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(REVISED)

KAY KYSER LUCKY STRIKE ROUTINE

A. P. [unclear]
NBC - Hollywood

10-7-42

-
1. - KALAMAZOO SULLY
- COMMERCIAL ONE
- ROUND ONE
2. - *Price the Land* *Group*
3. - WONDER WHEN MY BABY'S COMIN' HOME DOROTHY
- COMMERCIAL TWO
4. - BE CAREFUL IT'S MY HEART HARRY
- STATION BREAK
- ROUND TWO
5. - I DON'T WANT TO GET WELL PRODUCTION
- COMMERCIAL THREE
6. - *Carissa* GROUP
7. - AT LAST GROUP
- FINAL ROUND
- GOVERNMENT ANNOUNCEMENT
-
8. - ~~NOBODY'S SWEETHEART~~ ORCHESTRA

WARM UP REMINDERS:

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

Rehearse audience on "Fine Kay".

As Broadcast

KAY KYSER LUCKY STRIKE ROUTINE

#237

10-7-42

NBC - Hollywood

1. - KALAMAZOO

SULLY

COMMERCIAL ONE

ROUND ONE

2. *Praise the Lord + Pass the Ammunition*

Group

3. - WONDER WHEN MY BABY'S COMIN' HOME

DOROTHY

COMMERCIAL TWO

4. - BE CAREFUL IT'S MY HEART

HARRY

STATION BREAK

ROUND TWO

5. - I DON'T WANT TO GET WELL

PRODUCTION

COMMERCIAL THREE

6. *Caravan*

GROUP

7. - AT LAST

GROUP

FINAL ROUND

GOVERNMENT ANNOUNCEMENT

8. ~~NORDELL'S BIRTHDAY~~

~~OR CENTRA~~

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

#237

Originates at N.B.C. Hollywood
(with switchovers to NBC - New York for commercials)

7:00 - 8:00 PM PWT

10:00 - 11:00 PM NWT

WEDNESDAY, October 7, 1942

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: Tonight, from Hollywood before an audience of Army, Navy and

Red Cross nurses --

LUCKY STRIKE presents KAY KYBER'S COLLEGE OF MUSICAL

KNOWLEDGE!

~~_____~~ ~~_____~~
(THINKING OF YOU - AUDIENCE APPLAUSE UP BIG)

KYSER: Evenin' folks, how y'all?

AUDIENCE: FINE, KAY! (SIGN)

KYSER: My goodness! Yes, for the first time, the college has an all-girl student body, 'cause we're holding class with some of the prettiest Army, Navy, and Red Cross nurses. Tonight we're gonna really learn something about first aid.

ISH: I ~~know~~ know all there is to know about that! I spent three years in it.

KYSER: Ish! You spent three years in First Aid?

ISH: Oh...I thought you said First Grade!

KYSER: Well, you're right, 'cause First Aid is just the kindergarten of nursing. *They gals don't mess around with no First Aid.*

~~ISH: I know all there is to know about that!~~

~~ISH: I know all there is to know about that!~~

~~ISH: I know all there is to know about that!~~

(LAUGH)

KYSER: *So* Ish, retreat! These girlies sweet are anxious to compete for the \$115 in United States War Bond Prizes! But while we're gettin' ready for the first round thriller, here's a tune that's a killer diller. Come on, chillun, yet's *do it*

1. (*KALAMAZOO?...SULLY)

(AUDIENCE APPLAUSE)

10/7/42

(FROM HOLLYWOOD, CALIF.)

KYSER: Now waitin' to speak to us is the man who sees things your way and says things your way ... Martin Block!

(PICK UP FROM NEW YORK)

BLOCK: Several months ago, I told you folks about a little investigation that I personally conducted, in which I asked people who were strangers to me, and who smoked cigarettes other than Lucky Strike, why they smoked that particular brand. Well, just the other night I conducted another little personal survey ... but this time, I asked people who were smoking Luckies what it was about Lucky Strike that they liked. And while I got several different answers, most of them revolved about one point. I was most impressed when one man said to me, "I smoke Luckies, because I've been smoking now almost for forty years, and I guess I've tried every different brand! But in forty years of smoking you learn that a cigarette can only taste as good as the tobacco ~~that's in it~~ *that's in it*." And while I'm not a tobacco expert, I can recognize the taste of that superior tobacco in Luckies."

(MORE)

KYSER: Now, waitin' to speak to us is the man who sees things your way and says things your way....

Martin Block!

(SWITCH-OVER TO NEW YORK...PICK UP COMMERCIAL NO.1.)

(APPROX. 1.30)

(RETURN CUE)

BLOCK: So round, so firm, so fully packed...so free and easy on the draw that each and every puff is truly a delight. I'm sure that you, too, will find that if you'll light a Lucky, you'll like a Lucky.

(SWITCH-OVER TO HOLLYWOOD, CALIF.)

ORCHESTRA REPRIS:

"Goodnight Ladies"

BLOCK: Well, you know, folks, I felt like throwing my arms about that man, because it was just another average smoker telling me what I have been telling you for a long time...that in a cigarette, it's the tobacco that counts, and that Lucky Strike means fine tobacco. And your enjoyment of that fine tobacco in Luckies is further enhanced by the fact that in Luckies you have a cigarette, so round, so firm, so fully packed ... so free and easy on the draw that each and every puff is truly a delight. I'm sure that you, too, will find that if you'll light a Lucky, you'll like a Lucky.

(PICK UP FROM HOLLYWOOD)

ORCHESTRA: (REPRISE....."GOODNIGHT LADIES")

hello
~~Good evening~~, ladies!

Welcome nurses!

You'd better hide your purses!

Here comes professor Kay!

Watch him ~~dance~~ and jump around.

He's as ~~naughty~~ *whacky* as a ~~monkey~~ *clown*.

He can never settle down.

He just ain't built that way!

(GIRLISH LAUGHTER)

(APPLAUSE)

SOUND: CLASS BELL.

ANNOUNCER: Professor, the girls are ready and they all look brave!

KYSER: Well put a curl in my hair and call me a Wave & I! And our
first cutie contestant is ()

(ADD FIRST EXAM)

10/7/42

(FROM HOLLYWOOD, CALIF.)

KYSER: Now, let's hear from Martin Block ...

(PICK UP FROM NEW YORK)

BLOCK: Friends, when you buy a package of cigarettes, open them, and light ~~the cigarette~~ ^{the} cigarette, as you take the first puff, what do you expect? I think I can answer that question for you. First and foremost, you expect a cigarette that is going to taste good to you. And right now, I would like to show you why I think that Lucky Strike is the cigarette for you ...

(MORE)

(FADE IN CHANT - CROWD NOISE)

RUYSDAEL: Ladies and gentlemen, we're reenacting a typical Southern tobacco auction. Tobacco for your cigarette, whatever its brand, is bought at auctions like this ...

(CHANT UP - SOLD AMERICAN AT 43)

WHISMAN: 35! (CHANT)

RUYSDAEL: There are hundreds of baskets of tobacco in this huge warehouse - and each is sold individually - sold to the highest bidder...

(CHANT UP - SOLD TO EVANS AT 38)

WHISMAN: Good tobacco, boys ... 36!

(CHANT)

RUYSDAEL: In this open competition, the better the tobacco, the livelier the bidding. And here's a basket of ripe, light, mild leaf, the kind that makes you the best cigarette. So right away the warehouseman's opening bid of 36 dollars a hundred pounds was bid up to 37 - 38 - 39 - and now Lucky Strike bids 40 - a leaf company 41 - another cigarette company 42 - an export company 43 - 43 - but Lucky Strike makes it 44 - yes, 44 dollars. Any more bids? No, it's going - going ...

(CHANT UP - SOLD AMERICAN)

(MORE)

Law Matthews

1. This one from Private Jack Kidwell, Camp Elliott, Calif., is the story of one of those service men who didn't want to get well because he was in love with a beautiful nurse - or as the service men would say - he was a "gold brick." This fellow took a look at the medicine and said (PLAY). Just then the beautiful nurse came in and said, "Did you take your medicine - and before you answer me remember (PLAY) Our nurse-sick sheik said "Truthfully, I didn't take it - I didn't need any medicine. All I need is (PLAY) Would you call him a "wolf in sheep clothing"?"

Anna Bellentine

2. For *Nurse Harding of Birmingham, Ala* here're 3 names well-known to nursing - They are Clara Barton, Florence Nightingale, and Elsie Janis. Which of these founded professional nursing, which founded the Red Cross, and which was the sweetheart of the A.E.F., and by entertaining in lots of cases, did as much good as medicine? Yes sir, all of those famous women will live forever in the memories of our fighting men. And that reminds me ^{folks listen!} we had a lot of nice things to say about the heroic deeds performed by our service ^{Boys} ~~men~~ during this and other wars but ^{she humbled herself} ~~they~~ specifically requested us not to make mention of them. I think that is really "Serving In Silence." *And it's a swell attitude gals. We're mighty proud of you.*

3. A certain nurse had a patient who was very fond of coffee and J. M. Harrison of Lawrence, Michigan says by playing the radio themes of two coffee programs you should be able to tell us the brands he was asking for. (PLAY) Can you name a star of each show?

4. Patients have their pet nurses and Lieutenant Bill Murray of San Francisco points out that nurses have their pet patients, too. One certain nurse was partial to (PLAY) And a favorite of another nurse was (PLAY) Still another nurse said "Well you can have your (_____) but as for me (PLAY) Speaking of (_____) here's Harry Babbitt. We want you to put your arm around him and sing that song to him with a lot of feeling. (PLAY)(CARD)

BLOCK: Thank you, Basil Ruysdael. And there, ladies and gentlemen, in a nutshell, you have the very best reason in the world why you should smoke Luckies. It's because no cigarette can be any better than the tobacco it contains, and by careful selection at market after market, the makers of Lucky Strike Cigarettes buy basket after basket of finer, lighter, milder leaf that has made the name Lucky Strike mean fine tobacco. One need not be a tobacco expert to fully appreciate that only through the use of quality tobacco can you obtain a quality smoke. But when independent tobacco experts... warehousemen, auctioneers, buyers ... men who we must admit are in a position to know tobacco best, indicate that they prefer Luckies two to one, it ceases to be a problem as to which cigarette one should smoke. I say to you ... "Smoke the smoke tobacco experts smoke." I say that knowing full well that your choice will automatically go to the cigarette that means fine tobacco, and that cigarette is Lucky Strike ... so round, so firm, so fully packed ... so free and easy on the draw.

(PICK UP FROM HOLLYWOOD)

5. For Private Henry McGinness of Fort Jackson, South Carolina, we're going to create a radio ward of the College of Musical Knowledge, and you're nursing several personalities. Now from the following impersonations, tell us whom you're nursing. The first patient says (KAY imitate _____). Then as you approach the next patient you are greeted with (HARRY imitate _____) And then when you get close to the third one you become frightened because he is the.... (KAY imitate _____)

6. This one from Eunice Musgrove of Beverly Hills is about a nurse who was assigned to a special ward and from this song she thinks you should be able to tell us who her patients were. (PLAY) The first thing she did when she went into that ward in the morning was to get busy with the soap and water because no _____ are allowed to have (PLAY) But suddenly as she was counting noses she let out a cry. One of the _____ was gone from his crib. So as the nurse ran around looking for him she said (PLAY) But taking care of babies is really a duty of our civilian nurses now, and believe me these ~~of~~ ^{women} are needed more and more to replace their fraternity sisters who are going into the service. (A little hand for our civilian nurses, too.) (APPLAUSE)

(CLASS BELL)

HIRSTAND: Professor that's all for our first group of nurses.

KYSER: Well find out the winner and vice versa!

HIRSTAND: I'm away! Hey hey!

AUDREY: Professor, you look pale, ^{what's the matter} don't you feel very well?

KYSER: Confidentially, little Audrey, I feel a little jittery. ~~_____~~

AUDREY: Oh I know a swell nurse if you want her, ^{to look you over.} ~~_____~~
~~help _____ into the world.~~

KYSER: Well, ~~_____~~ How much will she charge to give me an examination.

AUDREY: Well, for five dollars she'll listen to your lungs.

KYSER: Yes?

AUDREY: For ten dollars she'll listen to your heart.

KYSER: Yes?

AUDREY: And for twenty dollars she'll listen to your program.

(LAUGH)

HIRSTAND: Professor, here's the nurse that's got that first round cinched!

KYSER: Well, drive me thirty-six miles an hour and call me pinched!
If it isn't _____.

My dear _____, you've won your diploma, ^{we're gonna play a song}
Light up a Lucky but don't go home, 'cause ~~_____~~
~~that were mighty proud to have started on its way~~
~~_____~~ ~~_____~~ ~~_____~~
~~to popularity~~

- 2. (~~_____~~)
- 3. ("WONDER WHEN MY BABY'S COMIN' HOME...DOROTHY")

(AUDIENCE APPLAUSE)

KYSER: Now, let's hear from Martin Block...

(SWITCH-OVER TO NEW YORK....PICK UP COMMERCIAL NO. 2)

(APPROX. 2.45)

(RETURN CUE:)

BLOCK: I say that knowing full well that your choice will automatically go to the cigarette that means fine tobacco, and that cigarette is Lucky Strike...so round, so firm, so fully packed...so free and easy on the draw.

(SWITCH-OVER TO HOLLYWOOD, CALIF.)

4. "BE CAREFUL IT'S MY HEART".

HARRY

ORCHESTRA REPRISÉ:

March Theme

-10-

HIESTAND: So now as each nurse returns to her station
We pause for a bit of identification.

(LOCAL NBC STATION SAYS:)

"STATION X X K SALUTES THE ARMY,
NAVY AND RED CROSS NURSES".

(PLEASE TELETYPE THIS TO ALL
STATIONS CARRYING THIS PROGRAM)

KYSER MARCH.....

-10-

D

HIESTAND: Now let's lock in on Professor in a Receiving Ward, while he and Ish are studying bandage application.

NURSE: You see, professor, the foot is a very complicated part of the body and must be bandaged expertly.

KYMER: I understand.

NURSE: Now in an ordinary fracture, first you bring the bandage around the ankle, then around the instep and then around the heel.

KYMER: Yes. First the ankle and then the instep.

NURSE: (PAUSE) What about the heel?

ISH: (SLIGHT PAUSE) Who me? I can walk all right.
(LAUGH)

~~SCENE:~~ CLASS HALL

HIESTAND: Professor, the second group of nurses is ready. They think they've got the angles.

KYMER: Well, I can see they've got the curves. But yet's go.
And our first contestant is ()

(ADD SECOND EXAM)

1. This one from Miss Joan Crawford, Dayton, Ohio, is about a service boy who is devoted to his nurse because she was always singing to him. She sang him to sleep at night and she awakened him next morning with a (JULIE HUM) The nurse sang him back to health and when he got out, the first thing he did was to send her (PLAY) with a note which said "you sang your way right into my heart so (PLAY) And it wasn't long until she was singing (JULIE SING) Ah, yes. They became a devoted couple and now when he looks into her eyes he says, dear you are (PLAY).

2. Gene Lindley of Daytona Beach, Fla., reminds us that there are several characters in nursery rhymes that could have used a nurse or two and she wants you to identify the characters by some of the lines in the rhyme. For instance ~~the~~ who could have used a nurse because she had so many children she didn't know what to do.

() There's another little boy who could have used a nurse because he fell down and broke his crown. () And who was the character who needed a nurse because of an accident he had when he fell off a wall? Too bad too, ~~he~~ he was a good egg. Can you name ~~the~~ kinds of nurseries?

3. Miss Verbetta Wolfe of Sterling, Ill., says to give you 15 seconds to tell us the name of this song. (PLAY) And nursesey, for better or worse, we're gonna turn the tables on you. We want you to imagine you have a fever, so put this thermometer under your own tongue, hold your own pulse and sing this tune that's nice and hot. (PLAY)(CARD)

4. Pvt. D. L. Stuart, Army Air Base, Utah, has a feeling some service nurse's heart will go pita-pat for some service player on Saturday when Ft. Monmouth plays Lafayette in football, or when Camp Green tackles (PLAY) No doubt a Navy nurse will gnash her teeth when Georgia Naval Preflight plays Duke, Great Lakes Naval Training plays University of Pittsburgh, or Iowa Naval Preflight goes to Ann Arbor to fight (PLAY) Other games are Lake H. Naval vs University of Delaware at Wilmington, and North Carolina Naval Preflight vs. N. Carolina State.

5. Our service and red cross nurses are now spread all over the world and _____ of _____ says from the following sounds and songs, you should be able to tell us what branches of the service they are serving with. Here's the sound effect. (SOUND) Now here's a song (QUARTET) Now what branch are you with? (SOUND) Now listen again. (QUARTET) And now what division of the Army? (BOYS) By the way, speaking of Cavalry all of us are going to get out our boots and saddles, jump on our ponies and gallop out to El Paso, Texas, to hold next Wednesday's class session at Fort Bliss, ~~with the Cavalry, anti-aircraft and Artillery.~~ ~~with the Cavalry, anti-aircraft and Artillery.~~

~~And the next night we'll be with Uncle Sam's fighters at Fort Huachuca way out in Arizona. And in the meantime we hope to see some of the boys at the Hollywood Casino this coming Saturday night.~~

And the next night we'll be with Uncle Sam's fighters at Fort Huachuca way out in Arizona. And in the meantime we hope to see some of the boys at the Hollywood Casino this coming Saturday night.

6. Corporal Eugene York of Fort Georgia Wright, Washington, points out that in addition to their nursing knowledge, our gals have swell dispositions and dispense a lot of cheer, so our fellows call ^{you girls} ~~them~~. (PLAY) And because of that our boys go away - both in mind and body feeling (PLAY) And for all the wonderful work our nursing corps - both civilian and service - is doing and will continue to do - our nation says (PLAY)

(CLASS BELL)

HIESTAND: Professor, professor, that's the end of the spree.

KYSER: Well, phone me at midnight and call me M. D.

ISH: Gee whiz, that's funny.

KYSER: What's the matter, Ish?

ISH: I just had an X-ray taken of my chest. Look!

KYSER: Ish! That's not an X-ray. That's a road map of Southern California!

ISH: Oh! I wondered what those jeeps were doing in my windpipe!

HIRSTAND: Professor, professor, that's the end of the spree.

KYSER: Well, phone me at midnight and call me M.D. Ah yes, and as I see all these beautiful nurses around me, it makes me wish I had kept on with my medical career.

AUDREY: I didn't know you started out to be a doctor.

KYSER: You didn't? Why little Audrey, I was studying to be a bone specialist.

AUDREY: You should have kept it up. You've certainly got the head for it.

(LAUGH)

HIRSTAND: I've found the second winner at last.

KYSER: Give me her name and let 's make it fast. Yes, and it's () My dear () you really wrapped that one up. Here's a lucky...light that up and relax while ol' sassy Sully Mason starts to croon with the nurse's tune.....

5. I DON'T WANT TO GET WELL.....SULLY

(AUDIENCE APPLAUSE)

(FROM HOLLYWOOD, CALIF.)

KYSER: Now, chillun, it's time to listen to that Dean of
Common Sense ... Martin Block!

(PICK UP FROM NEW YORK)

BLOCK: You know, friends, we're really mighty proud that so many people who appreciate a fine smoke have come to agree with us that Lucky Strike truly means fine tobacco. Now, I've told you how time and time again the makers of Luckies at public auctions buy that fine Lucky Strike leaf. But the makers of Luckies do more than just buy fine tobacco, and then present it to you in a Lucky Strike Cigarette. We believe that any tobacco so fine is deserving of a fine setting. Which accounts for the fact that in Luckies you have a cigarette so round, so firm, so fully packed ... so free and easy on the draw. You need only roll a Lucky between your fingers just as I'm doing now to see for yourselves that it's round and firm and fully packed:

(MORE)

BLOCK: And the other night I discovered a little test you can make, to further prove that it's free and easy on the draw. Let me show you! (BUSINESS!...)
 I'm going to place ^{a Lucky} between my lips, strike a match, hold that match near the tip of the cigarette. Instead of drawing in to light the cigarette, I'm going to blow through the cigarette. And what happens? -- the match goes out. Try it yourself sometime, and then after doing that do as I'm doing now ... strike another match and light your Lucky in the usual way. That little test which you can make, will do more than anything to convince you that Luckies are truly so round, so firm, so fully packed ... so free and easy on the draw. And with each puff, you'll more truly realize that Lucky Strike means fine tobacco.

RUYSDAEL: Ladies and gentlemen, Martin Block has put the facts right on the barrel head: In a cigarette it's the tobacco that counts and Lucky Strike means fine tobacco. Remember, with men who know tobacco best, it's Luckies 2 to 1.

(PICK UP FROM HOLLYWOOD)

KYSER: Now, chillun, it's time to listen to that Dean of
Common Sense ... Martin Block!

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

(approx 1.40)

(RETURN CUE:)

RUYSDAEL: Ladies and gentlemen, Martin Block has put the facts
right on the barrel head - in a cigarette it's the
tobacco that counts and Lucky Strike means fine
tobacco. Remember, with men who know tobacco best,
it's Luckies 2 to 1.

(SWITCHOVER TO HOLLYWOOD, CALIF.)

Carson

- 6. ~~PLEASE THE LORD AND FREE THE NATION~~ GROUP
- 7. AT LAST GROUP

(AUDIENCE APPLAUSE)

ORCHESTRA REPRIS: KYSER MARCH

-17-

HIRSTAND: Professor, are you ready for the final two cuties?

KYSER: Yes, and they're really sweet patuties. Yet's get this contest won, son.

ISH: Just a minute, Professor.

KYSER: What's the matter with you, Ish?

ISH: I've got insomnia. Do you suppose one of these nurses could tell me what to do for it?

KYSER: Don't bother these nurses, Ish. Why don't you try counting sheep if you've got insomnia?

ISH: Aw, I tried that but it doesn't work. I can never get past ten sheep.

KYSER: Why?

ISH: I KEEP FALLING ASLEEP!
(LAUGHS)
(FANFARE)

HIRSTAND: We're in the stretch, Professor!

KYSER: Yes! Yet's see which nurse wins the number one purse. And the first one to try is _____.

(ADD FINAL EXAM)

-17-

1. As I look into the angelic faces of these cute little cherubs I'm reminded of angels. (Ain't they sweet?) And speaking of angels, I'm reminded of little devils. (Ain't I the one?) So, for our final exam let's go from one extreme to another and discuss angels and devils. First, Estelle Peterson of Walnut Creek, California says (PLAY). Yes, she says the _____ sing when (PLAY). One of the first and greatest pictures made of air pilots had to do with angels. Do you know the name of it?

2. I hope this one from Andy Potter in San Francisco doesn't put you in the middle. First he wants you to name this song (PLAY). Now can you name the best known opera which deals with the devil? It's by Gounod. Do you like your operas Faust or slow?

3. Step up my little _____ and face this one from Helen
 Hines of Shanghai. She says she ~~knows~~ ^{knows} ~~knows~~ ^{knows} a fellow who met a
 nurse, made a date, and went around shouting
~~In love so he went around telling everyone~~ (PLAY) Love
 blossomed and it wasn't long before he went around ~~telling~~ ^{shouting to}
 everyone (PLAY). What's the ~~usual~~ ^{difference between} Angel Food's
 cake? ~~What's~~ ^{And} Devil Food's cake?

4. Look out for this one from Ray Barker of Albuquerque, New
 Mexico. It's a good old jazz song that Ish Ka Bibble used
 to sing a lot. In fact, you might say it's a rip shorter and
 a cat's meow. ~~I~~ ^{at} ~~think~~ ~~you~~ ~~say~~ ~~the~~ ~~devil's~~ ~~name~~ ~~was~~
 potatoes. (PLAY) ~~Would you say the devil's name was~~
~~potatoes?~~
~~Who are the devil dogs?~~
 Who are the devil dogs?
 Who are the Los Angeles Angels?

CLASS BELL:

HIESTAND: The judges are ready with the winner, Professor.

KYSER: Well don't keep us waitin'...start navigatin'.

HIESTAND: Yes sir. (WIND WHISTLE)

~~_____~~
~~_____~~

~~ISH: _____~~

~~KYSER: _____~~
~~_____~~
~~_____~~

~~_____~~

~~KYSER: _____~~
~~_____~~

~~_____~~

~~KYSER: _____~~
~~_____~~

~~KYSER: _____~~
~~_____~~

~~_____~~

~~HIESTAND: _____~~

KYSER: Well well, Hallelujah, we've got the winner right off quick.
And she's (it's a tie) _____ to Helen Mathison and
Lt. Dorothy Lambert each get a first prize.

Girls, both of you
the should... So feast your eyes on the first
prize of fifty dollar United States War Bond. And to

the other four almost champs,
each get ten dollars in Saving Stamps.

(MORE)

KYSER:
(cont'd) All six get a carton of Luckies. And then! To all you
cuties, your cheers were beauties, so you each get a
package of better than ever LUCKY STRIKE CIGARETTES.
(CHEERS)

LUCKY THEME (CUT AUDIENCE COLD)

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 one
minute and a half in length on Army ~~and~~ Navy ~~and~~ ^{* Red Cross nurses,}
Mr. Kyser.

ANNOUNCER: For the last hour I've been lookin' in the faces of a group of American heroes - ~~Army~~, Navy, and Red Cross nurses, and believe me they are heroes - just as much so as our boys who fly our planes, command our ships, and fire our guns.

and also folks front
tell you

there is an immediate urgent need for thousands more trained graduate nurses like these. Why - because adequate nursing personnel is as vital a protection to our boys as the equipment they have and no one but registered nurses have sufficient training and experience to do the job. We know the hospitals and doctors of America have a problem because it is their job to keep our civilian army well... and the health of our nation is vital to the War effort. However, there are many married nurses in our country who have retired, and so we appeal to them to serve their country by going back into active duty in hospitals and with our doctors, so that you registered nurses between 21 and 40 and single can do war duty with the United States armed forces by joining the Red Cross first reserve.

There is a need for about three thousand ^{repeat} a month - nurses -- our service boys all over the world are depending on you, and we know you will not let them down -- don't put it off. Uncle Sam needs you now!

(APPLAUSE)

KAY: And now, chillun, this is Kay Kyser, thinking of you.
Thanks a lot for being with us, and so long everybody.

(APPLAUSE)

HIRSTAND: 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 Hollywood and New York.
THIS IS THE NATIONAL BROADCASTING COMPANY.

PRODUCTION RECORD:

"AS BROADCAST" - PROGRAM ON On time PROGRAM OFF On time
SWITCHOVERS TO NEW YORK FOR COMMERCIALS ok
CALIBRE OF CONTESTANTS good
SPECIAL COMMENTS _____

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

#238

Originates at Theatre #3 - Fort Bliss - El Paso, Texas
(with switchovers to NBC - New York for commercials)

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

WEDNESDAY, October 14, 1942

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 Fort Bliss in El Paso, Texas ---

LUCKY STRIKE presents KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE!

(AUDIENCE HOLLERS "YEA ARMY") ("HOORAY")

(THINKING OF YOU - AUDIENCE APPLAUSE UP BIG)

KYSER: Evenin' folks, how y'all. Well, look at us way out here in Texas with the artillery the cavalry and the anti-aircraft men at Fort Bliss. And believe me, these three fightin' branches are goin' to show the Axis what a "Fort Bliss-krieg" is like! How about it, fellahs?

AUDIENCE: CHEERS

~~_____~~
~~_____~~
~~_____~~
~~_____~~
~~_____~~

"I _____"

(LAUGH)

ISH: What did you call this place, professor?

KYSER: Bliss!

ISH: (You call it Bliss) THAT'S SILLY!

KYSER: Why is it silly?

ISH: Look, you get up at five in the morning, work out for two hours, eat breakfast, ^{9 40} ~~_____~~ miles, eat lunch, walk back ⁴⁰ ~~_____~~ miles, pull a cannon around all afternoon, practice anti-aircraft gunning until you're black in the face, play nurse-maid to a horse, get ~~_____~~ ^{hauled out by a top kick} ~~_____~~, get in bed just in time for the bugler to blow you out again. --- AND YOU CALL THAT BLISS!

(LAUGH)

KYSER:

Ish, go get back in that dunces' corner, you ~~talk~~ talk

like that you'll be a goner.

Now

here's a *trick*

that falls it all

listen one + all

! So come on, chillun, yet's

~~.....~~

1. THIS IS THE ARMY, MR. JONES.GROUP

(AUDIENCE APPLAUSE)

10/14/42

(FROM EL PASO, TEXAS)

KYSER: Now here's the man who always looks for the facts ...
All right, Martin Block,

(PICK UP FROM NEW YORK)

BLOCK: You know, friends, it's a simple matter for me to stand in front of this microphone and say to you, "with men who know tobacco best, it's Luckies two to one." But unless we stop and analyze that statement, much of its meaning is lost. On the other hand, I have no right when you tune in and wish to hear Kay Kyser entertain you, to ask you to stop and analyze anything I might say. Which is why I like to point out the true meaning underlying many of the statements you hear about Lucky Strike Cigarettes. Let's take that statement, "with men who know tobacco best, it's Luckies two to one." Just who are these men who know tobacco best. I think its interesting to note that in the tobacco industry, there are many men, not connected with any cigarette company, who have spent a lifetime buying, selling and handling tobacco. They have spent a lifetime learning what constitutes fine smoking tobacco, and by their success in the tobacco business have capably demonstrated that they are deserving of the title, "independent tobacco experts."

(MORE)

10/14/42

BLOCK: When these men attend public auctions, as they do in the course of their business day, and when they see the makers of Lucky Strike Cigarettes acquiring basket after basket of finer tobacco . . . and they can't help but see that . . . it's little wonder that when we ask these men about their preference in a cigarette, we find that with these men, Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Yes, friends, we know that no cigarette can be any better than the tobacco it contains. We know that we buy the finer tobacco for Lucky Strike. We know that finer tobacco is in the Luckies you smoke today. And we know that Luckies bear the stamp of approval of independent tobacco experts. So that your guide to the selection of a cigarette designed to give you more smoking enjoyment, becomes clearly evident in the analysis of that simple phrase, "with men who know tobacco best, it's Luckies 2 to 1."

(PICK UP FROM EL PASO)

KYSER: Now here's the man who always looks for the facts ...
all right, Martin Block.

(SWITCHOVER TO NEW YORK .. PICK UP COMMERCIAL NO. 1)
(approx 1.40)

(RETURN CUE:)

BLOCK: So that your guide to the selection of a cigarette
designed to give you more smoking enjoyment becomes
clearly evident in the analysis of that simple phrase,
with men who know tobacco best, it's Luckies two to one.

