by purchasing War Bonds and Stamps. It's  
the War Bonds that feed and clothe our nurses, our soldiers,  
in fact all the branches of the American military and  
naval forces. With the help of the dollars and dimes and  
pennies of every patriotic American citizen, we'll finish  
the fight our enemy started and finish it conclusively.~~

And now, this is Kay Kyser thinking of you. Thanks a  
lot for being with us - and ~~for~~  
~~Russell, Martin, Dan, and all the gang~~ - so long,  
everybody.

(~~CLIPPING~~)

(~~APPLAYS~~)

(~~CLIPPING~~)

APPLAYS e

HIESTAND: This broadcast was for the entertainment of the service men stationed at the Albuquerque Air Base and does not constitute a commercial endorsement of our product by the ~~War~~ <sup>War</sup> Department. 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. <sup>and Heston speaking</sup> This program came to you from Albuquerque and New York.

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