(SWITCHOVER TO FORT BLISS, EL PASO, TEXAS)

ORCHESTRA REPRIS:

Jelly Good Fellow

~~ORCH: REPRIS (HE'S A JOLLY GOOD FELLOW)~~

~~ADMISSION: [REDACTED]~~

~~WHAT THE HELL IS THIS?~~

~~WHAT THE HELL DO WE WANT?~~

~~WHAT THE HELL IS THIS?~~

~~WHAT THE HELL IS THIS?~~

~~(LOTS OF GIRLISH LAUGHTER) (APPLAUSE)~~

~~SOUND: GLASS BELL~~

~~OR~~

ORCH: REPRIS: "HE'S A JOLLY GOOD FELLOW"

ORCHESTRA: Professor's a Jolly Good Fellow,
His music is bright and it's mellow,
His jokes are so old that they smell-o
~~That~~
That, nobody can deny!

(LOTS OF GIRLISH LAUGHTER) (APPLAUSE)

SOUND: GLASS BELL

HIESTAND: Professor, the boys are all loaded and ready to go!

KYSER: Well then let's see who wins all the number one dough.
And our first fightin' contestant is _____.

(ADD FIRST EXAM)

10-14-42

1. Miss Pat Morse, Chicago, Ill. forwards us a letter she got from her boy friend stationed here at Fort Bliss. His letter reads - "Dear - _____, when I arrived here I had my choice of three branches of the service. I chose cavalry because I always loved (PLAY) I wish I hadn't now, because the first time I got on, the horse threw me and believe me (PLAY) I was mighty sore the next day, but I got back on and as I rode all I could say was "I'll sure be glad (PLAY) I thought I'd never conquer that beast, but I finally did and now I'll guarantee you (PLAY)

2. L. H. Taulman, Needles, Calif. wants to know something about the artillery and thinks you may be able to answer the question. Is a Cannon Towel used to wipe off a wet canon? Was Uncle Joe Canon a member of the U.S. Artillery, and if not he was a member of what? Is a barrage a place where they keep the jeeps? Well, we couldn't get a jeep in the class room tonight so we want you to take this pogo stick and while you're bouncing around on it, sing the words to the Jersey Bounce."
(CARD)

3. Eleanor Kinney of San Francisco, Calif. says a certain anti-aircraft gunner down here got so used to looking at the sky that he became familiar with lots of kinds of birds. For instance in a flash he knew when it was a (HARRY: WHISTLE) One look and he could tell a (BOBBY) This anti-aircraft gunner even knows the exact time (MAX: CORNY TROMBONE) He couldn't tell the different kinds of pigeons if they were flying away but the minute they started back, he knew because they were (PLAY) What kind were they?

Speaking of Flying, we're glad to have boys with us tonight from Biggs Field Army Air Base, right next to Fort Bliss. And you boys listening in the Fort Bliss Hospital right now - we'll be with you right after tonight's class session.

4. Speaking of anti-aircraft, Staff Sergeant Glen Atchison of Fort Bragg, N.C. would like for you to distinguish between antelope, ~~anti-silly~~, anti-Jamima, ^{anti up} and anti-~~germs~~. If baccilli ^{are} ~~is~~ germs, is anti-silly something to counteract germs?

CONTESTANT: What was the word again?

KAY: Anti-silly - ant - i - silly. (CARD)

CONTESTANT: You certainly are!

5. Now we're going to tell a story with sound effects and Barbara Brown of Sullivan, Indiana says if you identify the sound effects you'll tell the story. A Cavalry recruit got on an untrained (BUD) and put the () into his first pace which was (SOUND: COCONUTS) All of a sudden there was a (JACK) which made the () start to (COCONUTS FASTER). Then there was (PISTOL) and quick like a shot the horse started to (). The recruit yelled "halt" but the horse said (BUD: NEIGHS) Then the horse said "You can halt if you like, but I'm (PLAY)

6. It's football time in the college and Machinists' Mate E. I. Nyman of San Diego, Calif. points out that some terrific Texas teams are going to tear up the terrain this coming Saturday. For instance Texas Tech tackles Baylor and Texas Christian tangles with (PLAY) and Little Rock will Rock when Arkansas tussles with (PLAY) (APPLAUSE)

SOUND: CLASS BELL

HEISTAND: Professor, that's the end of ^{its tenth case} ~~the first case~~.

KYSER: Well hand me a ^{carry out} ~~box~~ and call me S.P. Find out ^{whose score} ~~whose name~~
~~we should increase~~
~~we should increase~~

HEISTAND: I'm off, but I'll be back,...quicker than you can say
 Ack ack!

ISH: Professor, did you see me riding around with all those
 Cavalrymen today?

KYSER: Yes I did, Ish. Why you were on that horse for ten hours.
 I never knew you could stay on a horse so long.

ISH: I had to!

KYSER: You had to ... why?

ISH: My pants were caught under the saddle!

~~HEISTAND: Why didn't you know anything about that?~~

~~ISH: I was riding with the Cavalrymen and...~~

~~I was riding with the Cavalrymen and...~~

~~My pants were caught under the saddle.~~

~~Heistand: Why didn't you know anything about that?~~

~~Ish: I was riding with the Cavalrymen and...~~

~~My pants were caught under the saddle.~~

~~Heistand: Why didn't you know anything about that?~~

~~Ish: I was riding with the Cavalrymen and...~~

~~Yep... him...~~

~~KYSER: ...~~

~~ISH: ...~~

(LAUGH)

HEISTAND: Professor, the winner, he really did swell.

KYSER: Well date me a blonde and call me AWOL. It's _____
 Ah, Mr. _____ you had a good score. But don't
 go away ... you gotta answer some more. So light up a
 Lucky while you wait ... the rest of the chillun have all
 got a date with a tune we ^{'re happy to have found for you.} ~~are happy to have found for you.~~

"Praise The Lord And Pass The Ammunition."

- 2. PRAISE THE LORD AND PASS THE AMMUNITION.....GROUP
- 3. WHITE CHRISTMAS.....LOU ANNE

(APPLAUSE)

We have a special guest in the college tonight - a lovely lady named Lou Anne
 Regan. Lou Ann - give the chillun a load of that swell voice of yours.

10/14/42

(FROM EL PASO, TEXAS)

KYSER: Now chillun let's listen to the man who thinks auctions -
like actions - speak louder than words ... Martin Block.

(PICK UP FROM NEW YORK)

BLOCK: In case any of you folks tuned in late, at the beginning
of our show, I took a moment to explain the importance
to you of the statement that with men who know tobacco
best, it's Luckies two to one, and how a better
understanding of that statement might bring to you
greater smoking enjoyment through Lucky Strike. But
now, with the help of Basil Ruysdael, we're going to
reenact a typical tobacco auction with independent
tobacco experts in action.

(MORE)

(CROWD NOISE - CHANT)

RUYSDAEL: Ladies and gentlemen, independent experts are here to buy, sell, and handle the leaf. The drama of the auctions is their bread and butter!

(CHANT UP - SOLD AMERICAN AT 43)

WESMAN: 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 FLEMING AT 38)

WESMAN: Good tobacco, boys ... 36! (CHANT)

RUYSDAEL: That was the warehouseman calling out the opening bid - he's an independent expert - so's the auctioneer - so are a number of the buyers. And we're going to see lively bidding for this basket of fine mild leaf. Already the opening price of 36 dollars a hundred pounds has been bid up from 36 to 37 to 38 and now Lucky Strike bids 39 - an independent buyer raises it to 40 - another cigarette company bids 41 - an independent buyer 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: You heard the auctioneer say "Sold American." You heard the warehouseman call the starting bid, and had you been in attendance at an auction like that you would also have seen independent buyers putting in their bids for those baskets of tobacco. Those buyers represent no cigarette company. The warehouseman and the auctioneer sell tobacco to anyone who wishes to buy. They are truly independent.. They all have just one boss ... Tobacco! It's just down-to-earth, common sense with these men who know tobacco best, with these tobacco experts, that the quality of a cigarette is determined by the quality of the tobacco from which it's made. Did I say "with these tobacco experts?" Say, you don't have to be an expert to realize that. It's just common horse-sense ... you can't make a good cigarette out of anything but good tobacco ... and that good tobacco, that fine Lucky Strike leaf is in every Lucky you light. Yes, sir, Lucky Strike means fine tobacco, and I know that if you will light a Lucky, you'll like a Lucky, so round, so firm, so fully packed ... so free and easy on the draw.

(PICK UP FROM EL PASO)

KYSER: Now chillun let's listen to the man who thinks auctions - like actions - speak louder than words ... Martin Block!

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

(Approx 3.00)

(RETURN CUE:)

BLOCK: Yes, sir, Lucky Strike means fine tobacco, and I know that if you will light a Lucky, you'll like a Lucky, so round, so firm, so fully packed ... so free and easy on the draw.

(SWITCHOVER TO FORT BLISS, EL PASO, TEXAS)

© not long

4. CAN'T GET OUT OF THIS MOOD

HARRY AND GROUP

Deep in the Heart of Texas

REPRISE "MARCHING ALONG"

HEISTAND: ~~To these young American fighting men,
 We give our admiration,
 whose tough but laughing warriors,
 are the heart of a mighty nation.
 No pause at this time to salute them,
 And give thanks for their devotion.
 So, fellows, here is a greeting to you
 from your station.~~

We pause for station identification

(LOCAL NBC STATION SAYS:)

"STATION X X X SALUTES THE *Army*"
~~REMEMBERANCE OF OUR BLESSED~~

(PLEASE TELETYPE THIS TO ALL
 STATIONS CARRYING THIS PROGRAM)

KYSER MARCH.....

HEISTAND: Before the second round's begun,
Professor's inspecting an artillery gun!

MAN: Yes professor, this one here is one of the smaller,
short range type, small bore. This one here has a little
larger bore. But ~~right over there~~ ^{right over there} is really
something. Biggest bore in the country!

ISH: ~~Oh~~ You should see my brother! He's a lot bigger
than I am!
(LAUGH)

SOUND: CLASS BELL

HEISTAND: The second team is ready, sire!

KYSER: Well, now you're cockin' with ack ack fire! Yet's go,
men! And number one man in number two team is(

(ADD SECOND EXAM)

1. This one from Russell Staek, Solomons, Md. is the story of that famous horse spark plug and his equally famous rider (PLAY) They enlisted in the Cavalry and were sent to Fort Bliss which is (PLAY) When he got here Spark Plug said "I ain't worried about the boots and saddle, the bridle or the reins, but I must have a blue blanket. When he was asked "why" Spark Plug replied, because I can only do my best (PLAY)

2. Here's a hum dinger from Margaret Sparks of Birmingham, Alabama. With what great rider do you associate "High Ho Silver"? And with what great rider do you associate "One if by land and two if by sea." What great rider do you associate with the rough riders? With what football team do you associate the Four Horsemen? Who said "A Horse A Horse, My Kingdom for a horse?" (BOBBY HOLLERS)

3. This afternoon we heard 3 fellows here at Fort Bliss bragging about the branches of the service they were in, and Zellie Thompson of Austin, Texas wants us to tell you about it. First fellow was in the Cavalry and he said, "I'm in the best Cavalry in the world and when we parade we're proud of our horses and our (PLAY). The next fellow said "I'm in the best anti-aircraft corps in the world and when I'm in action believe me (PLAY). The third fellow said "I'm in the best artillery corps in the world and both you boys have to take a back seat when (PLAY) Yes sir! And next Wednesday night the old college will be rolling along to Camp Haan out on the Pacific Coast. Tomorrow we'll be with Uncle Sam's fighters at Fort Huachuca out in the desert near Douglas, Arizona. Saturday - at the Hollywood Casino, and believe me it's a privilege to be with the boys.

(APPLAUSE)

10/14/42

4. When you boys ride your theme song might be "I'm riding high" but
Dorothy Alexander of Brooklyn, says for the blacksmith here at Fort Bliss, the
theme might be (PLAY). Now we know that you boy can saddle a horse in a
hurry but we want to find out if you can saddle one before Lyman Gander can
finish one chorus of "Foxy Boy". Believe it or not they're leading a real
live horse onto the lecture platform, here's your saddle and blanket so get
set - ready - aim - go.

(PLAY)

10/14/43

6. As our visiting Dean from the University of Musical Diversity tonight we have one of your own boys from Fort Bliss - Sgt. William Keel of the 10th Special Service Unit. Let's bring him in. (APPLAUSE)

Sgt. Keel is going to play a medley of three rone songs on his accordian and we'll pin a rone on you if you tell us the names of them. But first spell accordian. (PLAY) (PLAY) (PLAY)

Right now let's reach across the Rio Grande into the Republic of Mexico and shake hands with the Commander of the neighboring garrison at Juarez - General Jesus Jaime Quinones. (APPLAUSE).

5. Our visiting Dean from the University of Musical Diversity is one of your own boys whose name is _____ (APPLAUSE) (This question will be filled in as soon as you find what's down there in the way of talent, either a musician, a whistler, impersonator, or what not.) (Include here credits to Colonel E. W. Taulbee and Lieut. Wilford McCormick.)

6. Frank Manatt of Kirksville, Missouri, reminds us that the service teams are going thru some terrific football maneuvers this coming Saturday; for instance, Georgia Preflight plays Pensacola Naval, Lake Hurst Naval plays Albright, and the Great Lakes Naval in Chicago tangles with (PLAY) Camp Grant plays Bradley, North Carolina Preflight goes up against Boston College and Iowa Preflight tussles with (PLAY)

(CLASS BELL)

HIESTAND: Professor, second round is over!

KYSER: Well find out who picked the four leaf clover!

HIESTAND: Right away, sir!

AUDREY: Professor, on accounta we are here at Fort Bliss, I wrote a play called Little Red Riding Hood in the Cavalry!

KYSER: That's fine, little Audrey, but there aren't any girls here. Who's going to play little Red Riding Hood.

AUDREY: I don't know.

KYSER: Well, how about me?

AUDREY: Uh Uh!

KYSER: Oh come on, let me be Little Red Riding Hood!

AUDREY: Muh uh!

KYSER: Why not?

AUDREY: You've had too much practice as a wolf!

(LAUGH)

HIESTAND: The second round winner, professor!

KYSER: And it's _____ I My dear Mr. _____
you really knew your stuff. ^{right up} ~~_____~~ a Lucky ... ~~_____~~
~~_____~~ And get yourself a dancin' date, 'cause here's
a tune that's ^{really great} ~~_____~~

5. MANHATTAN SERENADE.....

(AUDIENCE APPLAUSE)

10/14/42

(FROM EL PASO, TEXAS)

KYSER: Now let's listen to that well-known Dean of Common Sense ... Martin Block,

(PICK UP FROM NEW YORK)

BLOCK: Say ... did you ever stop to think that whether you smoke a Lucky Strike by simply holding it in your fingers, or by placing it in a solid gold, diamond-encrusted cigarette holder, there's not a particle of difference in that cigarette. How you smoke a cigarette means nothing. What is in that cigarette means everything. That's why the makers of Luckies have done everything in their power to make the name Lucky Strike mean fine tobacco, because any way you look at it, no cigarette can be any better than the tobacco from which it's made. I suppose we could sit back and rest on our laurels, knowing that Lucky Strike brings to you that fine, light, mellow leaf. But we don't. No, sir, tobacco so good should be presented in a fine setting. And there are loads of things about a package of Luckies that I bet you never even noticed.

(MORE)

10/14/42

BLOCK: For example: Let's take a look at this unopened package of Luckies here in my hands. To open it I pull the red cellophane tab and see what happens? Only the cellophane on the top of the package comes off. I try to push the package up from the bottom but the balance of the cellophane wrapping stays firmly in place, giving added protection to the cigarettes as you carry them in your pocket, helping to keep the tobacco in every Lucky Strike just the way you like it ... so round, so firm, so fully packed ... so free and easy on the draw. Remember friends, what I have just shown you about the cellophane wrapper and how it stays in place is just an added convenience; it's just an extra. The main thing to look for in any cigarette is fine tobacco ... and since Lucky Strike means fine tobacco, why not act on that fact now?

RUYSDAEL: Ladies and gentlemen, Martin Block has laid the cards face up on the table ... In a cigarette it's the tobacco that counts and Lucky Strike means fine tobacco. No wonder that with independent experts, with men who know tobacco best, it's Luckies 2 to 1.

(PICK UP FROM EL PASO)

KYSER: Now let's listen to that well-known Dean of Common Sense ...
Martin Block!

(SWITCHOVER TO NEW YORK...PICK UP COMMERCIAL NO. 3)
(approx 1.40)

(RETURN CUE:)

RUYSDAEL: In a cigarette it's the tobacco that counts, and
Lucky Strike means fine tobacco. No wonder that with
independent experts, with men who know tobacco best,
it's Luckies two to one.

(SWITCHOVER TO FORT BLISS, EL PASO, TEXAS)

6. IDAHO.....ORCH

7. ~~SERENADE IN BLUE~~ *cut for time*.....HARRY

~~OR~~

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

(AUDIENCE APPLAUSE)

ORCHESTRA REPRIS: KYSER MARCH

HIESTAND: Professor!

KYSER: Yessir?

HIESTAND: The finalists! they're sharp as tacks and fine as tissue!

KYSER: Well, zoot my suit and call me government issue! Yet's go!
Wait a minute! Ish, what are you looking so downhearted
about?

ISH: Oh, some sergeant bawled me out!

KYSER: Why, Ish! A sergeant's not supposed to bawl you out!
Go right back and tell him a thing or two!

ISH: Not me!

KYSER: Go ahead! Why I can see you now as you approach him, your
fists are clenched!

ISH: That ain't me!

KYSER: There's fire in your eye!

ISH: That ain't me!

KYSER: You reach for him and grapple!

ISH: That ain't me!

KYSER: THEN! there's a blinding impact! -- a terrible crunch!
And a limp body flies through the air and lands in a heap
on the ground!

ISH: (PAUSE) That's me!

(LAUGH)

(FANFARE)

HIESTAND: Professor, professor, let's not delay!

KYSER: Okay, Dean Hiestand, yet's get under way! and our first
Fort Bliss finalist is..

(ADD FINAL EXAM)

1. Since we're deep in the heart of Texas, we think it's appropriate to devote our final round tonight to the biggest State in the Union - Texas - where the only thing bigger than the state is the heart of the people in it. Anne Furman of Marsland, Nebraska, says if you ask a fellow down here what he does, he will either say. "I'm an oil man, a cotton king, or (PLAY) And believe me I'm at (PLAY) Who are the Texas Rangers?"

2. Lieut. Wilford McCormick admits ~~unless you've been to it~~, the days are ~~pretty good in~~ *really great in* the Texas ~~area~~, but there's nothing that beats the evenings (PLAY) Who was Tex Rickard? Who is Ma Ferguson? And which Texas Governor do you associate with "pass the biscuits pappy."

3. Name this song for Betty Chills of Jacksonville, Florida, and tell us in what Texas city it is located (PLAY) (~~On the 42nd St. - San Antonio~~)
 Who was Stella Dallas? What Texas city was named after a fighting fellow named "Sam"? ~~What Sam was Vice President of the U.S. lives in~~
 ? Was Sam _____ Walter _____'s uncle? You being an Army man stationed in Texas, should be able to identify three well known Sams. ~~Sam Houston, Sam Brown Belt ... Sam Houston and Jimmy~~

4. And now for our last question using "Texas" the State of courageous men, cowboys, car hops, and cotton, the State that believes in work, play and beautiful women. In fact _____ says the Texas men believe (PLAY) ^{Speaking of beautiful women,} Movie land can thank Texas for some of its most glamorous gals.- In addition to Joan Crawford, Linda Darnell, Kitty Foyle got her start there, the Umph Girl, and My heart belongs to Daddy. Who are they? Does the "I want to be alone" star come from the Lone Star state?

(CLASS BELL)

HIESTAND: Professor, the judges are ready to choose!

KYSER: Well, hurry Dean, and bring the good news!

SOUND: HORSES HOOPS, ~~GENERAL ANNOUNCEMENT AS HORSE IS FINISHING~~

SUBJECT

HIESTAND: (SNORTS A COUPLE OF TIMES)

KYSER: Oh, Ish! Now what's the matter!

ISH: Oh, I'm trying to saddle this horse and I can't fasten
this strap under his stomach!

KYSER: Strap!? That's a cinch!

ISH: Not if the horse is ticklish!

~~ANNOUNCEMENT (HORSE LAUGH)~~

(LAUGH)

(FANFARE)

HIESTAND: The winner, professor!

KYSER: And it's _____! Congratulations, my dear
_____. YOU'RE the big duck in our
small pond, so you collect the \$50. United States War Bond!
And to second high for a great try, this \$25. bond. And
what's more...the other four...each get ten dollars in
War Stamps. All six get a carton of Luckies. And then
to all you other cavaliers, artillerymen and anti-aircrafters,
for your cheers that ~~filled~~^{rocked} the old school rafters, a
package of better than ever LUCKY STRIKE CIGARETTES!

(CHEERS)

LONG FANFARE (CUT AUDIENCE COLD)

Nobody's Sweetheart

10/14/42

EYER: Well, that's about all until next Wednesday night when we'll be holdin' class with the Anti-Aircraft and Artillery boys at Camp Haan. Say -- all you fellows here have been wonderful to us and we want to express our gratitude to all of you, especially Colonel E. W. Tolby, Commanding Officer at Fort Bliss, General Innis P. Swift Commanding General of the First Cavalry Division and General James C. Crawford, Commanding General of the Anti-Aircraft Training Center. We'll never forget your hospitality gang.

And now, this is Kay Eyer, thinking of you. Thanks a lot for being with us and so long everybody.

(APPLAUSE)

LUCKY THREE

(APPLAUSE) (KEEP IT GOING)

~~_____~~

~~_____ for being _____ and _____ anybody.~~

~~_____~~

LUCKY THEME

HIESTAND: This broadcast was for the entertainment of the men stationed here and does not ~~necessarily~~ constitute an endorsement of our product by the War 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.

See Hiestand speaking

This program came to you from El Paso, Texas and New York.

THIS IS THE NATIONAL BROADCASTING COMPANY.

PRODUCTION RECORD:

"AS BROADCAST" - PROGRAM ON 6 sec late PROGRAM OFF on time

SWITCHOVERS TO NEW YORK FOR COMMERCIALS OK

CALIBRE OF CONTESTANTS _____

SPECIAL COMMENTS _____

KAY KYSER LUCKY STRIKE ROUTINE

As Broadcast

10/21/42

Camp Hann, California

1. STOMPING AT THE SAVOY ORCHESTRA
- COMMERCIAL ONE
- ROUND ONE
2. MR. FIVE BY FIVE ORCHESTRA WITH GROUP
3. I CAME HERE TO TALK FOR JOE HARRY
- COMMERCIAL TWO
4. WHEN THE LIGHTS GO ON AGAIN LOU ANN REGAN
- STATION BREAK
- ROUND TWO
5. PRAISE THE LORD AND PASS THE AMMUNITION PRODUCTION
- COMMERCIAL THREE
- 5.7 I MET HER ON MONDAY HARRY & TRUDY
- 5.6 KALAMAZOO SULLY
- FINAL ROUND
- GOVERNMENT ANNOUNCEMENT
8. ROSALIE ORCHESTRA

WARM UP REMINDERS

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

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

#239

Originates at War Dept. Theatre - Camp Haan - Riverside, California
(with switchovers to NBC - New York for commercials)

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

WEDNESDAY, October 21, 1942

HEISTAND: Smoke the smoke tobacco experts smoke!

(BOONE: CHANT ENDING SOLD AMERICAN - 45 to 48 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 Camp Haan in Riverside, California----

LUCKY STRIKE presents KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE!

H-A-A-N
(AUDIENCE HOLLERS "HOORAY!")

(THINKING OF YOU - AUDIENCE APPLAUSE UP BIG)

KYSER: Evenin' folks, how y'all?

AUDIENCE: Fine, Kay! How are you?

KYSER: Well, I'm wonderful, thanks! And who wouldn't feel wonderful in a school room packed to the rafters with these anti-crafters? Why, we've even got some anti-aircraft guns right up here on the stage!

ISH: Those aren't anti-aircraft guns, professor. They're special guns to keep you from talkin' too much.

KYSER: Special guns to keep me from talking too much?

ISH: Yeah -- they're anti-hot aircraft guns!

KYSER: Why, Ish! How you talk! I demand more respect from my students than that! You are lookin' at a highly respected man!

ISH: I am?

KYSER: Of course! Don't you know that when I was ~~in the theatre~~ ^{in the theatre} ~~on the stage~~ ^{stage} they called me the ~~king~~ ^{soft} of the ~~stage~~ ^{stage}? And when I ~~directed~~ ^{directed} ~~the symphony~~ ^{the symphony} I was called ~~captain of the classes~~ ^{captain of the classes} ~~and~~ ^{and} ~~now that I'm~~ ⁱⁿ ~~on~~ ⁱⁿ radio ~~shows~~ ^{shows}....

ISH: They call you the ~~Salt~~ ^{Cornel of Corn}!

(LAUGH)

KYSER: Ish-ka-bibble! Stop your drivell! Right now these Camp Hahnners are ready to compete for highest honors and \$115. in War Bond Prizes! But while they're giving their books a last glance, come, chillun, and yet's dance!

1. "STOMPING AT THE SAVOY".....BAND

(AUDIENCE APPLAUSE)

(FROM RIVERSIDE, CALIF.)

KYSER: Now, chillun, let's listen to that Dean of Common Sense,
Martin Block.

(PICK UP FROM NEW YORK)

BLOCK: Friends, many times you've heard me use the expression
 "that fine Lucky Strike tobacco" ~~and if you were to take~~
~~any encyclopedia that listed the names of all the~~
~~different types of tobacco, you wouldn't find anything~~
~~that slightly resembles the name Lucky Strike tobacco~~
~~"Why do we say that Lucky Strike tobacco" and what do we~~
 I mean by ^{Lucky Strike tobacco} "it?" Truthfully, ^(perhaps you've wondered) that's a phrase that
 one hears in the tobacco country - a phrase that I think
 is very applicable because since Lucky Strike means fine
 tobacco, and it is fine tobacco we buy, I, personally,
 like to think of that fine, light, mild leaf as Lucky
 Strike tobacco and that's one good reason why I smoke
 Luckies myself. But here's Basil Ruyadael to show you
 what effect that "good Lucky Strike tobacco" has on the
 hardest-to-please smokers in the land - the independent
 tobacco experts.

(MORE)

RUYSDAEL: Well, ladies and gentlemen, every year at markets all over the South, the independent tobacco experts, who attend the auctions, obviously see just who buys what tobacco, and their approval of the tobaccos we buy - the riper, lighter, milder Lucky Strike tobacco - is clearly shown by their own overwhelming preference for Lucky Strike. In fact, sworn records show that among independent tobacco experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1. Smokers, you know that in a cigarette, it's the tobacco that counts. Yes, you know that better tobacco means a better smoke. So, why not act on the fact that the experts' approval goes to Luckies by a wide, wide margin? Remember, the smoke tobacco experts smoke, Lucky Strike, means fine tobacco - so round, so firm, so fully packed - so free and easy on the draw.

(PICK UP FROM RIVERSIDE, CALIF.)

KYSER: Now, Chillun, let's listen to that Dean of Common Sense,
Martin Block.

(SWITCHOVER TO NEW YORK...PICK UP COMMERCIAL NO.1

(approx 1.40)

(RETURN CUE:)

HUYSDAEL: Remember, the smoke tobacco experts smoke, Lucky Strike,
means fine tobacco - so round, so firm, so fully packed -
so free and easy on the draw.

(SWITCHOVER TO CAMP HAAN, CALIFORNIA)

ORCHESTRA REPRIS: "MY BONNIE LIES OVER THE OCEAN"

~~ORCHESTRA: REPRISÉ "HATE HATE THE GANG'S ALL HERE"~~

~~AUDIENCE: Hooray, professor's here!~~

~~What the heck is he doing~~

~~What the heck is he doing!~~

~~Well, well, professor's here!~~

~~So what the heck is he doing now!~~

(APPLAUSE)

ORCH: REPRISÉ "MY BONNIE LIES OVER THE OCEAN."

ORCHESTRA: Kay Kyser has nerves made of steel,

A brass Leaded
~~He's a~~ iron hearted sap

But the old 'fessor's joints are so rusty,

He ought to be turned in for scrap!

(GIRLISH LAUGHTER)

(APPLAUSE)

SOUND: (GLASS BELL)

HOSTESS: Professor, the contestants are ready ^{but} ~~and~~ they really look *good*

KYSER: ~~Well,~~ *give me a gold star & call me "Shave Tail"*
~~let's~~

~~and~~ ^{*Our*} ~~and~~ number one
contestant in the first round is _____.

()

[ADD FIRST EXAM]

1. From Miss Alice Breton of El Paso, Texas, comes the story of one of your buddies on leave. This story takes place aboard the (PLAY) Our soldier on leave got a little hungry so he headed for the (PLAY) He shared a table with a lovely young thing. It was love at first sight and pretty soon it was (PLAY) But the soldier started flirting with another ^{soldier} ~~girl~~ in the same car. So, ^{soldier boy} ~~leaving~~ number one ^{got} ~~up~~ ~~and~~ ~~dejectedly~~ ~~walked~~ ~~away~~ ~~unhappily~~ ~~for~~ ~~hours~~ ~~and~~ ~~did~~ ~~not~~ ~~know~~ ~~to~~ ~~release~~ ~~his~~ ~~hands~~ ~~for~~ ~~just~~ ~~a~~ ~~moment~~. ~~He~~ ~~did~~ ~~not~~ ~~know~~ ~~that~~ ~~seconds~~ ~~later~~ ~~the~~ ~~flirting~~ ~~soldier~~ ~~was~~ ~~sporting~~ ~~a~~ ~~pair~~ ~~of~~ (PLAY)

2. Some of radio's outstanding comedians are closely associated with certain towns, so for Roy Mack of Fort Banning, Georgia, tell us which one you would associate with Waukegan. And what well-known comedy team would you expect to see if you went to Wistful Vista? And while we're visiting we might as well stop off at Pine Ridge, Ark. to see whom? And now for our last stop it's Summerfield.

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3. Miss Dottie Weaver of Williamsport, Pa., is sure you know the name of a song that goes something like this (PLAY) (Kay hums _____). (GARD) Now would you sing a little of that song for us? (PLAY) (Kay stops him). Now in the lyrics to that song was the gal knocked-kneed, pigeoned-toed, freckled face, left-handed or two-faced? Now here's a Kazoo and with orchestra accompaniment, we really want you to get hot, on Kala-Kazoo.

4. Pvt. G. T. McAdams of the U. S. Marines is sure you're familiar with the News Reels so listen and tell us which one you think is coming on now. (PLAY) Is that Pathe News, Hearst Metrotone, Fox Movietone, Paramount News or what? Now which one is going off? (PLAY) Can you name one commentator commonly heard in news reels?

5. Now we want you to meet our visiting beans from the University of Musical Diversity. They are four of your own buddies stationed right here at Camp Haan, all former members of big name bands. They are Corporal Homer Tanner, Private Don Ferris, Private Jack Marshall, and Private Amps Jackson. Let's bring the boys in. (AP LAUGH) These boys are members of one of the finest rhythm groups we have ever heard. Right now they're going to play three tunes and we want you to tell us the names of them. (PLAY) (PLAY) (PLAY)

5. Now we want you to meet our visiting dean from the University of Musical Diversity. He is one of your own buddies stationed right here at Camp Haan, Private Jack Marshall! (MARSHALL ENTERS WITH APPLAUSE)

Now Private Marshall is going to play three numbers on his guitar and _____ of _____ says you should be able to tell us the titles of them. (PLAY-PLAY-PLAY)

6. This coming Saturday football will be going hot and heavy all over the land. For instance, the boys at Sawtell, California, point out that Cornell plays Syracuse, Alabama tackles Kentucky - it's Duke vs Pittsburgh, and it's Dartmouth vs (PLAY) The Old Alma Mater plays Tulane. The question - where? The answer (PLAY) Also on Saturday, it's ~~North Carolina~~ vs ~~Oregon State~~ ^{Arizona} and Notre Dame goes to Champaign to fight (PLAY)

(APPLAUSE)

(SOUND: CLASS BELL)

HIESTAND: Professor, the first round is over and the judges are debatin'.

KYSER: Well, tell 'em all to hurry up ... they shouldn't keep us waitin'.

HIESTAND: I'm practically on my way back.

ISH: (LAUGHS)

KYSER: Ish, what are you so happy about?

ISH: I just got a letter from my girl in San Pedro.

KYSER: Does she still love you?

ISH: Oh sure -- she don't have time to go out with any other fellahs on account she is kept very busy with her new job.

KYSER: That's fine!

ISH: Yeah -- look how she spells job, G - O - B!

(LAUGH)

~~_____~~

~~_____~~ Professor, are you going to the masquerade ball after the program tonight.

~~_____~~ _____ and incidentally arranged to suppress to go disguised as a piece of camp equipment.

~~_____~~ What are you going to go as?

~~_____~~ I'm going as _____.

~~_____~~ Oh -- a new _____!

(LAUGH)

KYSER: Dean Hiestand, what kept you so long ... you been fishin'?

HIESTAND: Why no sir, I was waiting for this judge's decision.

KYSER: And the learned gentlemen declare that the winner is ... none other than _____.

KYSER: Congratulations my dear Mr. _____.

Let me pat you on the back, you really put on a dandy
ack! (LAUGHS) Get it, fellahs, "a dandy ACK"?

BOBBY: (YELLS) 'TAIN'T FUNNY, MCKYSER!

KYSER: Don't pay any attention to him Mr. _____.

Have a Lucky, set your sight.....get ready for the final
fight... ..while we play a tune that's really bright!

2. *Mr & by v* *Group*
~~.....~~

3. I CAME HERE TO TALK FOR JOE.....HARRY

(AUDIENCE APPLAUSE)

10/21/42

(FROM RIVERSIDE, CALIF.)

KYSER: Now here's Martin Block to put the facts squarely on the line ...

(PICK UP FROM NEW YORK)

BLOCK: Friends, I spent a most interesting couple of hours at the zoo in Central Park recently. And watching the zebras, and the leopards, and the other animals, I noticed a most interesting thing ... that every animal has its own distinguishing mark. The zebra has its stripes, the leopard has its spots ... and practically everything that we come in contact with, has its distinguishing mark. But if you were to look at a cigarette out of each of several packages of well-known brands, conceal their names, and try and tell one from another, you'd have a pretty hard time of it. Really, friends, there's just one way to select a fine cigarette. You all know that no cigarette can be any better than the tobacco from which it's made. You all know that in a cigarette, it's the tobacco that counts. Well, the distinguishing mark of a fine cigarette is fine tobacco. Let's see how the makers of Lucky Strike go about acquiring that fine tobacco.

(MORE)

(CROWD NOISE - CHANT)

RUYSDAEL: Ladies and gentlemen, the ability to select the right leaf is the important thing in buying tobacco. At auctions like this typical auction we're reenacting, the Lucky Strike buyer never bids ⁱⁿ til' he's thoroughly examined the leaf.

(CHANT UP - SOLD TO X AT 41)

WHSMAN: 34! (CHANT)

RUYSDAEL: As you know, each basket of tobacco is sold individually - so, hundreds of times each day at the auctions the Lucky Strike buyer must decide "yes" or "no," according to the quality of the leaf for sale.

(CHANT UP - SOLD TO Y AT 40)

WHSMAN: Good tobacco, boys ... 41! (CHANT)

RUYSDAEL: The warehouseman starts this basket at 41 dollars a hundred pounds - and, ladies and gentlemen, the Lucky Strike buyer who's been eagerly examining the texture, color, quality of this leaf, raises the bid to 42 - another cigarette company bids 43 - and now Lucky Strike comes back with 44 - that other cigarette company 45 - a leaf company 46. You bet this is good tobacco - they all want it! It's 47 dollars now bid by an expert company - but Lucky Strike raises it to 48 - 48 dollars - and I think - yes - it's going - going to Lucky Strike.

(SOLD AMERICAN)

(MORE)

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BLOCK: Our buyers, ladies and gentlemen, had no trouble recognizing that last basket of tobacco as the kind of fine ripe mild leaf that belonged in Lucky Strike cigarettes. And by selecting that fine leaf, we've made the name Lucky Strike mean fine tobacco. You can't get away from it; in a cigarette, it's the tobacco that counts; no cigarette can be any better than the tobacco from which it's made. Yes sir, the most important distinguishing mark about a cigarette is the quality of the tobacco it contains. And you can just bet your bottom dollar that whenever you see a smoker light a Lucky, you can mark him down as a man who appreciates the quality leaf in Lucky Strike Cigarettes.

(PICK UP FROM RIVERSIDE, CALIF.)

KYSER: Now here's Martin Block to put the facts squarely on the line.

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

(approx. 2.45)

(RETURN CUE:)

BLOCK: And you can just bet your bottom dollar that whenever you see a smoker light a Lucky, you can mark him down as a man who appreciates the quality leaf in Lucky Strike cigarettes.

(SWITCHOVER TO CAMP HAAN, CALIFORNIA)

Regan

4. WHEN THE LIGHTS GO ON AGAIN.....LOU ANNE REGAN

REPRISE "THE CAISSONS GO ROLLING ALONG"

HIESTAND: We pause for station identification.

LOCAL NBC STATION SAYS:

"STATION ~~XXX~~ SALUTES THE ANTI-AIRCRAFT
AND THE COAST ARTILLERY"

KYSER MARCH.....

HIESTAND: Professor, the second exam is just about due.

KYSER: But wait til I ask Ish a thing or two.

Ish, I thought I saw you walking around in a uniform today.

ISH: Yeah -- I had a special uniform made to wear at Camp Haan -- full
draps, olive drab -- but the Commanding Officer made me take it off!

KYSER: What's the matter -- didn't he like the draps on the drab?

ISH: It wasn't that! He didn't like the droop on the drip!

(LAUGH)

SOUND: CLASS BELL

HIESTAND: Ready, professor?

KYSER: All set! Yet's go! And the first contestant on number two team is

(ADD SECOND EXAM)

MYSER: We met an old friend of ours here at Camp Haan, a chap who has been heard on the Old College many times. He is Private Phil Kramer. Phil, ^{come} over here and tell us about the life at Camp Haan.

KRAMER: Why, Professor, it's delightful here. For instance, last night, after a gay evening of gin rummy with the colonel, my chum, the top serfeant, drove me to my quarters. We chatted until dawn, and finally he said:

| | | | |
|---------|----------------------------|---|--------------------|
| JACK: | Oh, Philsy Philsy! |) | |
| | |) | ALL VERY SWEET AND |
| KRAMER: | Yes, Sargy Sargy. |) | SING-SONGY |
| | |) | |
| JACK: | It's time to go beddy bye! |) | |

KRAMER: I had misplaced my pajamas so he gave me a (PLAY). And after tucking me in bed, the Sarg stood over me and sang (PLAY). And he sang to me until I was fast asleep. Then about noon today I arose and ...

MYSER: Noon? Doesn't the bugler blow you out of bed at four?

KRAMER: Oh no! A quartet stands outside your tent and sings (PLAY). So after breakfast in bed, I called the general's daughter and made a tea date ...

MYSER: Now wait a minute, Phil! Is this the regular routine in the army?

KRAMER: No, but I can dream, can't I?

1. This one from _____ of _____ is about one of your buddies who got his anti-aircraft training here at Camp Hann. Now he is stationed in the east where he is guarding (PLAY) He had only been there a few days when he met a (PLAY) He lost his heart to her when she sang him a (PLAY) And now if you'll identify this radio program theme you'll know what your buddy has been on ever since he fell in love. (PLAY)

2. Here's a great one from Lily Anne of Great Lakes, Illinois. We want you to put the right girls in the following songs (HARRY SINGS) And now straighten us out on this one (GROUP SINGS) Now Sully Mason is a little mixed up, so straighten him out on this one (SULLY SINGS) In that song "Frankie and Johnny", which was the girl?

4. Mr. H. K. Myser of Thomastown, N. C. says you should have no trouble in distinguishing between a major and a majorette. Tho are major Bowers and major Soople. Same a star of the picture called "The Major and the Minor."

3. Speaking of singing, _____ of _____ tells about the fellow who wanted to hear a certain girl sing her theme so he tuned to what he thought would be (PLAY) But he didn't have the right night, the right hour, or the right station, so he got a fellow singing (PLAY) Can you name two other radio personalities associated with burnt cork? Where is the County of Cork? What does a person mean when he says he's "corked"?

4. We imagine you've been to Hollywood at some time or other on furlough so we'd like for you to listen for the following little episode and identify at least three well known Hollywood movie stars. Now _____ of _____ says that two autograph collectors were standing in front of the Brown Derby one day when several lovely actresses came out. One autograph hound said to the other, "Let's SALLY up to them ANN see if UNA who they are. I'll BETTE the JANE with the prstty HEDY hair will SHIRLEY give me her autograph.

HIESTAND: Professor, professor, that's the end of the spree.

KYSER: Well, phone me at midnight and call me M. D.

ISH: Gee whiz, that's funny.

KYSER: What's the matter, Ish?

ISH: I just had an X-ray taken of my chest. Look!

KYSER: Ish! That's not an X-ray. That's a road map of Southern California!

ISH: Oh! I wondered what those jesus were doing in my windpipe!

5. We have another visiting dean from our University of Musical Diversity - a highly specialized artist from your own ranks right here at Camp Haan. He's Private Don Ferris and he plays a piano like you've never heard it played before. Come on in, Don! (FERRIS ENTERS - APPLAUSE) Now Private Ferris is going to ramble his ten dainty fingers over 88 notes of music and we want you to tell us what comes out. Alright, Private Chopin, go to it. (PLAY-PLAY-PLAY) (APPLAUSE) Ah, Private Ferris, you wheeled around on that stool and kept us dizzy while your fingers were busy. Now, if that piano has cooled off sufficiently, you can give it back to Lyman Gardee for any little tune that might be handy. Thanks again Don Ferris!

6. And now back to Saturday's football games for a moment.

_____ of _____ reminds us it's Princeton vs. Brown in the East and on the west coast it's Stanford vs. (PLAY) ^{Wisconsin} Perdue plays ~~Law~~ in the middle west, U.C.L.A. vs. Oregon in the West and in the East it's ^{Harvard} ~~Pennsylvania~~ vs. (PLAY) (APPLAUSE)

(SOUND: CLASS BELL)

And speaking of bands -- we have a group of army nurses with us tonight. How about a little hand for the nurses, fellows? (APPLAUSE)
Ish Kabibble, you should get yourself a nurse for a girl friend and get healthy!

ISH: No, sir. Not for me.

KYSER: She'd really fatten you up. She'd see that you got good rich butter every day.

ISH: No, sir! Not for me.

KYSER: She's see that you got some good rich milk every day.

ISH: That ain't for me.

KYSER: And she'd get you some good rich cream every day.

ISH: Show me one that can get me some Goodrich tires and I'll marry her!

(LAUGH)

Well hand me
~~Shall I stand out~~

HIESTAND: Professor, professor, bout two is through! ~~Shall I stand out~~
the winner like ^{you} usually do?

~~KYSER: Why, damn, there is only one man for that job and that man is you!~~

HIESTAND: Ah, rapture! Ah, bliss! Ah happy happy me! Ah, joy!...

BOBBY: (YELLS) Abhhh shuddup!

KYSER: Quiet in the class room, please! Well, little Audrey, have you managed to find something to entertain you?

AUDREY: Oh sure. I've made a lot of money selling sugar cookies to the soldiers.

KYSER: You're not supposed to do that!

AUDREY: I know it. I guess I'm just an old cookie bookie!

KYSER: Audrey, I'm ashamed of you.

AUDREY: Well, Ish Ka Bibble is worse than I am.

KYSER: What have you been doing, Ish?

ISH: Oh, I picked up a few dollars writing passes for fellahs that are AWOL, you know -- the fellahs who play hookey.

KYSER: Why, Ishkabibble! You know what that makes you?

ISH: Yeah -- a hookey bookie!

(LAUGH)

HIESTAND: I'm back with the winner's name, sir, looky!

KYSER: Well make me a recruitin' sergeant and call me "Rookie Bookie!" Our second winner is ^{and wait for the finals ... Right}
Light up a Lucky, sir, ~~then take your pipe~~ ^{now}
we're going to ~~play our game~~ ^{Play our number one recording} ~~right at "Dor Fisher's Place"~~.

5. ~~"DOR FISHER'S PLACE"~~.....PRODUCTION
Praise the Lord

(AUDIENCE APPLAUSE)

10/21/42

(FROM RIVERSIDE, CALIF.)

KYSER: Now, chillun, here's Martin Block...

(PICK UP FROM NEW YORK)

BLOCK: You know, folks, when I say to you, that in a cigarette, it's the tobacco that counts, and Lucky Strike means fine tobacco, since I'm frank to admit that I'm just an average, every-day smoker, with absolutely no technical knowledge about tobacco, it's your right to say to me, "How do you know that Lucky Strike means fine tobacco?" My answer to that, friends, is very simple. ~~Forgetting about the wonderful public response to Lucky Strike cigarettes, forgetting about anything that I've been told, or anything that I've even seen with my own eyes~~

Defact I need only refer you to the opinion of independent tobacco experts, men who have spent practically their whole lives in the tobacco business. ~~And I think that that should prove convincing.~~

(MORE)

10/21/42

BLOCK: For example, Robert Nash Cooper, of Washington, North Carolina says, "I've been selling tobacco as an auctioneer for twenty-three years. In every section of the tobacco belt, where I sell tobacco, I've noticed most of the tobacco men smoking Luckies. And when you see so many men who know tobacco smoking the same cigarette, there must be a ^{roughly} good reason for it. As far as I'm concerned, good tobacco makes a good cigarette. In fact, that's a fundamental law that every smoker understands. And as an independent tobacco auctioneer, I've seen the makers of Luckies consistently selecting the choicest tobacco in the house." And Bob sums it all up by saying: "I'll be doggoned if I can see what more anyone can ask for in a cigarette." Well, Bob, that's being pretty frank, and right to the point. Friends, when the opinions of the independent tobacco experts are expressed by their preference of Luckies over all other cigarettes by a very wide margin, and when we realize that these men attending the auctions can't help but see who buys what tobacco ... I think it all adds up to just one thing. Since in a cigarette, it's the tobacco that counts, and Lucky Strike means fine tobacco, Luckies are the cigarette you should smoke. You'll find that to light a Lucky is to like a Lucky.

(PICK UP FROM RIVERSIDE, CALIF.)

KYSER: Now, chillun, here's Martin Block.....

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

(approx. 1.40)

(RETURN CUE:)

BLOCK: Since, in a cigarette, it's the tobacco that counts, and Lucky Strike means fine tobacco, Luckies are the cigarette you should smoke. You'll find that to light a Lucky is to like a Lucky.

(SWITCHOVER TO CAMP HAAN, CALIFORNIA)

1.7
1.4

I MET HER ON MONDAY
KALAMAZOO

HARRY AND TRUDY.
SULLY

(AUDIENCE APPLAUSE)

ORCHESTRA REPRIS: KYSER MARCH

HIESTAND: The finalists, professor!

KYSER: Well, get 'em right up here, Dean, yet's get started!

ISH: Professor, can I be excused early? I want to take and go over to Riverside to see my aunt.

KYSER: Ish! Watch your grammar! I am going to Riverside! *you going to Riverside*

ISH: Why? Does your aunt live there too?

KYSER: You don't understand! You are not going to take and go over to Riverside. You are going to Riverside!

ISH: That's what I say. I'm going to take and go over to Riverside!

KYSER: Ish! ~~You should know better!~~ And every time you say what you just said I am going to give you a swift kick! Now! What are you going to do!

ISH: I'm going to take and go over to Riverside!

SOUND: WHACK

ISH: OWW!

KYSER: What are you going to do?

ISH: I just told you I'm going to take and go over to Riverside.

SOUND: WHACK

ISH: OWWCH!

KYSER: What?

ISH: I'm going to take and go over...

SOUND: WHACK

ISH: OOOOOOH!

KYSER: Ish! What are you going to do!

ISH: If my pants hold out, I'm going to take and go over to Riverside!

(LAUGH)

KYSER: Oh what's the use! Dean, take and go over and bring the finalists!

HIESTAND: They are here!
(FANFARE)

KYSER: Yes! And number one is contestant number _____

(ADD FINAL EXAM)

1. On October 21, 1879 Thomas A. Edison completed the first incandescent light and the world will be forever grateful to him for his accomplishment. Since this is the anniversary of light, we'd like to devote our final round to it.

John Comar, of Tulsa, Oklahoma says that before 1879 and even now in many instances due to dim-outs and black-outs, we get along (PLAY)

Which of these is an orchestra leader - Enoch Light, Lightin' and Light Horse Harry. ~~Who are the other two?~~

2. Tell Miss Lucille Glabach of Long Island, New York, what kind of light is included in the lyrics to this song (PLAY) What's the difference between head-lights and light-headed? What's meant by the expression "Don't hide your light under a bushel"?

3. There's sun-light and moon-light. Now Miss Virginia Phillis of Los Angeles, ~~California,~~ wants you to tell us what kind of light this song is about (PLAY) Which of these is a book, which is a poem and which is a song and a radio program - The Charge of the Light Brigade, Green Light, and Lights Out,

4. Here're some lights that don't shine these days - Tell Miss Marilyn McGowan of Grosse Pointe, Michigan what they are (PLAY) The greatest collection of light bulbs on any one street in the world ~~are~~ turned off these days. Where? Who was the star of the light that failed?

(SOUND: CLASS BELL)

HESTER: Professor, shall I get the judge's decision?

BYRON: Go right ahead, Dean, you have my permission.

JULIE, what's that funny looking thing you're knittin' in such a hurry?

JULIE: It's a sweater for a Camp Mass soldier I'm going out with tonight.

BYRON: But, Julie! The sweater hasn't any arm holes. How can the soldier move his arms! You don't know your knittin'!

JULIE: You don't know your soldier!

(LAUGH)

HIESTAND: Professor, shall I get the judge's decision?
KYSER: Go right ahead, Dean, you have my permission!
ISH: Professor.
KYSER: Yes, Ish?
ISH: You know when I said I was going to take and go over to
Riverside to see my aunt.
ISH: I certainly do.
ISH: I made an awful mistake. I'm sorry.
KYSER: Well, I'm glad you finally saw the light.
ISH: Yeah, I should have known better.
KYSER: Yes you should.
ISH: I don't know what I was thinking of.
KYSER: You know better now.
ISH: Yes sir! Terrible mistake!
KYSER: Yes!
ISH: Cause it wouldn't of done me no good if I'd of took and
went over to Riverside, my aunt don't live there no more!
(LAUGHS)

SOUND: WHACK

ISH: OWWWWW!
KYSER: Get out of here!
(FANFARE)

HIESTAND: The winner, professor!

KYSER: And it's . Ah, my dear gunner, you are our
number one'r! The fifty dollar United States War Bond is
yours! And to second high for aimin' high, this twenty-
five dollar bond. What's more and in addition, to the other
four for some fine pitchin', ten dollars in war stamps! All
six get a carton of Luckies. And THEN! To all you good
scouts for your laughs and shouts, a package of better than
ever LUCKY STRIKE CIGARETTES!

(CHEERS)

LONG FANFARE (CUT AUDIENCE COLD)

10/11/42

REVIEW: Well folks, we've had a wonderful time being here with all you boys at Camp Hess. To Colonel C. K. Mason, First Commandery, General Tammann, Commanding General Anti-Aircraft Training Center; and Captain Leonard Hallam and all of the other fellows for making our visit so pleasant - our thanks and good wishes. Next Wednesday night we'll be with the army at Fort Douglas, Utah.

And now, this is my (your) thinking of you. Thanks a lot for being with us - and for Bud Standish, Basil Dwyer, Martin Hiler and all the gang - so long, everybody!
(CLOSING MUSIC)

NOTE: This broadcast is for the entertainment of the men stationed here and does not constitute a commercial endorsement of our product. The famous tobacco emulations heard on tonight's program were Mr. F. W. Boone, of Lexington, Kentucky, and Mr. L. W. Speed Higgs of Goldsboro, North Carolina. This program came to you from Camp Hess, California, and New York.
THIS IS THE NICHOLS BROADCASTING COMPANY.

PRODUCTION RECORD:

THE BROADCAST - PROGRAM NO 1110 last of series PROGRAM OFF on time
 SCRIPT BY NY YORK FOR COMMERCIAL OK
 CALLS APPROX AVERAGE
 SPECIAL COMMENTS First 1110 not on air due to failure of Telephone Co. at Riverside, Cal. switching point.

KAY KYSER LUCKY STRIKE ROUTINE

10/28/42

Fort Douglas, Utah

1. ~~SPRING FEVER~~ *This Is the Army* *Group*
~~ORCHESTRA~~

COMMERCIAL ONE

2. ~~THIS IS THE ARMY~~ *March the Band* *ROUND ONE*
~~OR~~ ~~SHADRACK~~ ~~SUBSTITUTED GROUP~~

3. SERENADE IN BLUE HARRY

COMMERCIAL TWO

4. WONDER WHEN MY BABY'S COMING HOME TRUDY

STATION BREAK

ROUND TWO

5. RUSSIAN LULLABY PRODUCTION

COMMERCIAL THREE

6. ~~PRaise THE LORD AND PASS THE AMMUNITION~~ *cut for time* ~~GROUP~~

7. WHITE CHRISTMAS LOU ANNE AND GROUP

FINAL ROUND

GOVERNMENT ANNOUNCEMENT

8. ~~SAMPOREY RAGES~~ ~~OR~~ ORCHESTRA

~~I WANT TO BE HARRY~~

WARM UP REMINDERS:

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

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

#240

Originates at Kingsbury Hall - U. of Utah - Salt Lake City, Utah.
(with switchovers to NBC - New York for commercials)

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

WEDNESDAY, October 28, 1942

HEISTAND: Smoke the smoke tobacco experts smoke!

(BOONE: CHANT ENDING SOLD AMERICAN - 45 TO 48 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: *7 + Confusion*
From Salt Lake City, Utah ---

LUCKY STRIKE presents KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE!

(AUDIENCE HOLLERS "YEA, ARMY")

A-R-M-Y - Hooray
(THINKING OF YOU - AUDIENCE APPLAUSE UP BIG)

KYSER: Evenin', folks, how y'all!

AUDIENCE: OKAY, KY!

KYSER: Well, all right! You know, Mr. & Mrs. America, take it from us, Uncle Sam is really going to town out this way - yesterday afternoon and last night we were with the bombardiers at the Wendover Heavy Bomber Base 140 miles from here - this morning with many men at the Salt Lake Air Base - and now thousands of Fort Douglas selectees and regulars and believe me folks they're all doing their stuff for Uncle Sam.

(APPLAUSE)

ISH: Yes, sir, Professor. We're all mighty glad to see you here. We read about your arrival in the weather reports.

KYSER: The weather reports? Ish, are you sure about that?

ISH: Oh, yes. It said "BIG WIND HITS SALT LAKE CITY".

(LAUGH)

KYSER: Ish, go take a jump in the Salt Lake, the men want to try for the highest stake! \$115,00 in war bond prizes. But while they're gettin' ready to compete, we're gonna shake our feet. Say, most of you fellows were civilians a few days ago, but here's a song that you'll hear a lot from now on.....

1. THIS IS THE ARMY, MR. JONES

GROUP

(AUDIENCE APPLAUSE)

(FROM SALT LAKE CITY, UTAH)

KYSER: Now chillun, here's the man who believes in first-hand experience. Come in, Martin Block.

(PICK UP FROM NEW YORK)

BLOCK: You know, friends, I've lived in New York now for a good many years, and I think I've seen a good many of the points of interest in this city. But it wasn't until one day when I had a little time to spare, and decided to take one of the sight-seeing tours on a boat around Manhattan, that I really had an opportunity to appreciate the grandeur of this city called New York ... its magnificent skyline, the huge mass of concrete and steel pointing their fingers into the sky, the graceful span of bridges across the rivers, the sweeping drives that run the length of the island. And as our little boat completed its tour of Manhattan, and was tying up at the dock, the thought occurred to me that it might be wise even in the selection of a cigarette to get off at a little distance, and carefully examine what any cigarette has to offer, and that by so doing, we could obtain a more comprehensive picture of what to expect from a cigarette. I will now take you on a personally conducted tour of a package of Luckies.

(MORE)

BLOCK: Let's look at this package I have here in my hand -- It's cellophane-wrapped, with the added touch of my being able to pull this little red tab, remove the top of the cellophane wrapper, and still have the balance of the package carefully protected, insomuch as the cellophane jacket is designed to cling to and protect the entire package, even after it's been opened. And then, as we open the firm, gray protective paper, at the top of the package, we see inside twenty cigarettes, so round, so firm, so fully packed - so free and easy on the draw, each one identical in every way. But to appreciate the true goodness of Lucky Strikes, we must go even deeper. We must look inside at one main thing that determines the quality of the cigarette - the tobacco. Let's look at it. (BUSINESS OF OPENING A CIGARETTE ... AND WHILE DOING IT ... IN AN ASIDE...) ... It's a shame to waste even one of these swell Lucky Strikes breaking it open this way ... Now friends, here in this tobacco I now hold in my hand, I have the all-important ingredient in any cigarette. Through careful selection and purchase, buying the finer, lighter, milder tobacco the makers of Lucky Strike cigarettes have produced a smoke so good that with independent tobacco experts, with men who know tobacco best, Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Friends, there's only one conclusion we can draw from our personally conducted tour ... Luckies are a fine cigarette. They will provide you with real smoking enjoyment. Yes sir, to light a Lucky is to like a Lucky. Try a pack next time, won't you?

(PICK UP FROM SALT LAKE CITY)

KYSER: Now Chillun, here's the man who believes in first hand experience.
Come in, Martin Block.

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

APPROX. 2.30

(RETURN CUE)

BLOCK: Luckies are a fine cigarette. They will provide you with real
smoking enjoyment. Yes sir, to light a Lucky is to like a Lucky.
Try a pack next time, won't you?

(SWITCHOVER TO SALT LAKE CITY, UTAH)

REPRISE: " HAIL, HAIL, THE GANG'S ALL H-RE"

~~ORCHESTRA: REPRISAL REVEREN REVEREN THE BEEN REVEREN~~

Utah, Utah, here's Kay Kyser,
Let us ~~give you~~ ^{give you} ~~give you~~ ^{give you} a tip.
Though he ~~spouts off~~ ^{spouts off} ~~these~~ ^{these} goys,
You'll find out ~~he's~~ ^{he's} just a drip!
(GIRLISH CHORUS) (APPLAUSE)

SOUND: ~~CLASS BELL~~

KYSER: ~~Boys, boys, shame on you!~~ But never mind that ~~yet's~~ ^{yet's}
have ~~some~~ ^{some} ~~cream~~ ^{cream}. Yet's ~~see~~ ^{see} who's gonna win the cream.

HIEBAND: ~~Well, here's the first contestant on number one team!~~

KYSER: ~~Yes, and he is~~ _____.

(~~ADD FIRST EXAM~~)

(~~OR~~)

AUDIENCE: Hail, Hail, Professor's here.

What the heck do we care,
What the heck do we care,
Hail, Hail, Professor's here.
What the heck do we care now!

(APPLAUSE) (CLASS BELL)

KYSER: Well put me on K.P. and call me ^{Industri} ~~Industri~~! But now yet's
see who wins the cream!

HIEBAND: Here's the first contestant on number one team.

KYSER: Yes, and he is _____.

(ADD FIRST EXAM)

1. Mrs. Lenske of Philadelphia forwards us a letter she received from her son, recently inducted here. He writes: Dear Mom; the first thing they did when I arrived here was to relieve of my (P.L.Y) Then they handed me a gun and said, Hey Bud, clean this and really make it (P.L.Y) Next thing I did was to march, but I didn't mind because (P.L.Y) But Dear Mom - I know I'm going to like this life because (P.L.Y)

1. Miss Laven Adamson of Hopeville, Georgia, sends us a ducky story about an Army inductee - He was a certain rich Mr. Jones, and as a civilian, had nothing to do but enjoy night life (PLAY) Then he'd stay in bed all day and get up (PLAY) The first night he was in the Army, Mr. Jones craved a night club. In other words, he had (PLAY) The Sarge told him "You'll get out of that routine in a hurry, because (PLAY)

2. Since we're here at Fort Douglas, Lt. Joe Mitchel points out that in addition to a Fort, the word "Douglas" is very important in the movies and in the war effort. We'd like for you to use the name twice in each connection.

3. The Army nurses of Aberdeen Proving Ground, Maryland, remind us that Saturday is Hallowe'en. That's the night when (PLAY) Hallowe'en is when the witches come out and take a (PLAY) Who was the galloping ghost of football? Who was the ghost in Dickens' "Christmas Carol"?

4. Jim Wirthlin and the boys of the U.S. Naval Air Station, Puerto Rico, want to know what vegetable gets all lit up at Hallowe'en time.

Now quickly name this song for us (PLAY) Well, teacher wants an apple, and since one of the favorite Hallowe'en party games is to duck for apples, we've got a tub here full of water with some apples in it, and we'd like for you to duck for one - put this apron around you first - now see if you can get one before the boys finish a chorus of the Big Apple. (PLAY)

5. Miss Marion Painter of Derry, New Hampshire, ~~tells us that the~~
~~Army really sent the country for good looking men, and speaking~~
of combs, we have a comb virtuoso from the University of Musical
Diversity with us tonight who is appropriately going to play a
~~few tunes, spanning that hair.~~ *hair combs. His name is Prof. Charles Boldwin (APPLAUSE)*
~~See how quickly you can identify~~
~~them. (PLAY) (PLAY) (PLAY) (REWRITE AT SALT LAKE)~~

Charles is going to play 3 songs on a comb and tissue paper - If he plays
them like he did this afternoon, I defy you to name them. (PLAY) (PLAY)(PLAY)

6. Billie Bogar of Oklahoma City, Oklahoma, reminds us that some
football games are just around the corner, because on Saturday
Harvard tangles with Princeton, it's Alabama vs Georgia,
Navy vs Notre Dame, and Duke vs (PLAY) It's Iowa Pre-flight
against Indiana, Ohio State - Wisconsin, and University of Texas
vs (PLAY)

Speaking of colleges, the Fort Douglas boys were hard at work this afternoon
so we had our afternoon class session for the University of Utah students and
believe me they, like college boys and girls all over the land, are in the
front lines of our civilian army - and darn good soldiers, too.

SOUND: CLASS BELL

HIESTAND: Professor, that's all for our first round group!

KYSER: Well "thin me out" and call me G.I. Soup! Dean Hiestand, you'd better make a dash...and find out just who won that clash!

HIESTAND: I'll be back in a flash or my name is Hash!

JULIE: Professor, have you had any dates since you've been in Salt Lake?

KYSER: Julie, I could have had a thousand dates. I don't know what it is about me that the girls just can't seem to resist! I guess I'm just a buff.

JULIE: You certainly are! In fact you remind me of my hound dog that I donated to the WAGS!

KYSER: I do? What kind of a hound was he?

JULIE: One percent wolf and ninety-nine percent bull!
(LAUGH)

HIESTAND: The winner, professor!

KYSER: Yes, and it's contestant number one! Ah my dear _____ my compliments on your fine conquest! Light up a Lucky and wait for the final test!

A few weeks ago when we were in Detroit, I received a long distance call from Los Angeles. Composer Frank Lesser sang me a song on the phone he'd just finished. I said rush it to me! George Duning made a fine arrangement of it, we recorded it and right now it's sweeping the country. I can't tell you chillun what it means to us to have you like -----

PRAISE THE LORD AND PASS THE AMUNITION!

2. PRAISE THE LORD AND PASS THE AMUNITION.....GROUP

*. SERENADE IN BLUE.....HARRY
(AUDIENCE APPLAUSE)

(FROM SALT LAKE CITY, UTAH)

KYSER: Now, chillun, Martin Block has something he wants us to hear.

(PICK UP FROM NEW YORK)

BLOCK: You're right, Kay Kyser, I want ^(Caricature of Kay Kyser) our listeners ~~to hear~~ how the buyers of tobacco for Lucky Strike Cigarettes go about selecting that fine Lucky Strike leaf.

(MORE)

(FADE IN CHANT - CROWD NOISE)

RUYSDAEL: Ladies and gentlemen, we're reenacting a typical tobacco auction. In this huge warehouse there are some two thousand baskets of tobacco. As the auctioneer chants each sale, your Lucky Strike buyer has the job of selecting only those baskets that contain the riper, the lighter, the naturally milder leaf.

(CHANT UP - SOLD TO X AT 38)

WHSMAN: 34 (CHANT)

RUYSDAEL: Another basket of tobacco - and still that Lucky Strike buyer hasn't made a bid! This leaf must lack something - some important quality - that's needed to give you a milder, better-tasting smoke.

(CHANT UP - SOLD TO Y AT 39)

WHSMAN: Good tobacco, boys! ... 41!

RUYSDAEL: "Good tobacco," says the warehouseman - and, yes, your Lucky Strike buyer agrees with the judgment of this independent expert. For right away, your Lucky Strike buyer bids 41 - 41 dollars a hundred pounds - but now a leaf company bids 42 - another cigarette company 43 - Lucky Strike 44 - an export company 45 - that other cigarette company 46 - but, look your Lucky Strike buyer is signaling a bid of 47- 47 - and - it's going - going to Lucky Strike.

(CHANT UP - SOLD AMERICAN)

(MORE)

BLOCK: Now, friends, as the auctioneer wound up the sale on that particular basket of tobacco, several things of importance to you happened. Yes, I know you may be saying, "How can the purchase of one basket of tobacco at an auction - let's say at Kinston, North Carolina -- affect me personally?" And yet, friends, truly it does. First of all, the Lucky Strike buyers at these auctions are men with many years of experience in the buying of tobacco. They've had years and years of training so that they know exactly what kind of tobacco makes the best smoke for you and is truly deserving of being called "Lucky Strike tobacco." The second thing that happened when that basket of tobacco was "Sold American" was that the independent tobacco experts -- auctioneers, buyers, and warehousemen -- men who represented no cigarette manufacturer, but who were strictly on their own attending the auction -- couldn't help but see what kind of tobacco was bought for Lucky Strike. And undoubtedly they saw us buying the kind of tobacco they must want to smoke, because these men, by an overwhelming majority, smoke Luckies themselves. That unquestionably is important to you, because it gives you expert advice on the selection of a cigarette. Now, since in a cigarette, it's the tobacco that counts, and Lucky Strike means "fine tobacco," and since with men who know tobacco best, it's Luckies two to one, there isn't a shadow of doubt that, if it's real smoking enjoyment you want, you'll make that next pack Luckies. Yes, sir, I know that when you light a Lucky, you'll like a Lucky.

(PICK UP FROM SALT LAKE CITY, UTAH)

EYSER: Now Chillun, Martin Block has something he wants us to hear.

S IDTCOVER TO NEW YORK.....PICK UP COMMERCIAL NO. 2)

APPROX. 2:30

(RETURN CUE)

BLOCK: There isn't a shadow of doubt that, if it's real smoking enjoyment you want, you'll make that next pack Luckies. Yes sir, I know that when you light a Lucky, you'll like a Lucky.

(S. IDTCOVER TO SALT LAKE CITY, UTAH)

4. WONDER WHEN MY BABY'S COMING HOME.....TRUDY

ORCH: REPRISÉ "MARCH THEME"

HIBSTAND: To all of our fighting men overseas to whom this program is being sent by short wave -- as well as all the boys here in the United States, we send our sincere best wishes while we pause briefly for station identification.

(LOCAL NBC STATION SAYS)

STATION X X X SALUTES THE ARMY)

HIEBAND: Second round's ready, professor, let's not tarry.

KYSER: Just wait 'till I'm through askin' Ish about the military Ish Kabibble.

ISH: Yes sir!

KYSER: Can you name two branches of the women's service?

ISH: Sure -- the MAOS AND THE BREAKERS.

KYSER: Breakers? You mean AVES!

ISH: B BREAKERS!

KYSER: WAVES!

ISH: Well, all I know is I tried to kiss one and she BROKE my neck in three places!

(LAUGH)

SOUND: CLASS BELL

HIEBAND: Let's go, professor, on with the show!

KYSER: Yes, Dean, yet's find out who's "in the know"! And our second round leader offer is Sgt. Fred Taylor.

1. Miss Laven Aderson of Hopeville, Georgia, sends us a ducky story about an Army selectee - He was a certain Mr. Jones, and as a civilian he was quite a playboy who had nothing to do but enjoy night life (PLAY) Then he'd stay in bed all day and get up (PLAY) The first night he was in the army, Mr. Jones craved a night club. In other words, he had (PLAY) The Sarge told him "You'll get out of that routine in a hurry because (PLAY).

1. For Captain Lee Jones of Edgewood Arsenal, Maryland, we'll tell a blighted love story of three inductees. Their commanding officer granted them a few hours' leave, but he told them to be sure to be back (PLAY) They dashed away in different directions to see their gals, but strangely enough they met at the same house, because they were in love with (PLAY). Time flies when romance is in the air, so it was 3 o'clock in the morning when they got back to camp. They contended it was only 8 o'clock by their watches, and the sentry said "You're looking at those watches like (PLAY) So from behind bars, the boys wrote their gals and said "Looks like we're locked up for the duration so here's wishing you a (PLAY)

2. By the way, today, October 28th, is the anniversary of the unveiling of the Statue of Liberty on Bedloe's Island, 1886, in New York Harbor, and, Miss Charlotte Kassay of Newark, N.J. wonders if you know which way the Statue faces.

In which hand does Miss Liberty hold the torch, her right or left?

And what does she have in her left hand?

What are Liberty Ships?

3. We agree with Sergeant William D. Price of Atlanta, that to a person we turn to Miss Liberty and say "You stand for (PLAY), and every soldier that goes past the statue of Liberty says (PLAY). And one way we civilians can be sure that ~~the veil will never be put~~ ^{Miss Liberty will always stand there} ~~back on the statue of Liberty,~~ is to say "yes" when the Minute Man says (PLAY).

4. _____, of _____
is sure you can name the Song that goes something like this
(KAY HUMS). What orchestra leader made a reputation blowing
bubbles? We'd like for you to sing a bit of "I'm Forever Blowing
Bubbles", and while you do, we want you to take this ^{straw} ~~bubble pipe~~
and blow us some pretty bubbles, and no matter what happens keep
singing

5. We have another visiting Dean from the University of Musical Diversity, one of your own boys who really swings out on the bugle. His name is Pvt. Tom Fitzsimmons. (APPLAUSE) We want to see if you've been in the army long enough to know a few bugle calls. What's this one? (PLAY) And this one? (PLAY) This one - (PLAY) Now you're really gonna hear somethin' different. Tommy's gonna swing out on the bugle which has no valves. Listen (PLAY) Right here we want to thank Col. H. P. Kayser, commanding officer of Fort Douglas Reception Center., Lt. Joe Mitchell and all of the gang for the wonderful reception we've received here. The Colonel is one great Kysor who is building men - there's another great Kysor building ships - and as for me

BOBBY YELLS: You're building up to an awful let down!

5. We have another visiting Dean from the University of Musical Diversity one of your own boys (QUESTION TO BE FILLED IN LATER).

(GIVE CREDITS HERE TO:

COLONEL RAYMOND S. PRATT, COMMANDING OFFICER, FORT DOUGLAS

COLONEL H.P. KAYSER, COMMANDING OFFICER, FORT DOUGLAS RECEPTION CENTER.

6. For the boys of the Medical Department, Tucumcari, New Mexico, let's fight a few more of Saturday's football battles. It's California Pre Flight vs. Washington State, Camp Grant vs. Knox, and U.C.L.A. tackles (PLAY). It's the Army against Pennsylvania on Saturday, Minnesota vs. North Western, and Illinois tackles (PLAY).

SOUND: CLASS BELL

10/28/42

HIESTAND: Professor the second round's wrapped up and put to bed!

KYSER: Well don't stand there grinning like a punkin head. Get the name of the winner!

HIESTAND: Yes sir!

KYSER: And speaking of Punkin heads..

ISH: Did you call me, professor?

KYSER: No, Ish, but as long as you answered I'd like to invite you to my Hallowe'en party.

ISH: You going to have turkey again?

KYSER: Why of course! I always have a turkey on Hallowe'en.

ISH: That turkey you had last year was awful small!

KYSER: Small?

ISH: Yeah, it was so small I don't even think it was a turkey!

KYSER: Ishkabibble, it was too a turkey!

ISH: Then why did it try to get up off the table and fly back to Capistrano!

(LAUGH)

HIESTAND: Winner number two, professor!

KYSER: Well strike me blue, the best guesser is _____ Congratulations 8 _____ you have won a second chance, so light up a Lucky while the chillun dance!

5. RUSSIAN LULLABY-----PRODUCTION

(AUDIENCE APPLAUSE)

(FROM SALT LAKE CITY, UTAH)

KYSER: Now let's listen to Martin Block.

BLOCK: You know, friends, history is just full of famous sayings by famous people and I've noticed that some of the most important of these statements are made up of only a few words. Yes, sir, when you have an important subject to talk about, it can often be told briefly. And the fascinating story of Lucky Strike Cigarettes can also

be told in just a few words. In a cigarette it's the tobacco that counts, and Lucky Strike means fine tobacco.

For example When you buy cigarettes, you buy them for the pleasure you get in smoking. When you smoke a cigarette, you're smoking tobacco. Add to that that with men who know tobacco best, it's Luckies 2 to 1, and you have a feature-length story in just a few words, which I hope will convince you to try the cigarette of fine tobacco, Lucky Strike, so round, so firm, so fully packed, - so free and easy on the draw.

(PICK UP FROM SALT LAKE CITY)

KYSER: Now let's listen to Martin Block.

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

APPROX. 1.00

(RETURN CUE)

BLOCK: Which I hope will convince you to try the cigarette of fine tobacco,
Lucky Strike, so round, so firm, so fully packed -- so free and easy
on the draw.

(SWITCHOVER TO SALT LAKE CITY, UTAH)

- | | | |
|----|----------------------------|------------------|
| 6. | SAMPTON-RASES out for time | GROUP |
| 7. | White Christmas | Lou Anne & Group |

(AUDIENCE APPLAUSE)

ORCHESTRA REPRIS: KYSER MARCH

~~KYSER:~~ ~~Wait a minute, Ish, where are you going now.~~
 Professor may I be excused for a minute
 ISH: I'm going over to ~~that~~ ^a girl's house, she sure is a beauty!
 KYSER: But Ish! You've got a girl!
 ISH: Yeah, but she's always running around with the guy she's engaged to.
 KYSER: That's bad.
 ISH: Yeah - then you know -- jealousy rears its ugly head.
 KYSER: And that's the end of it.
 ISH: Nope! then I rear my ugly head!
 KYSER: ^{ugh} And ~~there?~~ that's the end of it.
 ISH: Then she rears her ugly head.
 KYSER: So?
 ISH: (PAUSE) Gruesome isn't it!
 (LAUGH) (Fanfare)

HIBSTAND: Professor, let's get on with the final test.
 Right - no more time for recess. Here's PFC Harry Clode

~~KYSER:~~ ~~Yes, and discover which is the winner and which soldier's~~
~~best test!~~

~~JULIE:~~ ~~That's what I always say!~~

~~KYSER:~~ ~~What do you always say, Julie?~~

~~JULIE:~~ ~~Soldiers never best!~~

~~KYSER:~~ ~~Oh, Julie! shame! yet's start the game! and our first~~
~~signal is~~ _____ !

(ADD FINAL LINE)

(FINAL QUESTION ROUND - PAGE 1)

1. Since this is the first time the College has had the pleasure of holding class in Utah, and right here ^{with you boys at Fort Douglas} ~~in Kingsbury on the University~~ ~~campus.....~~ we'd like to devote our final round to this wonderful State. Speaking, geographically, Miss Ruth Harbin of Birmingham, reminds us that Utah is bounded on the West by Nevada, on the East by Wyoming and by Colorado, on the South by Arizona and on the North by Wyoming and (PLAY) If you were going to visit Utah's great national Parks, which one would it be - Yellowstone National, Grand Canyon, Bristle Canyon, or ^{Yosemite} ~~Bristle Canyon~~, or Zion Canyon? *or Glacier National*

2. The Capitol of Utah is Salt Lake City and one of the things that impresses you about this beautiful city is it's wide streets. In fact Sgt. Jimmy Williams of the Coast Artillery says if you were walking on the shady side of a street, it's a long walk if you want to get (PLAY) And of course you haven't seen Salt Lake City until you visit the beautiful Mormon Tabernacle. It's very large, but the acoustics are so perfect that anything you say can be heard all over the Tabernacle even if you're (PLAY) Who's considered the father of Salt Lake City?

3. Among Utah's wonders of nature, one of the most phenomal is its Salt Lake in which everything floats. In fact Miss Norma Mareno of Houston, Texas, says anybody that wants to, can jump in, lie upon the water and go (PLAY) Say, one of Utah's prominent citizens holds more speed records than anybody also in the world -- who is he?

4. Utah has its Mt. ranges, too, it's principal Mountain Range is the Wasatch --
CONTESTANT: Wasatch you say?

If you're goin' to pull 'em like that, you wear the hat.

Utah's desert is the Great Salt Desert, in fact yesterday I stood on the spot in that desert where the racing demons like Campbell and Jenkins establish their speed records. The racing cars take one look at the Salt flat and say (PLAY). Speaking of salt, Leonard Leisman of Cincinnati, would like for you to distinguish between an old salt, summersalt, and Salt St. Marie. By the way -- next week we'll be racing out to Long Beach on the Pacific Coast to hold next Wednesday's night's class session with the ferry pilots and men of the Air Transport Command. And between now and then we'll be at the Hollywood Canteen Saturday night, Sunday we'll be with the motorized division on maneuvers in the Mojave desert out of Needles. Monday, we'll be with the boys in the American desert out of Blythe, also at the Blythe Air Base later....and Tuesday we'll be at Camp Young, Indio, Calif. And we're certainly looking forward to seeing Uncle Sam's Yanks in the tanks.

SOUND: CLASS BELL

KYSER:

It is - Look at this! It's a tie with both of them with perfect scores. P.F.C. Harry Cioke, who won all the way with a perfect score, and Sgt. Fred Taylor who tied him all the way also with a perfect score. And therefore they are both entitled to not only \$80 apiece, but each gets an additional \$25 bond for having a perfect score all the way - \$75 each.

HIESTAND: Professor, the judges just gave me the wink.

KYSER: Well, Dean, go see who's in the pink!

HIESTAND: Yessir!

KYSER: Ah, just think, men from all walks of life, here at Fort Douglas.

JULIE: I think you're mistaken, professor. I'm sure they were all air raid wardens before they came here!

KYSER: What makes you think they were all air-raid wardens, Julie?

JULIE: Well, they've certainly been keeping us girls on the alert!

(LAUGH)

(FANFARE)

HIESTAND: Professor! The big winner of round number three!

KYSER: Well paint my nose blue and call me. M.P! The winner is _____! Congratulations and best wishes, you won the mostest of fishes, A \$50.00 United States War Bond! And second man, hold out your hand while I cross it with a \$25.00 war bond! And the other four who were on the track are not goin' to be left holdin' the sack, because they each get \$10.00 in war stamps. All six get a carton of Luckies, and THEN to all you boys of the red white and blue, for your laughin' and good natured hullabaloo, a package of better than ever Lucky Strike Cigarettes!

(CHEERS)

LONG FANFARE (CUT AUDIENCE COLD)

HIESTAND: Now, at the request of the United States Government, and speaking for the United States Government, Kay Kyser brings you the following message. Time - less than a minute and a half. Subject - War Bonds...Mr. Kyser.

KYGER: This afternoon I saw a War Bond slogan on a signboard that impressed me very much. It said, "Buy for victory and save for peace". To me that tells the whole story. I know I don't need remind you listeners why we must buy them for victory, because it's our money that pays for the ammunition that will make it possible for men like these in front of me now to win this war. Most of the service men here and in every camp have not only given themselves, but are also investing regularly in War Bonds. They are buying for victory, too. Uncle Sam wants us to buy bonds to save for peace - so that when this war is over each of us will have security with which to face the future. After this war there are bound to be economic readjustments and Uncle Sam wants you to be prepared. So - instead of spending all you are earning now, he wants you to buy the things you must have - then put the rest of it in War Bonds every week so that when we finally have peace we won't also have poverty. For once in our lives folks, let's look the barn before the horse is gone. Let's not only buy bonds for Victory, but let's also buy them for sound economic peace to follow.

(APPLAUSE)

"THINKING OF YOU"

KAY: And now, chillun, this is Kay Kyser, thinking of you.
Thanks a lot for being with us, and so long ^{thanks for all your hospitality} everybody.

(APPLAUSE)

LUCKY THEME

HIESTAND: This broadcast was for the entertainment of the men
stationed at Fort Douglas and does not necessarily constitut
an endorsement of our product by the War 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. ^{But instead of being} This program
came to you from Salt Lake City, Utah and New York.
THIS IS THE NATIONAL BROADCASTING COMPANY.

PRODUCTION RECORD:

"AS BROADCAST" - PROGRAM ON on time PROGRAM OFF on time

SWITCHOVERS TO NEW YORK FOR COMMERCIALS OK

CALIBRE OF CONTESTANTS Average

SPECIAL COMMENTS none hesitant

(REVISED)

KAY KYSER LUCKY STRIKE ROUTINE

As Broadcast

7:00-8:00 PM PWT
11/4/42

#241

Air Transport Command
Long Beach, California

1. *Army Air Corps Song* *Group*
~~MR. FIVEBY FIVE~~ ~~SULLY & JULIE~~

COMMERCIAL ONE

2. *Mr & Mrs* *Sully & Julie*
~~EVERYTHING I'VE GOT~~ ~~ORCHESTRA~~
3. DEARLY BELOVED LOU ANNE & GROUP

ROUND ONE

COMMERCIAL TWO

4. WHEN THE LIGHTS GO ON AGAIN HARRY

STATION BREAK

ROUND TWO

5. MANHATTAN SERENADE PRODUCTION

COMMERCIAL THREE

6. ~~BARBANELLA~~ *cut for time* ORCHESTRA
7. AT LAST GROUP

FINAL ROUND

8. *Everything I've Got*
~~ARMY AIR CORPS SONG~~ ORCHESTRA
9. CAMPTOWN RACES ORCHESTRA

WARM UP REMINDERS:

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

NOVEMBER

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

#241

Originates at A & R Bldg. - Air Transport Command - Long Beach, California
(with switchovers to NBC - New York for commercials)

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

WEDNESDAY, November 4, 1942

HEISTAND: Smoke the smoke tobacco experts smoke!

(BOONE: CHANT ENDING SOLD AMERICAN - 45 to 48 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 Air Transport Command at Long Beach, California ---
LUCKY STRIKE presents KAY KYSER'S COLLEGE OF MUSICAL
KNOWLEDGE!

(AUDIENCE HOLLERS "YEA AIR CORPS" -- "HOORAY")

(THINKING OF YOU - AUDIENCE APPLAUSE UP BIG)

KYSER: Evenin' folks, how I'all!

AUDIENCE: WONDERFUL RAY

KYSER: Well, that's great. Yes, chillen, any group of men that's doin' such a fine job transportin' Uncle Sam's planes as those men here at the transport base must feel wonderful! Believe me, fellows, our hats and the hats of the entire nation are off to you. Well, we've had a busy week. We just got back from having a lot of fun with the boys of the armored division all over the desert and are these guys rugged! And what spirit -- believe me, the way they whip these steel monsters around takes plenty of the old brains and brawn! And these tanks are really something too -- all day long they take punishment at terrific speeds. They can go through canyons, over mountains, huge boulders can drop on them, and never a scratch!

ISH: Oh yeah? Well, my brother got in one of these tanks and in five minutes he made a wreck out of it!

KYSER: Ish! That's impossible!

ISH: Not for my brother -- HE USED TO WORK IN A PARKING LOT!

(LAUGH)

KYSER: Ish! Don't stand there flim-flamin'! Our six contestants are ready and plannin' to make a three point landin' on the \$115. War Bond Prizes. But while they're cramin', yot's got busy with the Army Air Corps Song!

(FROM LONG BEACH, CALIF.)

KYSER: Now that Dean of Common Sense, Martin Block reminds us that "seeing is believing."

(PICK UP FROM NEW YORK)

BLOCK: You know, ^{friends} ~~folks~~, there are some things that are hard to believe until you actually see them with your own eyes. I remember a few weeks ago, standing on the roof of my home and looking up at the sky, and seeing what looked like a broad band of light running from East to West across the sky. I knew it was called the Milky Way, but looking at it, it was awfully hard to realize that there were billions and billions of stars that made up that single streak of light ... stars that couldn't be seen with the naked eye. And you know that feeling was very similar to the one I had about Lucky Strike Cigarettes. I had been told that among independent tobacco experts, men who knew tobacco best, Luckies had more than twice as many exclusive smokers as all other brands of cigarettes combined.

(MORE)

And it wasn't until later when I looked through a powerful telescope I saw these stars with my own eyes that I could believe they were there.

11/4/42

BLOCK: I knew that these men saw the public auctions in progress down South, and while attending these auctions, couldn't help but see who bought what tobacco. Yet, somehow, those facts didn't really hit home until I saw for myself a public auction at Wilson, North Carolina a few months ago. There I saw with my own eyes how our buyers carefully select the tobacco that they think is good enough to be known as Lucky Strike leaf. Which is one of the reasons I have always wished that you folks could sometimes attend a tobacco auction and see these things for yourselves. However, since that is impossible, I will only ask you to remember that Lucky Strike means fine tobacco and that fine tobacco assures you of a fine smoke. I am sure that each time you light a Lucky you'll like a Lucky and you'll see what I mean when I say Lucky Strike means fine tobacco, so round, so firm, so fully packed, so free and easy on the draw.

(PICK UP FROM LONG BEACH, CALIF.)

11/4/42

(FROM LONG BEACH, CALIF.)

KYSER: Now chillun, here's Martin Block ...

(PICK UP FROM NEW YORK)

BLOCK: Friends, in the past I have always spoken to you about independent tobacco experts as being one special group of men, and you and I and all other people as just being average smokers with no special knowledge about cigarettes. That's why tonight I want to mix things up a little bit. I want to indulge in a little make-believe, if I may. I want to make-believe that you are an independent tobacco expert. Let's assume that you are a buyer of tobacco. You buy it at auction, take it to your storage shed, and hold it until you get an offer for it that will give you a profit. It's your business to know tobacco, to know what it's worth, to judge its quality, to know whether it's the kind of tobacco for which there will be a demand, and on which you can make a profit. Now, in order to obtain this tobacco with which you run your business, you must bid for it at public auction sales in open competition. But before you get into the buying line that goes along in back of the auctioneer and the warehouseman, you want to know how the price is going and all about the quality of the crop, so you spend a while just watching. Now, here's Basil Ruysdael to tell you what you would see, at one of these typical auction sales.

(MORE)

KYSER: Now that Dean of Common Sense, Martin Block, reminds us that "Seeing is believing".

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

(approx 1.40)

(RETURN CUE:)

BLOCK: I am sure that each time you light a Lucky you'll like a Lucky and you'll see what I mean when I say Lucky Strike means fine tobacco, so round, so firm, so fully packed - so free and easy on the draw.

(SWITCHOVER TO LONG BEACH, CALIFORNIA)

Benjamin Ruben
ORCHESTRA REPRISE: "GYPSY LONG BEACH"

ORCH: REPRISE "REUBEN REUBEN"

GLEE CLUB: Flyers, Flyers, here comes Kyser,

Let us give you kids a tip.

Though he spouts off like a geyser,

You'll find out he's just a drip!

(GIRLISH LAUGHTER)

(APPLAUSE)

KYSER: Boys, boys! Shame on you! Callin' me a drip!

ISH: I feel a little badly about it myself, Professor.

We shouldn't call you a drip!

KYSER: Well, thank you, Ish.

ISH: I think DROOP is much better.

KYSER: Get me out of here!

SOUND: CLASS BELL

HIESTAND: Professor, ~~it's time to question the flyers!~~ *the question - lets get busy*

KYSER: ~~Well then, give me up and call me spore tires!~~ *Well, just me in a spin - call me Dzyzy*

Our first flyer trier is _____.

(ADD FIRST EXAM)

1. This one from Larry Nelson of San Francisco is about one of your buddies who flies planes to New York and it happened to him as he was walking down (PLAY). ~~He was walking down the street~~ ^{It was there that} he met a (PLAY). He lost his heart to her when she sang him a (PLAY). And now if you'll identify this radio program theme you'll know what your buddy has been on ever since he fell in love. (PLAY).

2. Verbeta Wolfe of Sterling, Illinois, points out that you ferry pilots fly over a lot of rivers, so some of our gang are going to put on a little skit and see if you can pick out four rivers from what they say. The scene is a broadcasting station.

JACK: Gee! I hope they have Dolores on the program. Isn't Dolores Del Rio Grande? ()

JULIE: ~~She's not on the program~~ ^{yes she is} going to sing "Oh Hi-O Miss You Tonight". (). Then comes the Professor ~~and he~~ ^{whose name} ~~knows sometimes~~ ~~the name~~. ().

JACK: Well, if we don't like him we can go... (Jack does fanfare with his mouth). ()

HARRY: Ladies and gentlemen, this is Ken Niles announcing the old Professor. ()

BOBBY: (YELLS) The ham is on. ()

KAY: Speaking of the Nile, we usually associate Cleopatra with that river, so we'd like to have you imagine you are Cleopatra on the banks of the Nile and do a little Cleopatra dance for us. We'll just put this little costume on you first. Now go into your dance. (PLAY)

3. No doubt when you pilots get to the end of your run you sometimes go to the movies to relax your nerves, so Private Edward Galloway of Fort Knox, Kentucky, wants you to listen to the following and tell us what studio comes to your mind. This is the trademark of what picture company? (PLAY) (Bobby). And now what company starts their pictures this way? (Kay) Does this fanfare start a Warner Brothers picture, 20th-Century-Fox, or a Universal picture? (PLAY)

4. The fellow who sings this song is just what you guys are but he doesn't fly a plane. (PLAY) A ferryboat pilot might serenade, so Frances Clark of Delray Beach, Florida, wants ~~to see a ferry pilot in the same way. Do you know~~ *you to* serenade a bit? Here's a (). We'd like for you to serenade it with this song. (PLAY).

5. At the command of Ethel Moore of Philadelphia we have piloted into the classroom tonight a Dean from the University of Musical Diversity. He is one of your own boys stationed right here at the Air Transport Command in Long Beach, _____
 _____ . Let's bring him out.
 _____ (ENTERS WITH APPLAUSE)
 _____ is going to play three songs on his _____ and we want you to listen and tell us what they are. (PLAY PLAY PLAY)

6. It's football time in the College so for Bill Check of Charleston, South Carolina, let's review a few of this Saturday's highlights: Harvard plays Michigan; it's Georgia Tech. versus Kentucky, and Yale plays (PLAY) (). Pennsylvania will try to get the Navy's goat and Dartmouth will try to (PLAY). (). It's Illinois against Northwestern and the Army mule will try to kick the stuffin's out of (PLAY)

(APPLAUSE)

SOUND: CLASS BELL

HIESTAND: Professor, that's all for the first round team'.

KYSER: Well, Dean, find out who came in on the beam!

HIESTAND: Yes sir!

ISH: Some class to you, professor, the way you arrived here!
I didn't know you had a blimp!

KYSER: I haven't got a blimp, Ish!

ISH: It says in the paper you came by blimp.

KYSER: Where?

ISH: Right here: "BIG BAG OF GAS ARRIVES AT LONG BEACH!" (LAUGH)

HIESTAND: Professor, the winner!

KYSER: Yes and he is _____ . Ah, my dear
_____ salutations on your examination.
You may be the evenin's sensation. But while you're waitin'
for the final debatin', light up a Lucky while we ~~are~~ ^{strike} go
syncopatin'! Yet's dance!

Her - by V

Sally + Julie

- 2. ~~EVERETT'S THE GUY~~.....ORCHESTRA
- 3. DEARLY BELOVED.....LOU ANNE AND GROUP
(AUDIENCE APPLAUSE)

HIESTAND: Professor, that's all for the first round team.

KYSER: Well, Dean, find out who came in on the beam!

HIESTAND: Yes, sir!

ISH: Professor, do you know what a WAVE is?

KYSER: Yes, Ish, a WAVE is a member of a military organization for girls.

ISH: Did you know that a WAVE'S special job is to get rid of M.P.'s?

KYSER: Get rid of M.P.'s? What makes you say that?

ISH: Well, it says right here in the Long Beach paper, "THOUSANDS OF OLD CRABS WASHED UP BY LONG BEACH WAVES!" (LAUGH)

HIESTAND: Professor, the winner!

KYSER: Yes, and he is _____ . My dear _____ salutations on you examination. You may be tonight's sensation. Meantime, while you're waitin' for your final debatin', light up a Lucky while we do some syncopatin'! Come on, chillun, yet's dance!

2. EVERYTHING I'VE GOT.....ORCHESTRA

3. DEARLY BELOVED:.....LOU ANNE AND GROUP

(AUDIENCE APPLAUSE)

(CROWD NOISE - CHANT)

RUYSDAEL: Ladies and gentlemen, we're reenacting some exciting moments of a tobacco auction down South.

(CHANT UP - SOLD AMERICAN AT 47)

WESMAN: 33! (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 X AT 38)

WESMAN: Fine leaf, boys ... 42! (CHANT)

RUYSDAEL: Up for sale now is a basket of the riper, lighter, milder tobacco that makes a better cigarette ... The warehouseman's starting price of 42 - 42 dollars a hundred pounds has ~~been~~ been bid up to 43 - and now Lucky Strike bids 44 - another cigarette company 45 - a leaf company 46 - an export company 47 - 47 - but Lucky Strike raises it to 48 - 48 dollars - and, yes, here's the sale.

(CHANT UP - SOLD AMERICAN AT 48)

(MORE)

BLOCK: Don't forget those two words, "Sold American." And don't forget that we were making-believe that you, an average cigarette smoker, are at this moment a tobacco expert. I think you must admit that as that tobacco was being sold, you would have seen who was bidding. You would have heard the bids. You'd have had an opportunity to examine the kind of leaf that was sold, and you could have seen that basket of finer tobacco "Sold American." While we have only been making-believe that you are a tobacco expert attending that auction, there's no make-believe about the fact that at these auctions you will find independent tobacco experts in attendance. And knowing what they do about tobacco, I think that the greatest tribute to Lucky Strike Cigarettes is the fact that with these men Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Tonight I place you in the position of the independent tobacco expert. Now, do yourself a favor - carry it just one step farther, and do as the tobacco experts do ... select the cigarette that means fine tobacco, and that cigarette is Lucky Strike.

(PICK UP FROM LONG BEACH, CALIF.)

KYSER: Now chillun, here's Martin Block.....

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

(approx. 3.00)

(RETURN CUE:)

BLOCK: Now, do yourself a favor - carry it just one step farther,
and do as the tobacco experts do....select the cigarette
that means fine tobacco and that cigarette is Lucky Strike.

(SWITCHOVER TO LONG BEACH, CALIFORNIA)

4. WHEN THE LIGHTS GO ON AGAIN.....HARRY

REPRISE: "ARMY AIR CORPS SONG"

HIESTAND: From the Army Air Transport Command in Long Beach, California
we pause for station identification, with salutes to every
flier in the nation!

LOCAL NBC STATION SAYS:

"STATION X X X SALUTES THE ARMY AIR
TRANSPORT FLIERS."

(PLEASE TELETYPE THIS TO ALL STATIONS CARRYING
THIS PROGRAM ONLY WHEN FINAL APPROVAL IS
GIVEN)

~~REPER MARCH~~.....

HIESTAND: While the second round group's getting ready to mix,
Let's listen to Kay teaching Ish politics.

KYSER: Ish, in order to vote right you've got to know something
about politics. Now for the last time, define the phrase
"Political parley"...

ISH: Well, you have to be a politician to be political.

KYSER: Right.

ISH: A parley is a parrot, and a parrot is a bird, so a political
parley is when a bunch of politicians get to-gether and give
each other the bird.

(LAUGH)

SOUND: CLASS BELL

KYSER: Ish, I'll confess you are a mess.

HIESTAND: Professor, the students are ready to guess.

KYSER: Yes, yes! And number one in the second round is _____

(ADD SECOND EXAM)

11/4/42

1. It's a privilege to hold class with the Ferry Command - the boys who fly our ships anywhere (PLAY) Peter Ferrari of Springfield, Mass. tells of a ferry pilot who was given a ship and told to get going. The pilot asked his destination and the reply was follow your nose until you come to (PLAY). But this pilot's nose was crooked and pretty soon he saw the (PLAY). So he wound up and aimed his nose at Chicago again and this time found himself (PLAY).

1. It's a privilege to hold class with the Ferry Command - the boys who fly our ships anywhere (PLAY) Peter Ferrari of Springfield, Mass. tells of a ferry pilot who was given a ship and told to get going. The pilot asked his destination and the reply was, "Don't worry about where you're going, just (PLAY) He did, and pretty soon he saw the (PLAY) But this swallow was a South American swallow so pretty soon our pilot knew he was (PLAY)

2. We agree with Nancy Breckenridge of New York City that you fellows aren't the only ones who fly. For instance, who flies in this song? (PLAY) (Max) Dumbo was quite a flyer. He is a flying what? The flying horse reminds you of what gas and oil company? Did you ever see a horse fly?

CONTESTANT: No, but I've seen a cat fish.

11/4/42

2. There are three branches of the service in which a man is not taken into, and they all begin with the letter W. Mr. Bert Fiske of Los Angeles tells us that his dog enlisted in the (WAGS). His sister who likes sailors enlisted in the (WAVES) and his wife who has a brother in the army enlisted in the (WAGS). So, Mr. Fiske called his draft board and said as long as you have taken my wife, my sister and my dog, I might as well go too -- in other words why not take (PLAY)

3. In this one from _____ we are flying over Arkansas and quite appropriately you tune in on your radio the theme of one of Arkansas' leading citizens. It goes something like this. (PLAY) And now the theme of two other well-known Arkansas personalities. (PLAY) And now you twist the dial a bit and hear the voice of one of Arkansas' outstanding singers.
(PLAY)

4. Speaking of flying, _____ wants you to tell us what flies in this song. (PLAY) And what flies in this one? (PLAY) (Harry) What fellow in the comic strips flies without an airship? What part of baseball equipment flies? What is a fly-by-night? (What are you looking at me for?)

5. At the request of Lieutenant Mike Frankovich we are going to call on the University of Musical Diversity for another of its outstanding artists and he is none other than _____ of the Air Transport Command stationed right here at Long Beach!
(APPLAUSE)

_____ is going to play ³ ~~some~~ tunes ² of his
_____. Listen and tell us what they are.
(PLAY - PLAY)

6. Let's grapple with some more of the gridiron's outstanding classics for this coming Saturday. _____
it's Iowa Preflight vs Fort Knox; Ohio State vs Pittsburgh; U.C.L.A - Oregon, and Southern California vs (PLAY)
Minnesota tangles with Indiana, George Preflight vs Auburn, and Virginia takes on (PLAY)

APPLAUSE

SOUND: CLASS BELL

HIRSTAND: Professor, second round's over, third round's due!

KYSER: Well, don't stall, Dean, you know what to do!

ISH: Gee Professor, if we'd known anything about prospecting, we
maybe could have found some gold in the desert last week.

KYSER: Why, Ish, I'm an old hand at prospecting. I'll never forget how
I used to throw my pick and my pan on my donkey, and away we'd go!

ISH: That would look better, wouldn't it!

KYSER: What would look better!

ISH: Your pan would look better on a donkey than it does on you!
(LAUGH)

HIRSTAND: Professor, the second winner's name!

KYSER: And it's cont estant number three Pvt. Vernon Terry. Ah, Mr.
Terry, you were game, here's a Lucky, light up some and listen
to a tune that's really got fame!

5. MANHATTAN SERENADE

(AUDIENCE APPLAUSE)

(FROM LONG BEACH, CALIF.)

KYSER: Now let's listen to Martin Block ...

(PICK UP FROM NEW YORK)

BLOCK: You know friends, truthfully it is impossible to judge anything without knowing the true facts in the case so I am going to ask Basil Ruysdael to give you the clear, concise facts that I am sure will help you in the selection of a cigarette.

RUYSDAEL: Ladies and gentlemen, make no mistake - in a cigarette it's the tobacco that counts. The better the tobacco - the better the cigarette. So remember this simple fact: Lucky Strike means fine tobacco. At auctions all over the South, year after year, the makers of Luckies consistently select and buy the riper, the lighter, the naturally milder Lucky Strike leaf. Yes, smokers, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw. No wonder that with independent experts - with men who know tobacco best, it's Luckies 2 to 1.

BLOCK: And there friends you have the facts. Undeniable facts so presented that if you will stop and analyze them they can lead to but one thing. A decision on your part to make Lucky Strike your cigarette.

(PICK UP FROM LONG BEACH)

KYSER: Now let's listen to Martin Block....

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

(approx 1.10)

(RETURN CUE:)

BLOCK: And there, friends, you have the facts. Undeniable facts so presented that if you will stop and analyze them they can lead to but one thing. . a decision on your part to make Lucky Strike your cigarette.

(SWITCHOVER TO LONG BEACH, CALIFORNIA)

| | | |
|----|---------------------------------------|----------------------|
| 6. | Darkly <i>cut for time</i> | ORCHESTRA |
| 7. | AT LAST | GROUP |

(AUDIENCE APPLAUSE)

ORCHESTRA REPRIS: KYSER MARCH

HIESTAND: Professor are you ready for the final dish?

KYSER: Yes, but just wait until I talk to Ish!...Ish!...Ish!
Where's Ish!.....wait until I get my hands on him....

AUDREY: Oh you shouldn't be too mean to Ishkabibble, professor!

KYSER: Well! Little Audrey! How come you're sticking up for
Ish all of a sudden?

AUDREY: Well, he's going into the army!

KYSER: He is? What branch?

AUDREY: The WAGS!

KYSER: Why, Audrey, Ish can't join the Wags. Wags are dogs!

AUDREY: Well, all I know is, he just got his classification and
it's K-9!

(LAUGH)

~~_____?~~

HIESTAND: The final round, professor!

(FANFARE)

KYSER: Ah yes, and first finalist is _____!

(ADD FINAL EXAM)

1. Yesterday was election day so tonight we think it's appropriate in our final round to point out the fact that there are many musicians among American Statesmen, and music has played an important part in many campaigns. For instance Bob Hopkins with the Merchant Marines somewhere, points out that a song first used by President McKinley in his presidential campaign has become symbolic of most all political rallies. It is (PLAY) With which President are "Anchors Aweigh" and "Happy Days are Here Again" associated? It is true that orchestra leader Vic Meyers is also Lt. Governor of the State of Washington?

2. Miss Clotilda Ortega of New York City wants you to name this song and tell us with what very unique American Statesman it is associated. (PLAY) He is a former Governor of New York State. And a former Governor of Texas and now in Congress campaigned with his own band and might have played this song. (PLAY) What is the song and who is the Statesman?

3. The late William Wooden, Secretary of the Treasury, was quite a composer; former Mayor of New York City, Jimmie Walker, wrote the words to "Will You Love Me In December As You Do In May" and the late Vice President Charles G. Dawes, composed ^{the song we're about to play} ~~this one~~. Sgt. John Belcher of Camp Edwards, Mass. wants you to tell us whether it's Dawes Melody in F, Dawes Melody in A, Dawes Melody in E Flat, or Dawes Prelude in C Sharp Minor. (PLAY) Will you distinguish between Ballot, Ballad, and Ballet.

4. In the show "Of Thee I Sing" a certain fellow ran for President. This was the campaign song and Miss Sylvia Petti of East Port Chester, Conn., wants you to name it (PLAY)
In the 1936 Election, music played an important part of the campaign. For instance Alf Landon used one of Stephen Foster's best-known compositions. It was (PLAY) Now that election is over and the choice of the people has been made, we know that all of our statesmen will be gracious winners or good losers, as the case may be, and in the true American spirit, all join hands and pledge our whole hearted support to America and its future, so that it will always be (PLAY)

SOUND: CLASS BELL

HIESTAND: Professor, the final test is ended!

KYSER: Well see who the judges recommended! And, er ... where is Ish Ka Bibble?

ISH: Right here.

KYSER: Well it's about time. Have you been down on the Long Beach Pike?

ISH: Yes sir. I was looking around the side shows.

KYSER: Looking around the side shows? You were doing more than that! You were ~~flirting with~~ ^{flirting with} ~~going~~ to the India Rubber Woman.

ISH: No sir, I was just lookin'!

KYSER: I have it from a very reliable source that you put your arms around the India Rubber Woman!

ISH: I was just lookin'!

KYSER: LOOKIN'!? You know very well you were caught kissing the India Rubber Woman! You call that looking?

ISH: All right, so I WAS RUBBER-NECKING!

(LAUGH)
(FANFARE)

HIESTAND: The king pin, professor!

KYSER: And it is _____! Mr. _____ ^{Both of you} ~~you were~~ transport ace, you have won first place and the \$50. United States War Bond, ~~and the number one transporter for bein' a fine transporter, this \$25. war bond!~~ I'm sure the remainin' quartet won't regret \$10. in war stamps each! All six get a carton of Luckies! AND THEN to all you men of the Army Air Transport Command --- for bein' such wonderful sports, a package of better than ever LUCKY STRIKE CIGARETTES!

(CHEERS)

8. ~~ARMY AIR CORPS SONG~~ ^{Everything's in It}.....ORCHESTRA
KYSER THEME....."THINKING OF YOU"

KAY: Well chillun, that's about all for this class session, and our sincere thanks to Colonel _____ and Colonel _____ and all you Transport pilots and enlisted men for your many courtesies during our visit here. *We're certainly thrilled to have been with you & we certainly advise you on what you're doing.* Next week we'll be with the Marines down at Camp Elliott, near San Diego. And we're certainly looking forward to being with ~~them~~. *the service boys again too.* And now, this is Kay Kyser ... thinking of you. Thanks a lot for being with us ... and .. so long, everybody.

(APPLAUSE)

LUCKY THEME

HIESTAND: This broadcast was for the entertainment of the men stationed at the Air Transport Command and does not constitute an endorsement of our product by the War 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 OK PROGRAM OFF OK
 SWITCHOVERS TO NEW YORK FOR COMMERCIALS OK
 CALIBRE OF CONTESTANTS Above Average
 SPECIAL COMMENTS Auctioneer's closing out for time

(FROM LONG BEACH, CALIF.)

KYSER: ----- AND THEN to all you men of the Army Air Transport
Command -- for bein' such wonderful sports, a package of
better than ever LUCKY STRIKE CIGARETTES!

(CHEERS)

(B. DARDANELLA ORCHESTRA)

(KYSER THEME THINKING OF YOU)

KYSER: Well chillun, that's about all for this class session, and
our sincere thanks to Colonel _____ and
Colonel _____ and all you Transport pilots and
enlisted men for your many courtesies during our visit
here. Next week we'll be with the Marines down at
Camp Elliott, near San Diego. And we're certainly looking
forward to being with them.
And now, this is Kay Kyser ... thinking of you. Thanks a
lot for being with us ... and ... so long, everybody.

(APPLAUSE)

(CLOSING THEME. . . .)

HIESTAND: This broadcast was for the entertainment of the men
stationed at the Air Transport Command and does not
constitute an endorsement of our product by the War
Department.

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

This program came to you from Long Beach, California and
New York.

THIS IS THE NATIONAL BROADCASTING COMPANY.

no credits

KAY KYSER LUCKY STRIKE ROUTINE

As Broadcast

11-11-42

#242

Camp Elliott, Calif.

1. TELL IT TO THE MARINES ORCHESTRA

COMMERCIAL ONE

ROUND ONE

2. ~~Barbarella~~
~~1933~~
3. ~~Can't get out of his mood~~

Orch
~~SITTING GROUP~~
Group

COMMERCIAL TWO

4. ~~Depreciate~~
~~GOOD~~

Harry
~~GROUP~~

STATION BREAK

ROUND TWO

5. ~~DEPRECIATE~~
~~FACE~~

5. I'VE GOT THE TOUCH OF TEXAS

PRODUCTION

COMMERCIAL THREE

6. ~~Gipsy Love~~

Group
~~ORCHESTRA~~

7. I CAME HERE TO TALK FOR JOE

HARRY

FINAL ROUND

8. ~~EVERYTHING~~

as rfr time

ORCHESTRA

9. ~~CAMP TOWN HEROES~~

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

#242

Originates at the U.S. Marine Barracks, Camp Elliott, California
(with switchovers to NBC, New York, for commercials)

7:00 - 8:00 PM FWT
10:00-11:00 PM FWT

Wednesday, November 11, 1942

HIESTAND: LUCKY STRIKE GREEN HAS GONE TO WAR!

(BOONE: CHANT ENDING SOLD AMERICAN - 45 to 48 INCLUSIVE)

HIESTAND: ~~LUCKY STRIKE GREEN HAS GONE TO WAR!~~ 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! LUCKY STRIKE GREEN HAS GONE TO WAR!

(OPENING THEME)

HIESTAND: From the U.S. Marine Barracks at Camp Elliott,
California --- LUCKY STRIKE presents KAY KYSER'S
COLLEGE OF MUSICAL KNOWLEDGE!

(AUDIENCE HOLLERS "YEA LEATHERNECKS!" --- "HOORAY")

(THINKING OF YOU - AUDIENCE APPLAUSE UP BIG)

KYSER: Evenin' folks, how y'all? LUCKY STRIKE GREEN HAS GONE
 TO WAR! And believe me, we're certainly happy to be here
 at the Marine Corps Base with Uncle Sam's fightin'ist branch
 of the service. ~~Bein' in the branch of the armed forces~~
Why- them! men are thoroughly killed -

They really know how to handle their arms.

JULIE: You said it!

KYSER: Julie! Shame on you. ~~I'm~~ *how if you don't mind it's time for me to*
 tell a few jokes to these marines.

ISH: Yeah - that's what the headlines say in the paper.

KYSER: They do, Ish?

ISH: Yeah -- the headlines say "DEVILED HAM TO LAY DEVILED EGGS
 FOR DEVIL DOGS!"

~~KYSER: Ish! Be care-ful how you talk. We're got to be careful.
 These marines are tough!~~

~~ISH: ~~They're~~ tough!~~

~~MARINE: (TOUGH) Well, well! Look who's talkin' ~~meatless~~
~~meatless!~~~~

~~ISH: Now you look here!~~

~~MARINE: He says we're not tough, Knucklehoad?~~

~~ISH: I'll tell you to smile when you call me Knucklehoad!~~

~~MARINE: All right, Knucklehoad, I will! What do you say
 now!~~

~~ISH: (PAUSE, THEN WEARILY) ...~~

(LAUGH)

KYSER: Ish, you'd better stow the gab, or you'll be lyin' on a slab. Besides, our two teams of fightin' Marines are ready to try for the cream of our \$115 in War Bond prizes, and while they're preparin', yet's do some rarin'! *Let's tell it to the Marines* ~~Come on, children, yet's dance!~~

1. TELL IT TO THE MARINES,.....ORCHESTRA

(AUDIENCE APPLAUSE)

Hiestand
~~KYSER:~~

LUCKY STRIKE GREEN HAS GONE TO WAR!

11/11/42

(FROM SAN DIEGO, CALIF.)

HIESTAND: LUCKY STRIKE GREEN HAS GONE TO WAR!

KYSER: Now chillun, that Dean of Common Sense, Martin Block,
has something to say about a test for common sense ...

(PICK UP FROM NEW YORK)

BLOCK: *W* Friends, I think it's quite interesting to note that before a man enters our Armed Forces, he is given an intelligence test ... really a simple test. And the purpose of it is to find out if you are prepared to face a problem squarely and go about solving it intelligently for yourself. In other words, that intelligence test wants to find out how good you are on the common sense angle - how good you are in making an intelligent decision. Now, here's an example of common sense intelligence. See if you don't agree. The folks who make Lucky Strikes realize that no cigarette can hope to be any better than the tobacco from which it's made. And, so, if we are going to give you a fine smoke, we have to make it from fine tobacco, which explains why our buyers attend the public auctions and after carefully considering and inspecting, they select that finer Lucky Strike leaf that they know will make a better cigarette. Personally, I think it's just common sense that since in a cigarette, it's the tobacco that counts, and since Lucky Strike means fine tobacco, that it's just the intelligent thing to do to smoke Luckies, so round, so firm, so fully packed, so free and easy on the draw.

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR!

(PICK UP FROM SAN DIEGO, CALIF.)

KYSER: Now chillun, that Dean of common sense, Martin Block,
has something to say about a test for common sense

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

(approx. 1:30)

(RETURN CUE)

BLOCK: Since Lucky Strike means fine tobacco, it's just the
intelligent thing to do to smoke Luckies, so found, so firm,
so fully packed....so free and easy on the draw.

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR!

(SWITCHOVER TO CAMP ELLIOTT CALIFORNIA)

(FANFARE)

(FANFARE)

HIESTAND: Ladies and gentlemen, at this time we usually introduce the old professor with a derogatory ditty, wherein the students intimate that he is any of various well known characters such as dimwit, droop, drip or sap. However this week marks the 167th anniversary of the United States Marines and we'd like to take this ~~time~~^{occasion} to wish all you Marines a Happy birthday!

ORCHESTRA: REPRISÉ. RAMBLING WRECK FROM GEORGIA TECH

GLEECLUB: Oh, you ~~rambling rambling~~^{rough and ready} leathernecks
Our hats are off to you!
For you hundred and sixty-seven years
With the red the white and blue.
You'll take ~~the son of heaven~~^{old Hirohito}
~~And Mussolini~~ and Hitler too
And you'll make ~~him say "Uncle Sammy"~~^{Walker "Uncle Sam"}
By the time that you get through!

KYSER: How about it, fellahs?

(CHEERS)

~~KYSER: Students, that was a very nice thought. The old professor is proud of you. It pops me up! In fact I feel like a new man!~~

~~BOBBY: (HOLLERS) Yeah, but you're still the same old drip!~~

~~KYSER: I know... I know..~~

(GIBBISH LAUGHTER)

SOUND: GLASS BELL

HIESTAND: There's the signal for the first round, professor! *Lucky Strike*

KYSER: *green has gone to war!*
Right! And our first marine is _____

(ADD FIRST EXAM)

Left Jack Ammonch

1. For Miss Alice Breton of El Paso, Texas, we'll tell a blighted love story of three ~~inductees~~ ^{gentlemen}. Their commanding officer granted them a few hours leave, but he told them to be sure to be back ^{about a quarter to nine} (PLAY) They dashed away ^{together} in ~~different directions to see their gals, but strangely~~ enough they met at the ~~same house~~, because they were in love with ^{3 little ladies} (PLAY).

Time flies when romance is in the air, so it was 3 o'clock in the morning when they got back to camp. They contended it was only 8 o'clock by their watches, and the sentry said "You're looking at those watches like ^{3 Blind Mice} (PLAY). So from behind bars, the boys wrote their gals and said "Looks like we're locked up for the duration, so here's wishing you a ^{White Christmas} (PLAY).

Hesterland

RISER:

~~It'll be a White Christmas for many of the boys because~~

LUCKY STRIKE GREEN HAS GONE TO WAR!

Pat Zed Cook

2. Claude Moore of Wichita, Kansas, wants to know which one of the three little sisters loved the Marine - the first one, second one, or third one. What are the shores mentioned in the Marine Hymn - ^(Impish) What is a shore dinner? When you leave here it might be your duty to protect anyone of many shores. Which shore would you rather protect?

CONTESTANT: ^{Sister} Dinah Shore!

Hesterland: Lucky Strike Green has gone to war!

3. As I get it from the guys around here, a gold brick is a fellow who ducks work and likes to take it easy. Miss Anne Merriman of Baltimore, ~~Maryland~~, says in other words a gold brick is a (PLAY). A gold brick says if you want a pass to leave the camp and don't know how to get it, that (PLAY). Speaking of bones, what kind of bones does that song bring to your mind. What does it mean "to pull a boner"? What kind of bones are African dominoes?

4. Here's a funny one from John Lonergan of Buffalo, New York - Of what bone does this remind you. What fellow in a minstrel show who makes you "ha ha ha" is sometimes called "Mr. Bones". The end man in a minstrel show beats a tambourine and shakes bones like this. Here's a tambourine and here's a pair of bones and we'd like for you to play both at the same time. (PLAY).

KYSER: Yes sir. he really went to town, didn't he? [?]....~~and there's~~

~~....~~LUCKY STRIKE GREEN HAS GONE TO WAR!

(APPLAUSE)

5. Quick like a flash at the request of Miss Barbara Mani of New Orleans we go from tambourines and bones to our visiting deans of the University of Musical Diversity - five of your own boys (HELLBILLY GROUP) ^{stationed here at Camp Elliott - They are the Camp} ~~(to be played in later)~~

Elliot Hellbilly (Play) (Play) (Play)

6. Football raises its head again this Saturday and Sergeant Aaron Smith of Camp Roberts, California, wants us to point out a few of Saturday's high-lights. It's Northwestern versus Wisconsin, Texas versus TCU, Harvard against Brown and in the middle west, Illinois tackles (PLAY). It's Duke against the Old Alma Mater, North Carolina, Princeton versus Yale, and down in Texas, it's Rice versus (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

HIRSTAND: The winner, professor.

HIRST: And he is Sgt. Jack Linworth. Good work my dear Mr. Linworth, you're the first round top. Final round's comin', so keep on thinkin', don't stop. Light up a Lucky, come on chillun, yet's hop!

HIRSTAND: LUCKY STRIKE GREEN HAS GONE TO HARI

2. DARDANELLA ORCHESTRA

HIRSTAND: LUCKY STRIKE GREEN HAS GONE TO HARI

3. CAN'T GET OUT OF THIS MOOD GROUP

(AUDIENCE APPLAUSE)

HIESTAND: LUCKY STRIKE GREEN HAS GONE TO WAR!
The first round's ~~over~~ ^{through, the winner is dead.} but we've got two more.

KYSER: Yes, Dean Hiestand, that round was really hot. ~~fill~~
~~me with mud and call me Joe Pat.~~

~~HIESTAND:~~ ^{How do} ~~I'd~~ find the Marine who is in the top spot.

~~ISH:~~ ~~Oh boy, such! where's the sick day! where's the sick day!~~

~~KYSER:~~ ~~Ishtabblle! You finally got yourself into a fight with~~
~~that Marine. And he gave you two black eyes! How come?~~

~~ISH:~~ ~~He'd have given me another one but he didn't have any~~
~~place to put it!~~

~~KYSER:~~ ~~Guess you right! I told you not to tangle with a Marine!~~

~~ISH:~~ ~~Well suppose he'd called you a little panty waist!~~

~~KYSER:~~ ~~But I'm not little!~~

~~ISH:~~ ~~Well, suppose he called you a big panty waist!~~

~~KYSER:~~ ~~I'm not big either!~~

~~ISH:~~ ~~THEN SUPPOSING HE CALLED YOU THE SIZE PANTY-WAIST YOU ARE!~~

(LAUGH)

HIESTAND: The winner, professor!

KYSER: And he is _____! Good work my
dear Mr. _____ you're the first
round top! Light up a Lucky from the world's finest crop.
Final round's comin', so keep on thinkin' don't stop,
while the chillun dance, come on chillun, yet's hop!

2. "KNOCK ME A KISS".....SULLY & GROUP

3. "DAYBREAK".....HARRY

(AUDIENCE APPLAUSE)

(FROM SAN DIEGO, CALIF.)

HIESTAND: LUCKY STRIKE GREEN HAS GONE TO WAR.

KYSER: Now chillun, here's Martin Block.

(PICK UP FROM NEW YORK)

BLOCK: Friends, Basil Ruysdael's prepared to demonstrate by reenactment that a Southern tobacco auction is really quite as exciting as any of those football games you've seen or heard this Fall.

(SNEAK IN CHANT - CROWD NOISE)

RUYSDAEL: Picture a huge tobacco warehouse, ladies and gentlemen - crowded with people - over a dozen buyers competing for the leaf - and, the whole crowd tense with excitement as the bids go up - up!

(CHANT UP - SOLD AMERICAN AT 45)

WHSMAN: Good tobacco, boys! 41! (CHANT)

RUYSDAEL: 41 dollars a hundred pounds is the warehouseman's opening bid on this next basket. But right away a leaf company bids 42 - Lucky Strike raises it to 43 - that leaf company again 44 - another cigarette company bids 45 - an export company 46 - 46 - but Lucky Strike raises it to 47 - and yes - it's going - going -

(CHANT UP - SOLD AMERICAN)

(MORE)

BLOCK: Yes, ladies and gentlemen, at auctions like that all over Tobaccoland, year after year, the makers of Luckies consistently select and buy the riper, lighter, milder tobacco - the real Lucky Strike tobacco. Yes, friends, to put it in a nutshell Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw. And, from my own personal experience, I'm sure that every time you light a Lucky you'll like a Lucky.

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR.

.(PICK UP FROM SAN DIEGO, CALIF.)

HISSTAND: LUCKY STRIKE GREEN HAS GONE TO WARI

KYS R: Now ohillum, here's Martin Block.....

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

(approx. 1:15)

(RETURN CUE)

BLOCK: and from my own personal experience I am sure that every time
you light a Lucky you'll like a Lucky.

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WARI

(SWITCHOVER TO CAMP ELLIOTT, CALIFORNIA.

TAG

4. DAYBREAK HARRY

HISSTAND: LUCKY STRIKE GREEN HAS GONE TO WARI

REFRIS: LUCKY STRIKE TIME

HIESTAND: Yes, LUCKY STRIKE GREEN HAS GONE TO WAR! In observing the 167th anniversary of the founding of the United States Marine Corps, the Marines stationed here at Camp Elliott, California, will now sing their own Marine Hymn to all of their buddies wherever they may be tonight.

AUDIENCE: SING "MARINE HYMN"

HIESTAND: LUCKY STRIKE GREEN HAS GONE TO WAR! The United States Marines stationed here at San Diego, California join with all of their buddies wherever they may be tonight in observing the 167th Anniversary of the founding of the United States Marine Corps.

AUDIENCE: HUM "MARINE HYMN"

KYSER: (SPOKEN)

From the Halls of Montezuma,
To the Shores of Tripoli,
We fight our country's battles,
On the land as on the sea.
First to fight for right and freedom,
And to keep our honor clean,
We are proud to claim the title
Of United States Marine.

HIESTAND: We pause for station identification and a salutation to the fighting Marines of a fighting nation.

LOCAL NBC STATION SAYS:

"STATION X X X SALUTES THE UNITED STATES MARINES!"

KYSER MARCH

HIESTAND: The second round is ready and due right now!

But the Professor and Ish are having chow!

(SOUND: RATTLE DISHES)

KYSER: You know, Sergeant, I'd like to order something, but I don't understand this Marine lingo.

JACK: It's simple professor. For instance GRASS is SALAD, JOE or MUD is COFFEE, SEAGULL means CHICKEN and PUNK is what we call BREAD.

KYSER: Oh, fine! Well, I'll have a cup of Joe and ~~the~~^{some} seagull fricasseo.

JACK: How about the PUNK?

ISH: Who me? I'll just have a doughnut!

(LAUGH)

HIESTAND: Professor, we can't wait any later.

KYSER: Yes, come on, Ish, we'll eat later. And our first contestant for old alma tomatar is Norman Skind

(ADD SECOND EXAM)

HIESTAND: ~~Professor~~, LUCKY STRIKE GREEN HAS GONE TO WAR!

KYSER: Bring on the second round team of the Leatherneck Corps.

(ADD SECOND EXAM)

2.

Major R. J. Kennedy notes that besides the fighting marines there are some beautiful marines...in the movies. Tarzan's mate is one. Who is she? (M. ROSEEN O'SULLIVAN) Can you name another marine of the movies? (MAUREEN O'HEARA) Distinguish between Marine and maroon. (THE Marine with the maroon eyes used Marine).

1. This one from Miss Ann Halda of South Omaha, Nebraska, is about a Marine who landed in the parlor of a beautiful girl, a description of whom would be (PLAY). He said "You have eyes of blue - look into mine and tell me what color they are?" She looked and said "You have (PLAY). While she was looking into his eyes, he winked at her, and she immediately yelled (PLAY). Her Ma came rushing in and pretty soon the Marine's ~~blue~~^{green} eyes were (PLAY).

2. Major _____ Kennedy notes that besides the fighting marines there are some other kinds of marines, and he would like to have you name three kinds of marine life. Believe it or not, we know of two very beautiful marines. One is Maureen O'Hara. You name another. What is a moron? (what are you looking at me for?) What color is maroon? Das right, and speaking of colors, chillun, LUCKY STRIKE GREEN HAS GONE TO WAR!

Yes sir, and chillun, next Wednesday night we'll be holding class with the boys at the Air Force Gunnery School at Las Vegas, Nevada. Tomorrow noon we'll be with the boys at the U.S. Naval Hospital in San Diego and tomorrow afternoon at the Marine recruit depot. Then in the evening there'll be two shows for the boys at the Naval Air Station at North Island, and we're sure looking forward to being with 'em. We'll also see some of you fellows on leave at the Hollywood Canteen Saturday night.

3. Miss Marion Lorenzen of Davenport, Iowa, wants you to name this song and tell us whether you think it's the theme of Truth and Consequences, Hobby Lobby, We the People, or the Adventures of the Thin Man. (PLAY). ~~A little bird thinks your hobby might be playing drums so we're going to give you a chance right now to indulge in your hobby. Here's a complete set of drums and we want you to play with our orchestra. (PLAY)~~

Husband: Lucky Strike green has gone to war!

4. After a long long vacation, the what what's have come back to the College. Pvt. Carmen Cell somewhere with Uncle Sam's forces, wants you to take out the "what's" in the following song titles and put in the correct words. (1) I What my What, What the What Door Whateen. (2) What What What What What What What What got a What in Whatima What. (3) I'm Whating with What in my What. Now we'd like for you sing Kalamazoo and here is a special set of lyrics. (PLAY)
(GARD)

HIBSTAND: LUCKY STRIKE GREEN HAS GONE TO TOWN

Second round's over, we're all in a tizzy.

KYS : Well, roll me in a blanket and call me dizzy.

HIBSTAND: Here's the winner, professor.

KYSER: Ah yes, and it's _____.

Ah, _____ you took second round tricks,
so light up a Lucky and get yourself fixed for the final
round while we play a tune that's goin' to town.

t.

5. I'VE GOT A TOUGH G TEXAS PRODUCTION

(AUDIENCE APPLAUSE)

5. Our visiting Deans from the University of Musical Diversity have landed again, and will soon have the situation in hand. At the request of Miss Frances Temple of Detroit, we bring back the fightenest hill billies we've ever met, ~~etc. (later).~~ *Here are the boys all*

*ready to go with their first song. (Play)
(Play) (Play)*

~~EXCER: (AD LIB) Yes sir, even those Leatherstock Hill billies have gone
to war... and, LUCKY STRIKE CIGARETTES HAD GONE TO WAR!~~

6. For William Fitzgerald of Uncle Sam's Fleet, let's tussle with some more of Saturday's Football tussles. It's George Preflight vs. Tulane, Michigan-Notre Dame, Fort Monmouth vs. Rutgers, and Oregon tackles (PLAY). Great Lakes tangles with Marquette, and Washington State plays (PLAY). Lakehurst Naval plays Lafayette, and Iowa tries to stop (PLAY).

{APPLAUSE}

SOUND: CLASS BELL

11/11/42

(FROM SAN DIEGO, CALIF.)

HIESTAND: LUCKY STRIKE GREEN HAS GONE TO WAR!

KYSER: Now Martin Block puts the facts squarely on the line ...

(PICK UP FROM NEW YORK)

BLOCK: *Thanks Ray, ... and you know!*
Friends, many times in the past, I've talked to you about independent tobacco experts who, because it's their business to attend public auctions, can't help but see who buys what tobacco. And I've told you how with these men who know tobacco best, it's Luckies 2 to 1. Now I have met some of these independent tobacco experts, and they are just plain ordinary people like you and me. They work hard all day, and spend quiet evenings at home with their family just like the rest of us. They're just hard workers who know their business. So, when by an overwhelming majority these men tell us they smoke Luckies, it's more than just cold impersonal fact. It's like Mrs. Jones leaning over the back fence and telling her neighbor about the new flour that makes cakes so much better. Why don't you take a tip from the ^{Tobacco} experts the next time you buy a pack of cigarettes? Remember to ask for Lucky Strike!

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR!

(PICK UP FROM SAN DIEGO, CALIF.)

HIESTAND: LUCKY STRIKE GREEN HAS GONE TO WAR!

KYSER: Now Martin Block puts the facts squarely on the line

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

(approx. 1:15)

(RETURN CUE)

BLOCK: Why don't you take a tip from the experts the next time you buy a pack of cigarettes. Remember to ask for Lucky Strike.

RUYSDALL: LUCKY STRIKE GREEN HAS GONE TO WAR!

(SWITCHOVER TO CAMP ELLIOTT, CALIFORNIA)

6. GOES OF LOVE JULIE

KYSER: Yes, chillun,...LUCKY STRIKE GREEN HAS GONE TO WAR!

7. I CAME HERE TO TALK FOR JOE HARRY

(AUDIENCE APPLAUSE)

ORCHESTRA REPRIS: KYSER MARCH

HIESTAND: Professor, ready for the final start?

KYSER: Yes, and our finalists are really smart! Believe me, ^{also} ~~then~~
Looking at this group for an hour. I must say it again
~~say again and again,~~ the U. S. Marine Corps really builds
men!

Julie
~~Tom:~~ What did you say, Professor?

KYSER: I say the Marine Corps builds men!
well - build me a couple and send 'em right over
~~Oh. I'm going to tell my sister, Gismo Kabbble about that.~~

~~-- Shall give 'em an order for a half dozen!~~

~~KYSER: Ish Kabbble! Don't be facetious!~~

~~Tom: I'm not facetious!~~

~~KYSER: You are facetious!~~

~~Tom: I DON'T EVEN KNOW MUSCOLINI!~~

(LAUGH)

Fanfare
HIESTAND: Professor, LUCKY STRIKE GREEN HAS GONE TO WAR!

~~Tom:~~

~~HIESTAND:~~ And -- it's time for the Final Exam!

KYSER: Fine, dean. Bring in the finalists and yet's start to jam!

(ADD FINAL EXAM)

The Marines celebrated their 167 Anniversary by doing some terrific fighting on many Islands such as the Solomons, Guadalcanal Island, etc. so we think it's appropriate to take "Islands" for the theme of our final round tonight.

- 1. Lt. E.F. Shaheen somewhere with Uncle Sam's Forces, wants to know where the Marines would be fighting if they were stationed on the title of this song. (PLAY) The Marines were the stars of the battle of Wake Island - Can you name one star of the picture "Wake Island?" Do they train singers on the Canary Islands? ~~Are they yellow in color? No, they're very fertile and green.~~

HLESTAND: ~~Green? That reminds me, Professor,~~ LUCKY STRIKE GREEN HAS GONE TO WAR!

- 2. Miss Agnes Comar of Charleston, S.C. says ^{Long John Silver} ~~Robertson Grasso~~ would have been a happy guy if he'd have found some Marines stationed on (PLAY) Who wrote the book Treasure Island? Where is Treasure Island on the West Coast? ~~And we're looking forward to playing to all of our service boys who have returned from overseas fighting, and are stationed at _____~~ ~~Wake Island, etc.~~

3. When words were added to Tschaikowsky's Andante Cantabile, those words were about a certain Island, and Sergeant Ray A. Rothfuss of Uncle Sam's Forces wants you to listen and tell us what it is. (PLAY) Now will you distinguish between Coney Island, Ellis Island and Devil's Island. In the Aleutian Islands, would you call the Jap's dream of a victory ~~strife~~ Allusionations?

We want you to listen and tell us what great islands these songs bring to your mind. (Play)

4. Along with our soldiers, sailors and flyers, you marines played an important part in the battles of Midway, Coral Sea, the Solomons, Guadalcanal, etc. and Pvt. John Eyle of Ft. George G. Meade, Md., wants to see how well you can use those words in several ~~other~~ connections. For instance what is "the midway." Who was King Solomon? ~~What is Coral? How don't hang yourself with this one - Use the word "Manila" but not in connection with the battle.~~

Herald: Lucky Strike green has gone to war!
APPLAUSE

SOUND: CLASS BELL

Repeat: Lucky Strike green has gone to war!

HIESTAND: Professor, shall I find out the winning Leatherneck?

KYSER: By all means, Dean, go and check!

JULIE: Professor.

KYSER: Well, Julie, you back again?

JULIE: Uh huh. I've been writing a poem about love in the armed forces.

KYSER: Well, I'd certainly like to hear it, Julie.

JULIE: Okay. (RECITES)

My sister Bliss', a pretty miss -

Prefers a sailor's salty kiss.

My sister Bess, she's quite a mess.

She likes a soldier's warm caress!

I'd like a man that feels at home

In air, on land or on the foam,

So if I had my choice, by heck..

I'd rather neck a leatherneck!

(LAUGH)

Kyser
Lucky Strike Green has gone to war!
(FANFARE)

HIESTAND: Number one Marine, professor!

KYSER: Ah! LUCKY STRIKE GREEN HAS GONE TO WAR....and here's the **boy** with the highest score. He is _____! Ah _____ you must have been inspired. Look at the prize that you've acquired! A \$50 United States War Bond. And to number two for comin' through, here's a twenty-fiver for you! And to you other four foxes, for your ditty-boxes, \$10 in war saving stamps. All six get a carton of Luckies. And then! To each of you men, pride of a nation, our greatest appreciation and a package of better than ever LUCKY STRIKE CIGARETTES!

(CHEERS)

8. ~~EVERYTHING I'VE GOT.....~~ *Cut for Julie*.....ORCHESTRA

KYSER: ~~LUCKY STRIKE GREEN HAS GONE TO WAR!~~
(KYSER THEME....."THINKING OF YOU")

KYSER: Well, chillun, that's about all for this class session.

Hiestand: LUCKY STRIKE GREEN HAS GONE TO WAR! ~~Before we go, just~~

Kyser: ^{has just} one thing ~~more~~. And that is our sincere thanks to

Major General Smith, Major General Barrett and

Brigadier General Kingman and

to all you hard-hitting, hard-fighting leathernecks stationed here at the Marine Barracks at Camp Elliott, for your many courtesies during our visit here. Next week we'll be entertaining the sharpshooters at the Air Force Gunnery School at Las Vegas, Nevada, and we're certainly looking forward to being with the boys who are running interference for the bombardiers.

And now, this is Kay Kyser ... thinking of you. Thanks a

Hiestand: lot for being with us ... and ... so long, everybody.

LUCKY STRIKE GREEN HAS GONE TO WAR!

(APPLAUSE)

LUCKY THEME

HIESTAND: This broadcast was for the entertainment of the men stationed at the Marine Barracks and does not constitute an endorsement of our product by the ^{Army} War 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. Bud Hiestand speaking, LUCKY STRIKE GREEN HAS GONE TO WAR!

This program came to you from San Diego, 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 _____

(REVISED)

As Broadcast

KAY KYSER LUCKY STRIKE ROUTINE

#243

11/18/42
7:00-8:00 pm PWT

Army Gunnery School
Las Vegas, Nevada

- | | | |
|----|---|------------------|
| 1. | PRAISE THE LORD AND PASS THE AMMUNITION | GROUP |
| | COMMERCIAL ONE | |
| | ROUND ONE | |
| 2. | EGGABRED | JULIE & SULLY |
| 3. | WHITE CHRISTMAS | HARRY |
| | COMMERCIAL TWO | |
| 4. | WHY DON'T YOU FALL IN LOVE WITH ME | HARRY & TRUDY |
| | STATION BREAK | |
| | ROUND TWO | |
| 5. | PALE MOON | PRODUCTION |
| | COMMERCIAL THREE | |
| 6. | <i>Everything I've Got</i> ON THE ALAMO | ORCHESTRA |
| 7. | GREENADE IN BLUE <i>cut for time</i> | GROUP |
| | FINAL ROUND | |
| 8. | <i>On The Alamo</i> EVERYTHING I'VE GOT | ORCHESTRA |

WARM UP REMINDERS:

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

HIESTAND: At Las Vegas, Nevada, LUCKY STRIKE presents KAY KYSER'S COLLEGE
OF MUSICAL KNOWLEDGE from the Army Gunnery School.

TRIO: RAT-A-Tat TAT, RAT-A-TAT TAT,
THE GUNNERY SCHOOL
THAT'S WHERE WE'RE AT!

(AUDIENCE HOLLERS: "YEA GUNNER" -- "HOORAY")

(THINKING OF YOU - AUDIENCE APPLAUSE UP BIG)

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

#243

Originates at the Army Gunnery School, Las Vegas, Nevada
(with switchovers to NBC, New York, for commercials)

7:00 - 8:00 PM PWT

10:00 - 11:00 PM PWT

Wednesday, November 18, 1942

HIESTAND: LUCKY STRIKE GREEN HAS GONE TO WAR!
(BOONE: CHANT ENDING SOLD AMERICAN - 45 to 48 INCLUSIVE)

HIESTAND: 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! LUCKY STRIKE
GREEN HAS GONE TO WAR!

ELTON: (OPENING THEME)
LUCKY STRIKE GREEN HAS GONE TO WAR!

HIESTAND: From the Army Gunnery School at Las Vegas, Nevada ---
LUCKY STRIKE presents KAY KYSER'S COLLEGE OF
MUSICAL KNOWLEDGE!
(AUDIENCE HOLLERS "YEA GUNNERS!" -- "HOORAY!"
(THINKING OF YOU - AUDIENCE APPLAUSE UP BIG)

KYSER: Evein' folks, how y'all? LUCKY STRIKE GREEN HAS GONE TO WAR!
And we're mighty happy to be here with all you men at the Las Vegas Gunnery School. Believe me the speed with which these men fly and fire is really amazin'! I've never seen such performances in my life!

ISH: That's nothin' new to me, professor. I've been up in planes hundreds of times -- only got in trouble once.

Kyser: When was that Ish?

ISH: When I jumped out with a parachute. I pulled the wrong string!

KYSER: Pulled the wrong string? When did you first notice it, Ish?

ISH: Well, I suspected something was wrong when I saw my union suit flying over Reno!

AUDIENCE: APPLAUSE

KYSER: Get out of here Mr. Nothin' by Nothin'! Right now we gotta get on with the funnin', 'cause our first three contestants are aimin on gunnin' at those \$116.00 in War Bond prizes.

HIESTAND: LUCKY STRIKE GREEN HAS GONE TO WAR

KYSER: Das right! Now rack up those shells and give out with the yells 'cause here's a tune that's the battle cry of every one of Uncle Sam's gunners -- PRAISE THE LORD AND PASS THE AMMUNITION.

1. PRAISE THE LORD AND PASS THE AMMUNITION

(AUDIENCE APPLAUSE)

HIESTAND: LUCKY STRIKE GREEN HAS GONE TO WAR!

(FROM LAS VEGAS, NEV.)

HIESTAND: LUCKY STRIKE GREEN HAS GONE TO WAR!

KYSER: And now, chillun, let's listen to that Dean of Common
Sense, Martin Block.

(PICK UP FROM NEW YORK)

BLOCK: You know, friends, I really believe that the fact that
most tobacco is sold at public auction is of great
importance to you as a smoker. If Basil Ruysdael will
help us reenact a typical tobacco auction scene, I will
show you what I mean.

(MORE)

(FROM LAS VEGAS, NEV.)

HIESTAND: LUCKY STRIKE GREEN HAS GONE TO WAR!

KYSER: And now, chillun, let's listen to that Dean of Common Sense, Martin Block.

(PICK UP FROM NEW YORK)

BLOCK: You know, friends, I really believe that the fact that most tobacco is sold at public auction is of great importance to you as a smoker. If Basil Ruysdael will help us reenact a typical tobacco auction scene, I will show you what I mean.

(MORE)

(SNEAK IN CHANT - CROWD NOISE)

RUYSDAEL: Picture a huge tobacco warehouse, ladies and gentlemen - crowded with people - over a dozen buyers competing for the leaf - and, the whole crowd tense with excitement as the bids go up - up!

(CHANT UP - SOLD AMERICAN AT 45)

WHSMAN: Good tobacco, boys! 41! (CHANT)

RUYSDAEL: 41 dollars a hundred pounds is the warehouseman's opening bid on this next basket. But right away a leaf company bids 42 - Lucky Strike raises it to 43 - that leaf company again 44 - another cigarette company bids 45 - an export company 46 - 46 - but Lucky Strike raises it to 47 - and yes - it's going - going -

(CHANT UP - SOLD AMERICAN)

BLOCK: Now, friends, as the auctioneer calls "Sold American," every man attending an auction, including the independent tobacco experts ... buyers, warehousemen, and auctioneers, naturally sees and hears exactly who buys what tobacco. And when these independent tobacco experts see the makers of Luckies at market after market acquiring finer, milder tobacco, it's no wonder they prefer Lucky Strike by such an overwhelming majority. We all know that in a cigarette, it's the tobacco that counts. The fact that independent tobacco experts prefer Luckies two to one simply confirms the fact that Lucky Strike means fine tobacco.

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR!

(PICK UP FROM LAS VEGAS, NEV.)

HIESTAND: LUCKY STRIKE GREEN HAS GONE TO WAR!

KYSER: And now, chillun, let's listen to that Dean of Common
Sense, Martin Block.

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

(approx. 1.20)

(RETURN CUE:)

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR!

(SWITCHOVER TO LAS VEGAS, NEVADA)



ORCHESTRA: REPRISÉ "MADEMOISELLE FROM ARMIÉNTIÉRES"

GLEE CLUB: It says in the script that he's a pip.

Parley Focey.

We all know he's just a drip....

Full of hocey.

JACK: He's nutty-he's-crazy-he's-wacky-he's-sorewy

(SOLO

FRONT MIKE) He don't know as much as a Second Louie...

GLEE CLUB: Hinky ~~Study~~ Kyserooooooooooooo.

(GIRLISH LAUGHTER)

(APPLAUSE)

SOUND: CLASS BELL

HIESTAND: LUCKY STRIKE GREEN HAS GOME TO WAR. And here's Professor to
try the first three contestants.

KYSER: Well, ~~put me in the running and call me Dobby~~ ^{Our} number one
man is _____.

(ADD FIRST EXAM)

11-18-42

1. According to Pfc Ray Owen of Fort Lewis, Washington, one of your gang here at the gunnery school was doing sentry duty the other night, and when he heard some one approaching he said "halt, who goes there?" A female voice replied "Don't shoot this is (PLAY) The sentry said "Advance and be recognized," She said "Don't be so rough you big strong he-man because (PLAY) She went up and put her arms around him and gave him a big kiss. The sentry dropped his gun, unhooked his bayonet, threw away his pistol, and said (PLAY).

HIESTAND: LUCKY STRIKE GREEN HAS GONE TO WAR!

2. _____ is sure it won't be ^{chudging} ~~sentry~~ for you here at the gunnery school to distinguish between a tommy gun, a flit gun and Gunga Din. ^{His little Army - Squirt Gunga Din} ~~What ~~sentry~~ is gun-metal?~~ Who was the female star of the picture "Gun for Hire"? She wears a lock of hair over one eye -

HIESTAND: LUCKY STRIKE GREEN HAS GONE TO WAR!

localities
 3. Here's a ~~55~~ ~~Millimeter~~ question from Mr. and Mrs. A.C. Leggett of Oxnard, Calif., - They want us to serenade you and have you tell us the name of the song (PLAY) They're sure you'll have no trouble with this one (PLAY) That song gives us an idea. We want you to serenade a little bit, and to put you in the right mood, we have a real live Nevada donkey and we want you to imagine you're ~~being~~ ~~by~~ *held in arms* - Put your arms around this beautiful burro and sing that song in his ear.

KYSER: LUCKY STRIKE HAS GONE TO WAR. *traced on the air*

4. Here's the theme of one of radio's smoothest programs and Ray Ruble ~~(Ray Ruble)~~ of Williams Field, Chandler, Arizona, wants you to listen and tell us whether it is The American Melody Hour, Waltz Time, Teachee Time, or the American Album of Familiar Music. (PLAY) Now if you have the time we'd like for you to complete some well-known "times" ~~here~~ *heard* on the radio. (Harry sings) Now complete this time heard regularly on the radio. (Jack) And what would you insert as the rest of this slogan (Harry).

Hertland
~~REPEAT~~ LUCKY STRIKE GREEN HAS GONE TO WAR!

5. You've heard musical saws, songs played on bicycle pumps, and we've presented distinguished artists who have played tunes on balloons, bottles and most everything. But right now Ish Kabibble has taken part of a regular folding metal music rack, and he's going to get a tune out of it. Miss Alice Whitlock of Marietta, Georgia, wants you to listen and tell us what he's playing. I think Ish Kabibble can squeeze one more out of that music rack. Let's have him try anyway.

Elton

~~HERBERT~~: LUCKY STRIKE GREEN HAS GONE TO WAR.

6. The 1942 football slug fest is in the home stretch, so W.E. Landy of St. Clair Shores, Michigan, wants us to review a few of the high lights of this coming Saturday's clashes. It's Harvard against Yale, Alabama tackles Vanderbilt, Columbia against Dartmouth and the Princeton Tiger^{Claw} will try to ~~stop~~ the mule of the (PLAY) Texas Christian plays Rice, Georgia Tech against Florida, Minnesota against Wisconsin, and Ohio State will have its hands full against (PLAY)

APPLAUSE

SOUND: CLASS BELL

HIESTAND: LUCKY STRIKE GREEN HAS GONE TO WAR! The first round's over.

Don't make us all fret!

KYSER: Well dunk me in coffee and call me hard-to-get. Who won, Dean?

HIESTAND: I'll find out, sir.

JULIE: (DISGUSTED) Fine people! Of all the nerve! That settles it!

KYSER: Julie! Control yourself!

JULIE: Well, he makes me tired!

KYSER: Julie! What's the matter with you!

~~JULIE: So all right, ~~and he's handsome!~~ I'll get even with him!~~

~~KYSER: Julie! Explain yourself!~~

JULIE: Well -- I ~~just met~~ ^{met} a big handsome gunner. ~~And he~~ asked me if I could whistle as well as I can sing.

KYSER: So what's wrong with that?

JULIE: So I said "yes, I can whistle."

KYSER: Well?

JULIE: So I puckered up, like this (CLOSE EYES AND PUCKER LIPS FOR A KISS)

KYSER: Yes?

JULIE: And the darn fool let me whistle!

(LAUGH)

Kiper:
HIESTAND: ^{lucky strike green has gone to war}
The winner, professor!

KYSER: Yes! And he is _____ Mr. _____.
You were hot, you are the first exam's big shot! Here's a Lucky and here's a light, set your sight for the final fight while all the chillun dance!

Elton
HIESTAND: LUCKY STRIKE GREEN HAS GONE TO WAR!

2. *Elton*
"PRAISE THE LORD AND PASS THE AMMUNITION".....GROUP

HIESTAND: LUCKY STRIKE GREEN HAS GONE TO WAR!

3. "WHITE CHRISTMAS".....HARRY

(AUDIENCE APPLAUSE) -8-

HIESTAND: LUCKY STRIKE GREEN HAS GONE TO WAR!

KYSER: *how here is Martin Block with an interesting demonstration*
~~Now it's time to hear from Martin Block.~~

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

(approx 1.10)

(RETURN CUE:)

BLOCK: LUCKY STRIKE GREEN HAS GONE TO WAR!

(SWITCHOVER TO LAS VEGAS, NEVADA)

WHY DON'T YOU FALL IN LOVE WITH ME.....HARRY & TRUDY

4.
Hiestand
~~ELTON:~~

LUCKY STRIKE GREEN HAS GONE TO WAR!

REPRISE: ~~BETTER LUCKY STRIKE TIME OR REPEATED COMED LONG.~~

(FROM LAS VEGAS, NEV.)

HIESTAND: LUCKY STRIKE GREEN HAS GONE TO WAR!

KYSER: Now here's Martin Block with an interesting demonstration ...

(PICK UP FROM NEW YORK)

BLOCK: Friends, I have said to you many times that no cigarette can be any better than the tobacco it contains. And I think you will agree with me that that's true. And you've heard me say that Lucky Strike means fine tobacco. I know we've proven that time and time again. But we don't rest there. We make sure that that fine tobacco comes to you in a cigarette, so round, so firm, so fully packed, so free and easy on the draw. And to prove to yourself that Luckies are made the way you like them made, I wish you'd do as I do now. I take a Lucky Strike cigarette, put it between my lips, strike a match. Hold it up in front of the Lucky Strike. And instead of drawing in, blow out through the cigarette. Lo and Behold! The match goes out ... proving unquestionably that Luckies are so round, so firm, so fully packed - so free and easy on the draw. There's no doubt about it ... every time you light a Lucky, you ¹⁰ like a Lucky.

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR!

(PICK UP FROM LAS VEGAS, NEV.)

HIESTAND: ~~LUCKY STRIKE GREEN HAS GONE TO WAR!~~ While these hard
 working gunners take time out from their sharpshooting, the
 Las Vegas Gunnery School Glee Club ask their buddies ~~flying~~ⁱⁿ
 Uncle Sam's planes around the world to join them in singing
 the words of the "Army Air Corps":

ORCH: INTRO. "ARMY AIR CORPS SONG"

LAS VEGAS GLEE CLUB " " " "

Lucky Strike green has gone to war.

HIESTAND: We pause for station identification.

LOCAL NBC STATION SAYS:

"STATION X X X SALUTES THE AIR CORPS GUNNERS"

KYSER MARCH

Elton
~~HIESTAND:~~ LUCKY STRIKE GREEN HAS GONE TO WAR!

r

HIESTAND: Professor! second round is due!

KYSER: Well, yet's get started -----

MAN: (OFF, SHOUTING) It's not right I tell you! I won't stand ^{and}
~~for it another day!~~

KYSER: Hold on here! ~~hey you? what is all this noise!~~

MAN: ~~(FRANTIC) I can't stand it! I can't stand it any
longer! I can't! I can't stand for it!~~

KYSER: ~~Wait a minute! What's the occasion for all this!~~

MAN: (FRANTIC PLEADING) It's not right, I toll you! I'm brave!
I'm courageous! I can fly like an eagle! But what good
does it do me! Not a bit! Nobody every let's me say
anything!

KYSER: Now hold on here, let's talk this thing....

MAN: TALK! That's just it! I can't talk! They won't let me!
I've got my rights! I've got a right to speak! But do you
think they'll let me?...NO! Somebody else has to talk for
me! It's not right! I ~~want~~ ~~stand~~ ~~for~~ ~~it!~~ I gotta talk!
~~I gotta say something! I won't keep quiet any longer!~~

I'M gonna speak for myself! *I don't want some one*

KYSER: Wait a minute! who are you! *ever talking to me!*

MAN:(MODESTLY) I'm "Joo".

(LAUGH)

SOUND: CLASS BELL

HIESTAND: LUCKY STRIKE GREEN HAS GONE TO WAR! Professor, can't you
hear that bell a ringin'?

KYSER: Yes, Dean, come on yet's start swingin'! And our first
contestant in round number two is _____

(ADD SECOND EXAM)

1. Here's a big berth from Miss Jeanne Huras of Milwaukee. It's about a couple of aerial gunners who were doing night practice with tracer bullets. These gunners were seated (PLAY). The one gunner ran out of tracer bullets so he went to the fellow next to him and said (PLAY). The gunner replied " I Don't have any extra tracer bullets, but you can use these (PLAY).

HIESTAND: LUCKY STRIKE GREEN HAS GONE TO WAR!

2. Speaking of bullets, Private John Bemke somewhere in Australia is sure you can distinguish between sure shot, big shot, and shot put, and a shot in the arm. And you know, folks, there's a fellow named Kaiser who's giving shipbuilding a shot in the arm. Why, last week he built a ship in only 4 days, 15 hours, and 26 minutes at the Richmond, California Yards and we thought we'd better go out there next Wednesday night and find out what it's all about. But between now and then we'll be at the Hollywood Canteen Saturday night, at the Oak Knoll Navy Hospital in Oakland on Monday and later at the Navy Hospital at Mare Island. Then, next Wednesday from the Henry J. Kaiser Shipyards at Richmond, California, the old college will be salutin' the shipbuilders all over America!

(APPLAUSE)

ELTON: LUCKY STRIKE GREEN HAS GONE TO WAR!

3. Speaking of shootin, here's the theme song of a fellow who does a lot of shootin on the radio (PLAY). Who is he? That song is about a fellow who did a lot of shootin, but he did it with a bow and arrow - Who is he? We have an apple, but we don't have a bow and arrow. However, we'd like to see how good a marksman you are - Is there a gun in the audience -

ISH: Right here, Professor.

KAY: Ish Kabibble, I said I wanted a gun -

ISH: Oh, I thought you said goan.

BUD: Here's a gun Professor.

KAY: Thanks, Dean - and Ish Kabibble as long as you volunteered, you put this apple on your head and we'll see if our contestant can shoot it off without hitting you. Shut your eyes, Ish Kabibble, so you'll never know what hit you. Ready - (Ish takes apple off head and bites it-).

KAY: Don't bite that apple, Ish ~~Kabibble, put it back on your head~~ - the smaller you make it the harder it will be for him to hit it. ^{smaller} Aim - ~~fire~~ -

ISH: Professor, before you shoot, did you hear the ^{one about} ~~story~~ of the military worm?

KYSER: What about the military worm?

ISH: He's in the apple corps! (WHISTLES)

KYSER: ~~Quiet! Now get that apple back up there. Okay. Ready, aim, fire! (BIZ WITH FLIT GUN)~~

ISH: ~~Hey! Wait a minute! Stop! Help! I must be blind. I can't see anything.~~

KYSER: ~~You can't see?~~

ISH: ~~I can't see a thing! Help!~~

KYSER: ~~Ish! Ish! Open your eyes!~~

ISH: ~~(FASSE) Oh yeah. Everything is different now.~~

~~HIESTAND:~~ LUCKY STRIKE GREEN HAS GONE TO WAR!
Kyzer:

4. A certain orchestra made a very popular record of a certain song and we're going to imitate a bit of it right now. Miss Lois Earley of Akron, Ohio, wants you to listen and tell us the name of the song and what orchestra we're imitating. (PLAY).

Kyzer: Lucky Strike Green has gone to war!

~~4. ALTERNATE: Miss Lois Earley of Akron wants us to make believe several nationally-known orchestra leaders are in the gunnery school band and you don't know any of them by sight. Let's see if you'd know them by the instruments they play. For instance if we found this fellow in your band who would it be (PLAY). And supposing you heard this leader swing out like this (PLAY). And if right in the middle of one of your military marches this fellow started to go to town - who would it be (PLAY).~~

5. The Gunnery School here at Las Vegas is very proud of one of its enlisted men so we're going to make him our visiting Dean, ^{Tringlet}
 He plays a whole fistful of the hottest ~~Boogie~~ piano you've ever heard. He's "Suitcase" Simpson! Let's get him out here. (APPLAUSE) ^{Just tell us what style this piano is} "Suitcase" Simpson ^{from so?} is going to play three tunes on the piano and we ~~want~~ ^{want} you to tell us what they are.

(PLAY) (PLAY) (PLAY) (APPLAUSE)

chestnut

~~SOUND:~~ LUCKY STRIKE GREEN HAS GONE TO WAR!

6. (REFEREE'S WHISTLE BLOWS) ^{the} There's a referee's whistle - that means it's football time again in the college, so for Samson Salinger of New York City, let's get back to our preview of Saturday's games. It's Iowa Preflight against Nebraska, Texas Tech versus Hardin Simmons and in the middle west, Notre Dame tackles (PLAY). On the West Coast it's Oregon versus Oregon ^{and the little one is now in the middle west. It's before Thursday & Friday} State, the big game between California and Stanford, and it's Washington versus (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

HIESTAND: LUCKY STRIKE GREEN HAS GONE TO WAR! Round _____ is done,
it couldn't be any denser.

KYSER: Well, Dean, go get the name of the leading gunner!

ISH: Professor, I don't want to change the subject, but I get a
letter from my sister and she thinks you're pretty.

KYSER: SHE does!

ISH: She says you have a beautiful complexion -- skin just like a
ripe plum.

KYSER: Did she really say that, Ish?

ISH: Well, she said "GIVE MY REGARDS TO PRIME FACE!"
(LAUGH)

HIESTAND: Professor, the winner!

KYSER: LUCKY STRIKE GREEN HAS GONE TO WAR. Ah, yes, he is _____
Congratulations, my dear sir! You really kicked up quite a stir.
So light up a Lucky.

ELTON: LUCKY STRIKE GREEN HAS GONE TO WAR!

PALE MOON PRODUCTION

(AUDIENCE APPLAUSE)

(FROM LAS VEGAS, NEV.)

HIESTAND: LUCKY STRIKE GREEN HAS GONE TO WAR!

KYSER: Now let's listen to Martin Block ...

(PICK UP FROM NEW YORK)

BLOCK: ^{Thanks - well (ay)} I guess we all know that you can't bake a loaf of bread without flour ... or make a dress without cloth. No, sir, it just can't be done. Well, just as impossible as it would be to make a loaf of bread without flour ... or a dress without cloth ... that's how impossible it is to make a fine cigarette, without fine tobacco. Yes, folks, in a cigarette, it's the tobacco that counts ... that's the main ingredient. Why do you think millions and millions of people prefer Luckies? Why do you think that independent tobacco experts ... warehousemen, auctioneers, buyers ... men who know tobacco best, prefer Luckies two to one? Undoubtedly they enjoy and appreciate that finer tobacco that goes into every Lucky Strike ... that fine, ripe, mellow leaf that our Lucky Strike buyers deliberate over, and finally select at public tobacco auctions in the South, if it comes up to the Lucky Strike standards of high quality. You see, friends, we folks who make Luckies know that the basis of our success is the use of finer tobacco. That's why I can assure you that nothing will ever stand in our way of securing the kind of leaf that has made the name Lucky Strike mean fine tobacco. Take my advice ... light a Lucky ... because to light a Lucky is to like a Lucky.

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR!

(PICK UP FROM LAS VEGAS, NEV.)

HIESTAND: LUCKY STRIKE GREEN HAS GONE TO WAR.

KYSER: *lets listen to Martin Block*
Now ~~Martin Block~~ has a few questions to ask you.

(SWITCHOVER TO NEW YORK....PICK UP COMMERCIAL NO. 3)
(approx 1.00)

(RETURN CUE:)

RUYSDAIL: LUCKY STRIKE GREEN HAS GONE TO WAR.

(SWITCHOVER TO LAS VEGAS, NEVADA)

6. EVERYTHING I'VE GOT.....ORCHESTRA

KYSER: ~~Yes, William~~...LUCKY STRIKE GREEN HAS GONE TO WAR.

~~7. SERENADE IN BLUE.....HAPPY~~ *cut for time*
(AUDIENCE APPLAUSE)

~~ELDON: LUCKY STRIKE GREEN HAS GONE TO WAR.~~

ORCHESTRA REPRIS: KYSER MARCH

HIESTAND: Round three's ready, Professor...on with the fun!

KYSER: As soon as I learn how to handle a gun.

JACK: Now in elementary gunnery, Professor, we don't use real bullets ... we use blanks.

KYSER: You use blanks. I understand.

JACK: First you make sure the gun is empty.

KYSER: I see.

JACK: Then you unbolt the magazine and insert the blank. Go on?

KYSER: I think so. First I make sure the gun is empty. Then I unbolt the magazine.

JACK: (PAUSE) What about the blank?

ISH: Who ...me? I ain't even shootin!

(LAUGH)

~~KYSER: Get out of here! No Nothing By Nothing!~~

~~HIESTAND:~~ Professor, LUCKY STRIKE GREEN HAS GONE TO WAR!

(FANFARE)

KYSER: Dean, bring on the finalists.

HIESTAND: Yes sir you gunner, here's your number one-er!

KYSER: And he is _____ winner of the first exam.

(ADD FINAL EXAM)

1. Since this is the first time we've held class in the State of Nevada we think it's appropriate to devote our final round to this state. Now I guess you can tell us how many states Nevada is bounded by. This song should give you a clue (PLAY) Each of the following tunes which has the name of a State in it and we'd like for you to tell us which two border Nevada (PLAY)
Is this right or wrong -- Nevada has no state income tax and no state sales tax.

RIGHT.

HIESTAND; LUCKY STRIKE GREEN HAS GONE TO WAR!

2. Nevada produces lots of copper, gypsum, and magnesium, but Alice Samall of Reno says from the following song you should be able to name two other Nevada minerals (PLAY Silver Threads Among the Gold). In fact Nevada is called the Silver State. What anniversary is a silver anniversary? (25) Which of our coins is a cartwheel? (Silver dollar)

ELTON; LUCKY STRIKE GREEN HAS GONE TO WAR!

3. Nevada boasts one of the largest dams in the world and _____
_____ wants you to name it. Who got involved with a dam
in this song (PLAY) Now if you identify this song, you'll tell
us the name of Nevada's State flower. (PLAY)

KYSER: LUCKY STRIKE GREEN HAS GONE TO WAR.

4. Is Reno the capital of Nevada? We usually think of Reno in
connection with divorce, but at the request of _____
we went thru the Reno files and statistics prove there are lots
of folks who say goodbye to each other in Reno but there are more
who say (PLAY) There are quite a few cities that end with the
letter "o" and we want you to tell us where they are. We know

Reno is in Nevada, ^{Amerville, Indiana} but what about Chicago, Rio de Janeiro, Kokomo
^{Impassible} ~~Chicago~~ (Illinois, Brazil, Indiana, ^{Florida} Alaska)
^{and Juneau}

Hester's "Lucky Strike Green has gone to war"

(APPLAUSE)

SOUND: CLASS BELL

~~EXTON: LUCKY STRIKE GREEN HAS GONE TO WAR!~~

HIESTAND: Professor, contest's over, and it was quite a lark.

KYSER: Well find out which gunner really hit the mark!

HIESTAND: I'll talk to the big shot and get a report.

KYSER: Is he kiddin'?

ISH: (GROANS) Chhhhhhhh, Professor! I'll never do any more shootin' with these guys.

KYSER: Why? Didn't you get any marks?

~~ISH: I sure did, and I don't like that!~~

~~KYSER: Sure did, did you get?~~

I sure did

ISH: Looky here. Two black eyes and a bloody nose.

KYSER: Well Ish, you shouldn't try to shoot unless you know your weapons are fully loaded. Otherwise you'll get hurt.

ISH: My weapons were sure loaded. That's where I made my mistake.

KYSER: Hmmm. That's funny. What did you shoot?

ISH: Sarge natural in a row!

(LAUGH)

KYSER: LUCKY STRIKE GREEN HAS GONE TO HAWAII

(PANTANE)

HIESTAND: The winner, Professor!

KYSER: And his name is _____ GG Congratulations

gunner, you are our number one'r. So you get the fifty dollar U.S. War Bond! And to second placer for some rootin' tootin' shootin', this twenty-five dollar bond. Furthermore the other four each get ten dollars in War Stamps. All six get a carton of Luckies! And then to all the men who've been so swell, ~~with this to come again,~~ a package of better than ever LUCKY STRIKE CIGARETTES!

(CHEERS)

Hiestand ~~under the green has gone to war~~
B. ~~EVERYBODY LOVE AND FOR ALL ALIENS~~ ORCHESTRA

~~KYSER: LUCKY STRIKE GREEN HAS GONE TO HAWAII!~~

~~(PANTANE)~~

KYSER: Well chillun, I guess that's all for this class session.
 LUCKY STRIKE GREEN HAS GONE TO WAR! And right now I'd like
 to just take a moment to thank _____
 and _____ and all you gunnery students
 and enlisted men here at Las Vegas for the wonderful time
 we've had here. Next week we'll be ~~way off on the coast~~
~~again to have~~ entertainin' ~~for~~ the men and women who are
 doing such a wonderful job of building ships for the Merchant
 Marine. ~~Yes, sir, we'll be~~ at Richmond, California at the
 Henry Kaiser Shipyards. And now, this is Kay Kyser...
 thinking of you. Thanks a lot for being with us...and ...
 so long, everybody!

HIESTAND: LUCKY STRIKE GREEN HAS GONE TO WAR

APPLAUSE

LUCKY THEME

HIESTAND: This broadcast was for the entertainment of the men stationed
 at the Las Vegas Gunnery School and does not constitute an
 endorsement of our product by the War 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. Bud Hiestand speaking,
 LUCKY STRIKE GREEN HAS GONE TO WAR! This program came to
 you from Las Vegas, Nevada 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 _____

As Broadcast

KAY KYSER LUCKY STRIKE ROUTINE

11/25/42
7:00-8:00 PM PWT

#244

Richmond Shipyards
Richmond, California

~~2~~ MR. FIVE BY FIVE

SULLY & JULIE

COMMERCIAL ONE

ROUND ONE

~~2~~ / I KNOW THAT YOU KNOW

ORCHESTRA

3. WHEN THE LIGHTS GO ON AGAIN

HARRY

COMMERCIAL TWO

4. DEARLY BELOVED

JULIE & TRUDY

STATION BREAK

ROUND TWO

5. MANHATTAN SERENADE

PRODUCTION

COMMERCIAL THREE

6. GOBS OF LOVE

JULIE

7. I CAME HERE TO TALK FOR JOE

HARRY

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

#244

Originates at the Richmond Ship Yards, Richmond, California
(with switchovers to NBC, New York, for commercials).

7:00 - 8:00 PM PWT

10:00 - 11:00 PM PWT

Wednesday, November 25, 1942

HIESTAND: LUCKY STRIKE GREEN HAS GONE TO WAR...YES, LUCKY STRIKE
GREEN HAS GONE TO WAR!

(BOONE: CHANT ENDING SOLD AMERICAN - 45 to 48 INCLUSIVE)

whitman
~~HIESTAND:~~

LUCKY STRIKE GREEN HAS GONE TO WAR...YES, LUCKY STRIKE
GREEN HAS GONE TO WAR, AND SOON THROUGHOUT THE COUNTRY
YOU WILL MEET THE SAME FINE LUCKY STRIKE TOBACCO IN
LUCKIES' SMART NEW UNIFORM.

(OPENING THEME)

~~HIESTAND: LUCKY STRIKE GREEN HAS GONE TO WAR...YES, LUCKY STRIKE
GREEN HAS GONE TO WAR!~~

HIESTAND: From the Richmond Shipyards at Richmond, California,
LUCKY STRIKE presents KAY KYSER'S COLLEGE OF MUSICAL
KNOWLEDGE!

AUDIENCE: "SHIP AHOY!" (BOAT WHISTLE) "HOORAY"

ORCH: THINKING OF YOU (AUDIENCE APPLAUSE UP BIG)

KYSER: Evenin' folks, how y'all? LUCKY STRIKE GREEN HAS GONE TO WAR!
Yes, LUCKY STRIKE GREEN HAS GONE TO WAR! Well, chillun, here we
are at the Henry J. Kaiser's Richmond Shipyards with the men who
build the ships to get our fightin' men where they're goin'. Yes,
the ships these men are building so fast are rushing reinforcements,
food and supplies to our fighting forces all over the world. In
fact, shipbuilders all over America are playing a mighty big part
in this scrap to beat the Axis!

AUDIENCE CHEERS

KYSER: And, chillun, we're holding class tonight right on the deck of the
ship we helped launch this afternoon, the S.S. General George G.
Squire. Believe it or not we rode out into the water on the ship and
played as we went. You know, they build ships so quickly around here,
they don't call them "she" any more. No woman could get ready for a
laughin' date that quick! I wish all you students could see the
construction of this big ship we're on. The sturdy keel, the strong
bulkheads ---

ISH: Aw, you and I ain't so strong, Professor!

KYSER: Ish Ka Bible! I said strong keel and bulkhead!

ISH: Oh! I thought you said heel and blockhead!

KYSER: Get out of here, Ish. Right now we've got to launch these big husky
sestantants on their way to those \$115.00 in war bond prizes.

HIBSTAND: LUCKY STRIKE GREEN HAS GONE TO WAR! Yes, LUCKY STRIKE GREEN HAS GONE TO WAR!

KYSER: Das right! Weld those seams..... fit those plates. All of us now got dancin' dates. And from what I've seen around here today ... I'm changing my slogan to ... come on, chillun, yet's launch!

1. I KNOW THAT YOU KNOW. ORCHESTRA
(APPLAUSE)

WHITMAN: LUCKY STRIKE GREEN HAS GONE TO WAR. Yes, LUCKY STRIKE GREEN HAS GONE TO WAR! AND SOON, THROUGHOUT THE COUNTRY, YOU WILL MEET THAT SAME FINE LUCKY STRIKE TOBACCO IN LUCKIES' SMART NEW UNIFORM!

KYSER MARCH

KYSER: Yes sir, and chillum, let's get on with the examination.
Dean, bring in the first three contestants...

SOUND: TERRIFIC POUNDING, RIVETING, ETC.

KYSER: Wait a minute! Hold on here! (SOUND OUT) What's going on here!

MAN: Sorry, Bud. I'm busy laying a keel for a new ship!

KYSER: And I'M busy trying to put on a program. Please don't
interrupt me!

MAN: Look, Kyser, you've got your work to do -- I've got mine. Let's
keep it that way!

KYSER: What do you mean?

MAN: I'll keep on laying my keels -- you keep on laying your EGGS!

(LAUGH)

HIESTAND: LUCKY STRIKE GREEN HAS GONE TO WAR! Yes, LUCKY STRIKE GREEN HAS
GONE TO WAR! And now, Professor, it's time to launch our
contestants on their first knowledge trip!

KYSER: Well, crack me with champagne and call me a ship! We're all
in the same boat and our first contestant is _____!

(ADD FIRST EXAM)

1. This one from Clifford Cassidy, Camp Wheeler Ga. is the story of a fellow named "Kaiser" who not so long ago was turning out a ship every (PLAY) He was worried about how seldom a ship was being launched, so he called in his ^{key} colleagues and said (PLAY) He wanted to turn 'em out in ten days or less. He said "This will be hard to do until we get used to the new plan of operation, but don't forget (PLAY) Well, practice does make perfect, so much so, a couple of weeks ago a ship was started and completed in 4 days, 15 hours, and ²⁶ minutes, and ^{71% Completed} when it went down the ways the whole ^{Country} world shouted (PLAY)

~~HERBERT: LOOK - [REDACTED]~~

2. ^{Bob Lane in Pearl Harbor} ~~[REDACTED]~~ says the main structure of a ship is called the "hull" - Our Secretary of State is named "Hull" - what's his first name? Where is the famous Hull House which ^{James} Adams founded? A fellow named "Hull" ^{will know better} was ~~stayed in Tobacco Road~~ - Was it Harry, Homer, ~~Henry~~ or Horatio? What's a hullabaloo? ^{upon} (That's what we heard ~~today~~ at Shipyard #2 when we helped launch the good ship ~~[REDACTED]~~. ^{it's} ~~the ship from which we are now broadcasting~~ ^{Also when we helped launch the ship from which we're now broadcasting}.) Speaking of hulls, here're some peanuts that have been hulled, and we'd like for you to sing the Peanut Vender Song while eating a mouthful. (PLAY).

3. Sailors on ships have sung this song for centuries. See if you can tell us what it is (PLAYS). Pvt. N.A. Baldwin, U.S. Marines, San Diego, says a certain fellow plays that song on his radio program. We'll play this theme and you tell us who he is and the name of the program (PLAY)

Hint!

~~RECORDED; LUCKY STRIKE GREEN HAS GONE TO WAR...YES, LUCKY STRIKE GREEN HAS GONE TO WAR, AND SOON THROUGHOUT THE COUNTRY YOU WILL HEAR THIS SONG THE LUCKY STRIKE TOBACCO IN LOGGERS' CAMP ROOMS.~~

Death March of New York City

4. Miss ~~Joan~~ ~~Smith~~ ~~of~~ ~~Brooklyn~~, ~~Pa.~~, tells us the story of a riveter here at the Richmond Shipyards who liked to tap out tunes while he was riveting. Now we're going to imitate that rhythmic riveter and from what you hear you should be able to name the song. (TAP) Well, you're right on tap with the title of that tune so let's try another. (TAP)

That's really a ball of fire, and speaking of ball of fire, next Monday on the Screen Guild program, I have the pleasure of playing opposite Miss Paulette Goddard in the radio version of "Ball of Fire".

5. Everything's going to be ship shape because it's time now to introduce our visiting Dean ... one of the ship builders from right here at the Richmond Shipyards and his name is _____.

Let's bring him out here and put him to work. (APPLAUSE) Mr. _____

_____ plays a _____ and we've asked him to play a tune on it and we want you to tell us what they are. (PLAY - PLAY - PLAY)

Very good. And Mr. _____, you're really on an even keel with that _____ of yours. Don't you think so, students?

(APPLAUSE)

~~LOOKING FOR THE OTHER SIDE OF THE COIN TO BE A GOOD THING, LOOK AT THE OTHER SIDE OF THE COIN!~~

6. The good ship "football" will sail the grid iron high seas again Saturday, but we'll discuss ^{Sunday's} ~~these~~ games in the next round. Right now, Miss M. Slater of New York City, wants us to turn to tomorrow's terrific turkey day tussels. Tulane plays Louisiana State tomorrow, Northwestern tackles the Great Lakes Naval team, and Penn will try to conquer (PLAY) Thanksgiving's football fare also includes Purdue against Camp Shelby, and down in the Lone Star State, Texas A & M will have its hands full with (PLAY)

(APPLAUSE)

SOUND: CLASS BELL

11/18/42

(FROM RICHMOND, CALIF.)

WHITMAN: LUCKY STRIKE GREEN HAS GONE TO WAR - yes, LUCKY STRIKE
GREEN HAS GONE TO WAR.

KYSER: Now let's listen to Martin Block...

(PICK UP FROM NEW YORK)

BLOCK: Friends, with the help of Basil Ruysdael, let's look in
on the reenactment of a typical tobacco auction scene
taking place in a warehouse in Tobaccoland. As we enter,
the auctioneer is calling the bids

(SNEAK IN CHANT ~ CROWD NOISE)

RUYSDAEL: Picture a huge tobacco warehouse, ladies and gentlemen -
crowded with people - over a dozen buyers competing for
the leaf - and, the whole crowd tense with excitement
as the bids go up - up!

(CHANT UP - SOLD AMERICAN AT 45)

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

RUYSDAEL: 40 dollars a hundred pounds is the warehouseman's opening
bid on this next basket. But right away a leaf company
bids 41 - Lucky Strike raises it to 42 - that leaf
company again 43 - another cigarette company bids 44 -
an export company 45 - 45 - but Lucky Strike raises it to
46 - and yes - it's going - going -

(CHANT UP - SOLD AMERICAN)

(MORE)

BLOCK: Friends, there's no doubt about it...a man in the tobacco business must know his business. In other words, he must know tobacco. And the men who know tobacco best -- the independent auctioneers, buyers, and warehousemen who attend these auctions, can't help but see what kind of tobacco we buy. And knowing that no cigarette can be any better than the tobacco it contains, it's easy to understand why with these experts it's Luckies 2 to 1. Yes, sir, it takes fine tobacco to make a fine cigarette.. and Lucky Strike means fine tobacco, so round, so firm, so fully packed - so free and easy on the draw.

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR - yes, LUCKY STRIKE GREEN HAS GONE TO WAR! - and soon throughout the country, you will meet that same fine Lucky Strike tobacco in Luckies' smart new uniform.

(PICK UP FROM RICHMOND, CALIF.)

WHITMAN: LUCKY STRIKE GREEN HAS GONE TO WAR! Yes, LUCKY STRIKE GREEN HAS GONE TO WAR! And soon, throughout the country you will meet that same fine Lucky Strike tobacco in Luckies' smart new uniforms!

HIESTAND: Well, professor that round went in stride!

KYSER: Yes, Dean, find out who's Richmond's pride!

JULIE: I'm not doing so bad myself. I was out with a shipbuilder this afternoon and I kissed him too!

KYSER: Julie, who told you you could go out with these shipbuilders?

JULIE: That's my business!

KYSER: And who told you you were allowed to kiss any of these men?

JULIE: That's my business too!

KYSER: All right, if you can kiss them, you can kiss me!

JULIE: Oh, brother!

KYSER: What's the matter?

JULIE: I just went out of business.

(LAUGH)

HIESTAND: LUCKY STRIKE GREEN HAS GONE TO WAR! Yes, LUCKY STRIKE GREEN HAS GONE TO WAR!

Professor, the judge has made his selection, and he would like to deliver the winner's name in person.

EDDIE: DOUBLE TALK.

KYSER: Thank you, in the language of the riveters he said. Ah, yes!
And it is _____ . My dear miss, you deserve the
hoorays ... you're the first of the six to go down the ways.
Here's a Lucky, take four or five while the rest of the students
jump and jive.

2. MR. FIVE BY FIVE ORCHESTRA

WHITMAN: LUCKY STRIKE GREEN HAS GONE TO WAR....Yes, LUCKY STRIKE GREEN HAS
GONE TO WAR!

3. WHEN THE LIGHTS GO ON AGAIN for Miss Peggy Hourally of . . . HARRY
Long Island

(AUDIENCE APPLAUSE)

HIESTAND: LUCKY STRIKE GREEN HAS GONE TO WAR! YES, LUCKY STRIKE GREEN HAS GONE TO WAR!

KYSER: Now it's time to hear from Martin Block. (ACTUAL CUE LATER)

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

(RETURN CUE LATER)

(SWITCHOVER TO RICHMOND, CALIFORNIA)

4. DEARLY BELOVED.....JULIE & TRUDY

ELTON: LUCKY STRIKE GREEN HAS GONE TO WAR.....YES, LUCKY STRIKE GREEN HAS GONE TO WAR!

REPRISE: "~~SAILING SAILING~~" *lucky Strike Time*

Lucky Strike Time

ORCH: REPRISE "SAILING SAILING" ESTABLISH - THEN FADE FOR:

HIESTAND: LUCKY STRIKE GREEN HAS GONE TO WAR! Yes, LUCKY STRIKE GREEN HAS GONE TO WAR! And soon, throughout the country you will meet that ~~same~~ fine Lucky Strike tobacco in Luckies' smart new uniform.

We pause for station identification.

LOCAL NBC STATION SAYS:

"STATION X X X SALUTES THE SHIP BUILDERS OF AMERICA!"

KYSER MARCH

ELTON: LUCKY STRIKE GREEN HAS GONE TO WAR! Yes, LUCKY STRIKE GREEN HAS GONE TO WAR!

HIESTAND: Professor, the evening's getting a little old. Let's get on with the contest before it gets too cold.

KYSER: Yes, it is a little chilly on deck here, isn't it?

ISH: Yes, it is, and on account of it being so chilly I have writ an essay entitled "Ice".

KYSER: Well, read it, Ish Kabibble.

ISH: Ice. Ice is stuff that if it wasn't for wqter there wouldn't hardly be any of. Ice comes in different shapes such as ice cubes, lumps, and pieces. The most interesting kind of ice is an iciole.

KYSER: What is an iciole?

ISH: AN iciole is a drip that's always startin' somewheres but never gets any place the end.

(LAUGH)

SOUND: CLASS BELL

KYSER: LUCKY STRIKE GREEN HAS GONE TO WAR! YES, LUCKY STRIKE GREEN HAS GONE TO WAR!

HIESTAND: Come come, Professor - yet's get on with the second exam.

KYSER: Das right, Dean. You won't find any quitters among these ship fitters! And our number one contestant is _____.

(ADD SECOND EXAM)

1. ~~Here is a breezy little tid-bit from~~ Tosca Martinelli of San Francisco. ^{say she} She has a boy friend named "Red" who is in the Merchant Marine. He was assigned to one of these ships not yet started so she thought she'd have a little time to spend with him when he arrived in San Francisco. Well, ^{Red} ~~he~~ got here ^{one} ~~all night in the~~ afternoon but they started building his ship the next (PLAY) ~~Knowing the speed with which these men here build ships she got a little worried ... so she went to the shipyard foreman; He said, "You'd better be with "Red" all day today because we started the ship at sunrise and (PLAY)~~

2. Pvt. Norman Draper Fort Bliss Texas informs us that the sliding ways are the supports attached to the hull which ^{carry} carries the ship down the ^{waves} ~~waves~~. ^{but when ship returns, it comes into a slip} ~~It's sometimes called "the slip."~~ what is a Cow Slip? What instrument is referred to as a slip horn? What's a princess slip? We have a princess slip here and we want to see if you can get into it before Max Williams gets thru playing "Slippytime Girl" on his slip horn.

HIESTAND; LUCKY STRIKE GREEN HAS GONE TO WAR....YES, LUCKY STRIKE GREEN HAS GONE TO WAR, AND soon throughout THE COUNTRY YOU WILL MEET THAT SAME FINE LUCKY STRIKE TOBACCO IN LUCKIES SMART NEW UNIFORM.

3. Out here in Richmond there are ships to the east of us, ships to the west of us, but Miss Helen Bozzi, Washington D.C. wants you to tell us what's the ship in this song. (PLAY) And what's the famous song that starts this way (PLAY) (Harry sings "ship me somewhere East of Suez"). Gilbert and Sullivan wrote a swell operetta about a certain ship, was it H.M.S. Patience, Pinafore, Gondoliers, or Iolanthe?

Yes sir, and next Wednesday night the old college will be shippin' somewhere in the heart of California to entertain the boys of the 5th. Heavy Armored Division at Camp Cooke. These are the boys who take those hard knocks inside the tanks running interference for the Infantry. So, get ready boys... we'll be down to see you fellows at Camp Cooke next Wednesday night.

ELTON: LUCKY STRIKE GREEN HAS GONE TO WAR! yes, LUCKY STRIKE GREEN HAS GONE TO WAR!

4. All over America the ship builders are doing a terrific job of turning out ships for liberty, but the Boys of U.S. Naval Training Station, Farragut, Idaho want to know specifically what a liberty ship is. In World War 1 what was a liberty steak? No matter what kind of a ship it is, the back end is the stern - Who is Bill Stern? In speaking of ships who are Shipstad and Johnson? ~~Would you associate them with football, polo, ice skating, or prize fighting?~~

5. From the workers here at Yard 3 visiting Dean with us tonight we have visiting Dean with us tonight the daughters of Chief Serrano, Dolores, age 12, and Amelia, age 13. Let's welcome them.

(APPLAUSE)

The girls play the marimba and we want you to tell us what they're playing. All right, Dolores and Amelia. (PLAY - PLAY - PLAY) Next Wednesday we'll be holding class with the Motorized Divisions at Camp Cooke. In the meantime - tomorrow we'll be entertaining some of our fighters who are going over soon. Saturday at the Hollywood Canteen, Tuesday at Santa Barbara we'll be with the boys of the Marine Base, the Army Hospital, and the Section Base.

6. Cpl. Edward Bartz, Camp Crowder, Mo. says now is the time for some high lights on Saturday's football classics. For instance Tennessee Tackles Vanderbilt, TCU against So. Methodist and Saturday it's the annual clash between Army and (PLAY). It's Iowa gainst Michigan and the pulse of the nation will quicken as Georgia takes the field against (GEORGIA TECH - PLAY) On the West Coast Washington plays Washington State and Notre Dame comes West for the big home coming game of (PLAY)

(APPLAUSE)

WHITMAN: LUCKY STRIKE GREEN HAS GONE TO WAR! ... Yes, LUCKY STRIKE GREEN HAS GONE TO WAR!

HIBSTAND: Now shall we announce the winner of the second exam, professor?

KYSER: Yes, Dean... (PHONE RING) Just a second while I get this phone... (PHONE UP) Hello?

M.N.: Hello, Richmond Shipyard number three?

KYSER: That's right.

M.N.: Henry J. Kaiser?

KYSER: No this is James K. Kaiser.

M.N.: I don't care what Kaiser you are. I understand you build ships in a hurry there!

KYSER: That's right, but...

M.N.: Never mind the "buts!" I want a ship and I want one in a hurry! Brother I gotta get out of here!

KYSER: What's your name?

M.N.: Rommel!

(LAUGH)

HIBSTAND: Come on, professor, let's go, here's the second man in the dough!

KYSER: AND it is _____. Well, sir, you really won that race. Here's a Lucky and here's a light and here's a tune that's really all right. So come on, chillun, yet's dance!

HIBSTAND: LUCKY STRIKE GREEN HAS GONE TO WAR! YES, LUCKY STRIKE GREEN HAS GONE TO WAR!

5. "MANHATTAN SERENADE" PRODUCTION (AUDIENCE APPLAUSE)

(FROM RICHMOND, CALIFORNIA)

HIESTAND: LUCKY STRIKE GREEN HAS GONE TO WAR - yes, LUCKY STRIKE
GREEN HAS GONE TO WAR.

KYSER: Now here's that Dean of Common Sense, Martin Block...

(PICK UP FROM NEW YORK)

BLOCK: You know, folks, it's strange how some things just seem
to go together...like ham and eggs, and corned-beef and
cabbage, and Mutt and Jeff. One wouldn't seem just right
without the other. And what would a cigarette be without
tobacco? Nothing but a piece of paper. And since tobacco
is so important in a cigarette, it's easy to understand
why the makers of Luckies are so careful in their
selection of the fine, ripe, mild leaf that makes Luckies
such an outstanding smoke. We realize that no cigarette
can be any better than the tobacco from which it's made,
and our buyers exercise the greatest care in selecting
the truly Lucky Strike tobacco. Once you have enjoyed
that finer tobacco in Lucky Strike cigarettes, I am sure
that you and Luckies ~~will be inseparable~~ will be
inseparable, because to light a Lucky is to like a Lucky.

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR - yes, LUCKY STRIKE
GREEN HAS GONE TO WAR! - and soon throughout the country
you will meet that same fine Lucky Strike Tobacco in
Luckies' smart new uniform.

(PICK UP FROM RICHMOND, CALIFORNIA)

HIESTAND: LUCKY STRIKE GREEN HAS GONE TO WAR...Yes, LUCKY STRIKE GREEN HAS GONE TO WAR!

KYSER: Now, Martin Block, etc.

(ACTUAL CUE LATER)

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

(RETURN CUE:)

HUYSDAIL: (LATER)

(SWITCHOVER TO RICHMOND, CALIFORNIA)

6. "GOBS OF LOVE".....JULIE

KYSER: LUCKY STRIKE GREEN HAS GONE TO WAR! YES, LUCKY STRIKE GREEN HAS GONE TO WAR!

7. "I CAME HERE TO TALK FOR JOE".....HARRY

(AUDIENCE APPLAUSE)

HIESTAND: LUCKY STRIKE GREEN HAS GONE TO WAR...YES, LUCKY STRIKE GREEN HAS GONE TO WAR! AND SOON THROUGHOUT THE COUNTRY YOU WILL MEET THAT SAME FINE LUCKY STRIKE TOBACCO IN LUCKIES' SMART NEW UNIFORM.

ORCHESTRA REPRISE: KYSER MARCH

KYSER: Chillun, I'd like to take just a moment now to thank Mr. Henry J. Kaiser and all his able assistants, including Clay Bedford, Norris Nash, Hugh Williams, and Sam Harrington for their many courtesies during our visit here at the Richmond Shipyards. We've had a lot of fun with all of you ship builders and we've enjoyed every minute of it, particularly the launching of this ship on which we were privileged to ride out to sea and to broadcast from. More power to all of you!

(APPLAUSE)

FANFARE

HIESTAND: LUCKY STRIKE GREEN HAS GONE TO WAR! YES, LUCKY STRIKE GREEN HAS GONE TO WAR!

HIESTAND: And now professor, the final exam is on the way!

KYSER: WELL, put wings on my feet and call me H.J.! First finalist is

_____!
(ADD FINAL EXAM)

1. The ship builders of America are doing a wonderful job of building ships and believe me the Merchant Marines are doing a terrific job of sailing 'em. So in our final round tonight we'd like to salute the American Merchant Marines. ^{from Captain & Boats of Oakland} ~~Miss Doris Pembright, of Lincoln, Nebraska,~~ says that every ship that hits the water turns to the Merchant Marines and says (PLAY). The Merchant Marines accept that challenge and do a whale of a job of keeping them ^{going} (PLAY) *Is it time our ships are named for folks not living?*

2. All over America seamen now in other trades are returning to their early calling to ship again with the Merchant Marines. ^{Gerald Scoop' n' Loos on} ~~In fact Robert Miller of Portland,~~ ^{ASub Somewhere in the Pacific} says one of the first guys who came back was (PLAY) He used to be the Captain of the (PLAY) Speaking of Captain, can you name one star of each of the following pictures - Captain January, Captain Courageous, and Captains of the Clouds.

HIESTAND: LUCKY STRIKE GREEN HAS GONE TO WAR...YES, LUCKY STRIKE GREEN HAS GONE TO WAR, ~~AND even throughout THE ENTIRE YOU WILL~~ ~~BEEN IN THE SAME FINE LUCKY STRIKE TOBACCO IN THE WORLD~~ ~~THE ENTIRE~~

v

Write all and buy from hand of Philadelphia on Goodell

11-25-42

3. ~~Mr. Mary B. Indianapolis, Ind., says that when a certain other~~
old salt heard about Steamboat Bill, he rushed to sign up with the
Merchant Marines too. His name is (PLAY) Was the Merchant of Venice
a Marine? Who wrote it? ~~Who was the Ancient Mariner? Was this poem~~
~~written about a sea captain? "Oh Captain, dear Captain, our fearful~~
~~trip is done. The ship has weathered every wreck, the prize we sought~~
~~to win".~~

~~BEFORE: LUCY STRIKE GREEN HAS GONE TO WAR! SHE, STEEL STRIKE GREEN~~
~~HAS GONE TO WAR!~~

4. Boys at Fort Meade, South Dakota ask is it true the Merchant
Marines are now a part of the United States Navy? And believe me with
our ship builders to build 'em, our Merchant Marines to man 'em, and our
Navy to protect 'em, it will always be (PLAY)

Name two people from this trio who are in the Merchant Marines.

Sterling Hayden, Maureen O'Sullivan, ~~and~~ Phil Harris, *and Wallace Berry*

APPLAUSE

SOUND: GLASS BELL

HIESTAND: LUCKY STRIKE GREEN HAS GONE TO WAR... YES, LUCKY STRIKE GREEN HAS
GONE TO WAR.

(FANFARE)

HIESTAND: The winning contestant, professor!

KYSER: And it is _____! My dear miss your paper was a piperoo,
you are appointed the skipperoo, as here's a fifty dollar United
States War Bone from us to you!
And to second rater, our first mater who did his best for alma
tomater, this \$25 bond. The other workers certainly weren't shirkers,
so they each get ten dollars in War stamps. All six get a carton of
Luckies. And then! To all the men who build these ships whose shouts
and cheers were really pips! A package of better than ever Lucky
Strike Cigarettes!

(CHEERS)

(FANFARE)

HIESTAND: Now at the request of the United States Government, and speaking
for the United States Government, Kay Kyser brings you the following
message. Time.....less than a minute and a half. Mr. Kyser.

KYSER: Folks, Uncle Sam wants me to talk to you tonight on the Merchant Marine. All over America shipyards like these here at Richmond, are building the best ships in the world for the United States Merchant Marine. Every day new ships are launched and for each of them there must be officers and men to man them. That's why our government urgently needs more Merchant Marines.

Uncle Sam urges young men with no seafaring experience to start training for an interesting specialized job in the Merchant Marines. Uncle Sam wants seamen who are now in other trades to return to their early calling and to ship again with the Merchant Marines. Both classes are asked to go to their nearest United States Employment Service Office and register at once.

(REST CUT BY NBC)

NBC ANNOUNCER: This program came to you from Richmond Calif., and New York

THIS IS THE NATIONAL BROADCASTING COMPANY!

PRODUCTION RECORD:

"AS BROADCAST" - PROGRAM ON OK PROGRAM OFF CUT

SWITCHOVERS TO NEW YORK FOR COMMERCIALS OK

GALIBRE OF CONTESTANTS POOR

SPECIAL COMMENTS Ending out at 7:59:50 due to runover

1901

KAY KYSER LUCKY STRIKE ROUTINE

As Broadcast

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

December 2, 1942

245

Camp Cooke, California

- | | |
|--|---------------|
| 1. CRANKY OLD YANK AND A CLANKY OLD TANK | HARRY & SULLY |
| COMMERCIAL ONE | |
| ROUND ONE | |
| 2. ON THE ALAMO | ORCHESTRA |
| 3. SERENADE IN BLUE | GROUP |
| COMMERCIAL TWO | |
| 4. THERE'LL NEVER BE ANOTHER YOU | JULIE |
| STATION BREAK | |
| ROUND TWO | |
| 5. A TOUCH OF TEXAS | PRODUCTION |
| COMMERCIAL THREE | |
| 6. THIS IS THE ARMY MR. JONES | ORCHESTRA |
| 7. DAYBREAK | HARRY |
| ROUND THREE | |
| 8. IDAHO | ORCHESTRA |
| 9. CANYON RACES | ORCHESTRA |
| <i>x cut for time</i> | SIGNOFF |

WARM UP REMINDER:

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

Rehearse audience on signs

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

#245

Originates at Sports Arena, Camp Cooke, California
(With switchovers to NBC - New York for commercials)

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

WEDNESDAY, December 2, 1942

WHITMAN: Smoke the smoke tobacco experts smoke!

(BOONE: CHANT ENDING SOLD AMERICAN - 45 to 48 INCLUSIVE)

WHITMAN: Let that chant ~~also~~ 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)

HIESTAND: From Camp Cooke, California -- LUCKY STRIKE presents

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE!

(AUDIENCE HOLLERS "YEA ARMY" -- "A-R-M-Y" -- "HOORAY")

(THINKING OF YOU - AUDIENCE APPLAUSE UP BIG)

KYSER: Evening folks, how y'all? Well, shillun tonight we're holdin' class at Camp Cooke with the mechanized forces -- I mean the students here tonight really know how to handle those fightin' machines. Why the men in this camp can make more speed and kick up more dust than Rommel trying to get out of Africa! I wish all you students could be here to help me admire the boys who drive Uncle Sam's peeps, jeeps, half tracks, and trucks ...

ISH: Professor, it sure is nice at this here truck base, ain't it?

KYSER: Ish, why don't you learn something! You don't know the difference between a tank and a dump truck. In fact, you don't even know what a dump truck is.

ISH: Oh, sure I do! My girl used to.

KYSER: She did?

ISH: Yes - ten cents a dance.

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

ISH: She used to get ten cents a dance for truckin' in a dump.

(LAUGH)

KYSER: Ish! Back up before I crack up! Dean, how do our six contestants stack up?

HIESTAND: They're on their feet, ready to compete, professor.

KYSER: Yes sir! For \$115.00 in War Bond prizes. So bring on the questions lickety split while we ~~stand to a~~ *play a tune for* ~~cup~~ *are the boys in our armored divisions* ~~that's really hits the target with these "tankers"!~~

1. CRANKY OLD YANK.....HARRY & SULLY
(AUDIENCE APPLAUSE)

(FROM CAMP COOKE, CALIF.)

KYSER: Now here's that Dean of Common Sense ... Martin Block.

(PICK UP FROM NEW YORK)

BLOCK: ^{Should you say} You know friends, I had the idea that a sandwich is a typical American dish. But I've just found out that's wrong, because it seems that several hundred years ago, in England, there was a gentleman who was very fond of preparing little delicacies at the table, when he dined. He would take two slices of bread, and between the two slices he would place some meat, or cheese, or fish. ^{And} The name of that gentleman was Lord Sandwich, and as a tribute to him, the method of serving meat or cheese or any other delicacy between two slices of bread was called a sandwich. I guess most everybody likes sandwiches, and eats them at some time or ^{the} other. But how would you like to walk into a restaurant, and order a nice ^{juicy} roast-beef sandwich, and have them give you two pieces of bread with nothing between them? I'd get good and mad ^{+ so would you} ... but actually not madder than I would get if I opened a package of cigarettes, and found nothing but paper. Without tobacco you have no cigarette ... which sort of kind of indicates that in a cigarette it's the tobacco that counts. And since tobacco is so important in a cigarette that's to give you real pleasure, then I think it's important to note that with independent tobacco experts ^{I mean}, with men who know tobacco best, it's Luckies two to one ^{has a} in a cigarette, it's the tobacco that counts, and in Luckies, so round, so firm, so fully packed, so free and easy on the draw, you have the full measure of that finer, lighter, milder, true Lucky Strike tobacco.

(PICK UP FROM CAMP COOKE, CALIF.)

KYSER: Now here's that Dean of Common Sense ... Martin Block!

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

(approx 1.25)

(RETURN CUE:)

BLOCK: In Luckies, so round, so firm, so fully packed, so free and easy on the draw, you have the full measure of that finer, lighter, milder, true Lucky Strike tobacco.

(SWITCHOVER TO CAMP COOKE, CALIFORNIA)

KYSER MARCH

KYSER: And now for our next question,...

MAN: Pardon me, but you've been asking all the questions, why don't you let some of us ask a few questions.

KYSER: All right, soldier, ask me some questions.

MAN: I'd rather ask Julie.

KYSER: Julie! The man wants to ask you a question.

JULIE: Okay.

MAN: Do you know the difference between a general's limousine and a jeep.

JULIE: No.

MAN: Okay, let's take a ride, baby.

12/2/42

1. In the African campaign Tanks of the United Nations are playing a very important part, and with the cooperation of the other forces, they've got a certain gentleman (PLAY) Who is ~~is~~^{is} On account of that, a certain man's face is very red - In fact it is (PLAY). As far as Der Fuehrer's little Roman chum is concerned, he's pretty much in the dark about the whole thing. To be specific, he's a (PLAY).

3. As you know all the tanks are named, ~~and when we were out in the desert not long ago, with the battle maneuvers, I rode in a tank named "Ray". The driver showed me "shot marks" where somebody had ~~tried to shoot the name off - must have been a Jimmie Dorsey tank~~~~

Most of ~~the tanks~~ ^{them} are named for girls. We're about to play four songs whose titles are the same as names of tanks, and Lieutenant John Nobelletti of Camp Pickett, Virginia, wants you to pick out the names of 3 of them. (PLAY)

For a moment, let's imagine that the name of your tank is so long you can't paint it all on, so you ~~had~~ ^{had} to ride along with your head outside of the turret singing the name of your tank. It's "Conchita, Marcheta, Lolita, Pepita, Rosita, Juanita Lopez". All right here we go. (PLAY) (CARD).

4. It's time now for our visiting Deans, ^{a solid} six [^] boys from right here at Camp Cooke who call themselves the "G. I. Jesters" and how they can ~~swing out with a tune! Let me see ... we have two of the boys at the piano, two violins, drums and guitar. Now the "G. I. Jesters" are going to play three songs with "Tanks" in the title and we want you to listen and tell us ^{what they are} ~~the correct titles.~~ (PLAY-PLAY-PLAY)~~

- (Sgt. Lou Ormondy Violin
- Pvt. Glen Herzer Violin
- Corp. Phil Weiner Piano
- Corp. Harry Tyrell Piano
- P.F.C. Geo Pfeifer Guitar
- P.F.C. Rudy Meier Drums)

5. Of course all the men in the ^{Mechanized Forces} ~~Armored Division~~ aren't in ^{half tracks + scout cars} ~~cars~~. They couldn't do their jobs without the Signal Corps, Reconnaissance, repair men, Quartermaster's Corps, Medical Corps, etc., and Miss Janet Korman, Chicago, says we can't overlook the boys who do the (PLAY). Besides trucks and ^{trucks} ~~trucks~~, these fellows ride motorcycles, half tracks, and (PLAY). And all these guys have to get used to lots of bouncing around, and the bounce in a ^{half track} ~~car~~ is different from the bounce in a jeep. In fact the boys say (PLAY).

6. And speaking of bounce, let's bounce into our preview of some of Saturday's football high-lights. Captain Hitchcock of Naval Training School, Memphis, says it's William and Mary versus Oklahoma, Colgate against North Carolina Preflight, and the Great Lakes Naval Training team will try to stop (PLAY). On December 6 Detroit will try to ring (PLAY). And down in Dallas, Texas on Saturday, Rice will try to stop (PLAY).

ANFLAUSE

SOUND: CLASS BELL

HIESTAND: It's recess, Profess.

KYSER: Thank you, Dean Hiestand. Yet's see which ^{Buck's} ~~Yank's~~ in the leading ~~team~~ ^{team}.

HIESTAND: Yes, Yes, Profess!

AUDREY: Oh shame on you, professor, you shouldn't have done that! You're naughty!

KYSER: Little Audrey! What do you mean!

AUDREY: You swiped one of those little army cars.

KYSER: Who said I did?

AUDREY: Paulette Goddard.

KYSER: Paulette Goddard said I swiped a little army car?

AUDREY: Yes sir. She said she went for a moonlight swim in her swimming pool.

KYSER: So what!

AUDREY: So you came by and stole a peep!
(LAUGH)

HIESTAND: The winner, professor!

KYSER: And he is _____! Congratulations Mr. _____, you know a heap! You get around as fast as a jeep. So light up a Lucky, start in to prance while all the chillun ~~indulge in~~ ^{enjoy} a dance.

2. ON THE ALAMO.....ORCHESTRA

SERENADE IN BLUE.....GROUP

(AUDIENCE APPLAUSE)

(FROM CAMP COOKE, CALIF.)

KYSER: Now Martin Block says "Look before you leap" is a good rule at the tobacco auctions ...

(PICK UP FROM NEW YORK)

BLOCK: You know, friends, tobacco is sold in huge warehouses, at public auction and each person attending that auction has the opportunity of seeing just who buys what tobacco, as witness this reenactment of a typical tobacco auction scene by Basil Ruysdael.

(CHANT - CROWD NOISE)

RUYSDAEL: Ladies and gentlemen, the quality of tobacco tells a tobacco expert just how much enjoyment it will give you in a cigarette. Your Lucky Strike buyer always waits for the riper, lighter, milder leaf - the kind that means a better smoke for you!

(CHANT UP - SOLD X AT 41)

(BEHIND BLOCK, WAREHOUSEMAN STARTS NEXT BASKET AND CHANT CONTINUES)

BLOCK: Friends, there you had an example of what often happens at the auctions ... your Lucky Strike buyer never even bid on that basket. And here's another basket he's passing by.

(CHANT UP - SOLD TO Y AT 40)

WAREHOUSEMAN: Good tobacco boys ... 41! (CHANT)

BLOCK: "Good tobacco," says the warehouseman on this next basket - and, friends, watch what your Lucky Strike buyer does now.

(MORE)

RUYSDAEL: Your Lucky Strike buyer is eagerly examining the quality of this tobacco. Yes - before anyone else can enter a bid, he's raised the warehouseman's opening price of 41 dollars a hundred pounds to 42. And now a leaf company bids 43 - another cigarette company 44 - but Lucky Strike comes back with 45 - 45 - 45 - an export company bids 46 - that other cigarette company 47 - but Lucky Strike bids 48 - 48 dollars and - I think - yes, it's going - going to Luckies!

(SOLD AMERICAN)

BLOCK: Did you notice that it wasn't until a particularly fine basket of tobacco was offered that our buyer put in his bid? That is because our buyers know that no cigarette can be any better than the tobacco from which it's made, and it takes real fine Lucky Strike leaf to make Luckies the fine cigarette they are today. And independent tobacco experts, who attend these auctions ... the auctioneers, buyers and warehousemen ... naturally see who buys what tobacco. They see us carefully select the quality of tobacco ~~what~~ ~~smokers~~ they must want to smoke, since with these men, Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. The inherent goodness of Lucky Strike tobacco is what makes me say to light a Lucky is to like a Lucky, so round, so firm, so fully packed - so free and easy on the draw.

(PICK UP FROM CAMP COOKE, CALIF.)

KYSER: Now Martin Block says "Look before you leap" is a good rule at the tobasso auctions.

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

(approx. 2.50)

(RETURN CUE:)

BLOCK: To light a Lucky is to like a Lucky, so round, so firm, so fully packed, so free and easy on the draw.

(SWITCHOVER TO CAMP COOKE, CALIFORNIA)

4. THERE 'LL NEVER BE ANOTHER YOU.....JULIE

REPRISE: "LUCKY STRIKE TIME"

12/2/42

WHITMAN: While these hard hitting boys of our ^{misleading} ~~ARMORED~~ Forces take time out to rest from their quizzical courses, we pause in our flight across a great Nation, to say "Howdy boys" from every station.

LOCAL NBC STATION SAYS:

"STATION X X X SALUTES THE ^{misleading} ~~ARMORED~~ FORCES!"

(PLEASE TELETYPE THIS TO ALL STATIONS CARRYING
THIS PROGRAM ONLY WHEN FINAL APPROVAL IS GIVEN)

KYSER MARCH.....

12/2/42

HIESTAND: Professor, the ~~first~~ ^{next} three contestants are ready, willing, and stout hearted!

KYSER: Well crank up our musical jeep and yet's get started!

ISH: Professor, on account of they are so many tanks in the desert, I have writ an essay which I would like to read same, entitled "...Sand".

KYSER: All right, Ish.

ISH: Sand....They are many different kinds of sand such as Sand, Sanda Maria, Sand Francisco, Sandy Claus and Spinach. The kind of sand soldiers like best is to have their friends sand them more letters than they've been sanding. Sometimes among the desert sand you are liable to see an O-Ace.

KYSER: Ish! The word is Oasis. There's an "I" in there.

ISH: I got caught in a sand storm and it put my "I" out. Sand is spelt S-A-N-D, the first two letters being S-A, which stands for sea appeal and if you take the S-A away you got nothing left but N-D which spells END, which is where I'm at....Essay over.

(LAUGH)

KYSER: Get out of here ~~with all that grit~~ ^{Sub!} Our ~~first~~ ^{next} three contestants are ready and fit. And our number one ~~tanker~~ ^{driver} is _____!

(ADD FIRST EXAM)

1. This one from Private Art O'Donnell of Army Gunnery School, Las Vegas, is about one of the tank drivers who was formerly a taxi driver. When he first got in the tank, he told the instructor, he didn't need any instructions. The instructor replied "Driving a taxi is one thing, but in a tank (PLAY). The taxi driver wouldn't listen, he got in, gave it the gun, and the tank started running wild. It pulverized big rocks and mowed down (PLAY). He headed the tank towards a level spot in the valley, but pretty soon he was (PLAY). He didn't know how to stop it so from the top of the windy hill, the tank went right on up (PLAY).

2. For Fanny Greene, of Prattville, Alabama, we're going to tell a little story full of Army terms you should recognize, and from what you hear we want you to pick out 4 military terms - Here's the story - A soldier had a case on a beautiful nurse. She was his objective so he maneuvered his way into a private ward, claiming hardening of the artilleries. The nurse took one peep at him and said "I'll grant you're smart, but don't hand me that kind of truck - you're a wolf in jeep's clothing.

3. Recently we entertained the boys of the Armored Division out in the Desert where they have paved streets, stucco homes and Simmons beds with feather mattresses. The Boys of the Medical Detachment, Eglin Field, Florida, want us to tell you about one of the boys who was writing home the day he got there. He said "Dear Mom, Last night I was in my barracks, but I'll be (PLAY). It was kinda cool back at Camp ~~Cooke~~, but out here in the Desert, we're (PLAY). It's not only hot, but I can't tell you (PLAY). Now we're going to ~~take you off the Desert for a moment and put you in the shade of the Old Apple Tree with a nice cool bottle of Soda Pop.~~ We want you to sing that song ~~and drink your Soda Pop at the same time.~~ *+ with the black line - all*

(PLAY) (CARD)

4. It's time again for your own group right here at Camp Cooke, our visiting Deans, the "G. I. Jesters", and they are going to give us bits from three more tunes and Joan Barton of McKeesport, Pennsylvania says you should be able to identify them. *Ready?* Yet's go ... here's number one. (PLAY PLAY PLAY)

APPLAUSE

5. At some time or other, you fellows have heard the clank of a tank, so for Private W. T. Breehlin of Harlingen, Texas, we're going to put the word "clank" in some song titles, and we want you to tell us what the correct names of the songs are. Clank gotta Clank in Clankama Clank. I clank a clank, clank, clank like the clank that clankied clank old clank. Clank Clankmas. Now sing these words to "Tramp, Tramp Tramp the boys are Marching". (CARD)

CLANK CLANK CLANK THE YANKS ARE TANKING
BANK ON THE YANKS TO BLANK THE CRANKS
HOMMEL GOT A GENERAL'S RANK
BUT HE KNOWS NOW THAT IT STANK
FOR THE TANKS ARE GIVING HIS SHANKS AN AWFUL SPANKING.

6. For Miss Peggy McAlexander, Greenwood, Mississippi, we're going to jump in our trucks, half trucks, jeeps, peeps, motoreycles, etc., and ride right out to some of Saturday's football games and watch UCLA tackle (PLAY). On Saturday San Francisco plays Mississippi State, Montana plays Southern California, it's Washington State versus Texas A & M, and it's St. Mary's Preflight against (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

HIESTAND: Professor, the judge is figuring the winner of the second division!

KYSER: Well, Dean Hiestand, get the decision with dispatch and precision!

Well! Thank you, and our second winner is _____!
Good for you, sir, you're the winner Number Two, sir. Now get ready for your next advance, light up a Lucky while the chillun dance!

6. I'VE GOT THE TOUCH OF TEXAS PRODUCTION

(AUDIENCE APPLAUSE)

12/2/42

(FROM CAMP COOKE, CALIF.)

KYSER: Now chillun here's Martin Block ...

(PICK UP FROM NEW YORK)

BLOCK: Well, friends, the other evening, ^{myself} ~~the Missus~~ and I spent an enjoyable couple of hours at the Radio City Music Hall here in New York. We ^{loved} ~~enjoyed~~ everything about the show, but most particularly the Rockettes, thirty-six charming girls, who are famous for their precision dancing. They make a fascinating picture on the stage ... ~~thirty-six girls~~ dancing with the precision of one ... ~~thirty-six pretty girls as alike as peas in a pod.~~ And, as the show was over, and we left the theater and I opened my package of Luckies, I was reminded of their similarity to the famous Rockette dancers. ^{Let me} ~~Let me~~ show you what I mean. First, I take from my pocket a package of Lucky Strike cigarettes; then I pull the little red tab, and open the package. Inside are twenty cigarettes. ~~I'm going to take out the first, the third, the tenth, and the eighteenth cigarette.~~ ^{one of the first ones ... the last one} Holding them here in my hand and looking at them, they are all absolutely identical. In fact, you'll find all twenty cigarettes in every package of Lucky Strikes identical. Each and every one so round, so firm, so fully packed - so free and easy on the draw, full of that finer, lighter truly Lucky Strike tobacco. I've told you about this tonight to impress upon you the fact that each Lucky is exactly like another ... the first cigarette in each pack tastes as good as the last.

And Before I talk to you again next week, I hope you will have discovered for yourself the natural goodness which comes from the finer tobacco which is used in every Lucky Strike Cigarette.

(PICK UP FROM CAMP COOKE, CALIF.)

KYSER:

Callum here's
Now let's ~~listen to~~ Martin Block....etc.

(ACTUAL CUE LATER)

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

(RETURN CUE:)

~~(INSERT)~~

(SWITCHOVER TO CAMP COOK, CALIFORNIA)

~~6. THIS IS THE ARMY, MR. JONES.....ORCHESTRA~~

7. DAYBREAK.....HARRY

(AUDIENCE APPLAUSE)

ORCHESTRA REPRIS: KYSER MARCH

HIESTAND: Professor! Our graduates are ready for battle, ready to fight, ready to pommel!

KYSER: Well, chase me, boys, and call me Rommel! Yet's go!

~~KYSER: Pardon me, chillun...hello?
 MAN: Mr. Kyser?
 KYSER: Yes, this is Mr. Kyser.
 MAN: I am the agent for your tenor Fizz Foz Fataginn. If you ever take him on another trip to the Richmond Shipyard like you did last week, I'll sue.
 KYSER: What are you talking about?
 MAN: He happens to be allergic to riveting machines. And those riveting machines at the Richmond yard practically ruined his voice.
 KYSER: Riveting machines ruined his voice? I don't believe it.
 MAN: Oh, you don't, eh? Well, listen to this! Come here, Signor Fataginn and sing for Mr. Kyser.
 FATAGINNA (SINGS) Vesti la Giuba-a-a-a-a-a-a-a-a-a-a
 (WHOEVER DOES THE SINGING..PROBABLY HARRY..GIVES WITH VESTA LA GIUBA-A-A-A-A (IN OTHER WORDS, IMITATES A RIVETING MACHINE)
 (LAUGH)
 (FANFARE)
 HIESTAND: Professor, the final exam for the boys at Camp Cook.~~

~~KYSER: Okay, students: cross your~~
~~_____!
 _____! And the first finalist is~~

(ADD FINAL EXAM)

1. They say an Army travels on it's stomach, and from what we've seen in all the camps around the country, the Quartermaster Corps has done a wonderful job of feeding our boys. So in our final round tonight from Camp Cook, we salute the camp cook. We agree with Miss Alice Stamison, Long Beach, Calife, that Uncle Sam's chefs are really at (PLAY) Our boys like the cooks so well that every time they see one they say (PLAY) Who is Cook Lavagetto? We know Alton Cook is the movie critic on the New York World Telegram, but who is Joe Cook?

2. I'm sure it won't take you long to tell us what bugle call this is (PLAY) Here're the words to that song and we want you to fill in the words that are missing - Porkey, Porkey, Porkey - Soupy Soupy Soupy. The boys tell me the lowest form of army life is either OD GI KP CP - Which is it? What's a Cook's Tour?

3. We had the pleasure of meeting ^{That} Camp Cooke cook that Julie Conway mentioned a little while ago ^{sure is a practical joker} and ~~believe there is a cook with a wonderful imagination.~~ He said he had a special chicken dish all cooked up for me ^{I thought it would be} ... but when he served ^{at all} it ~~I discovered~~ it really wasn't chicken ^{me} he served ... it was (PLAY) ~~Then when~~ I told him I couldn't even cut the _____ he said, "Just ~~Wait~~ wait a moment and I'll give you (PLAY) Just then something flew by and I grabbed it. It was a (IMITATION). And last Thursday I understand you boys sat down to a nice dinner of (IMITATION)

4. Does the chef here get his recipes from the Camp Cook book? What's meant by the expression, Too Many Cooks Spoil the Broth? What's meant by the expression "What's Cookin'?"

BOBBY: ~~(HOLLERS) Not you! You haven't come to a boil in a month!~~
 But we enjoy playing all these service camps because this is where we can always say (PLAY)

*Applause
 Sound! Bell*

HIESTAND: The judges have selected the winner, Professor.

KYSER: Well pass the ammunition and call me Frank Loesser.

(FANFARE)

HIESTAND: The winner, Professor!

KYSER: And it is _____! Congratulations, you came through in your examinations! You're the big duck in a big pond, so both get the fifty dollar War Bond. And each of the other four scholars get stamps worth ten dollars! All six get a carton of Luckies. And then! To all the men who watched this examination, for your lively cheers and your animation, a package of better than ever Lucky Strike Cigarettes!

(CHEERS)

8. KYSER THEME "THINKING OF YOU"

KAY: Well chillun, that's about all for this class session, and our sincere thanks to Commanding Officer Colonel Carle Belt and to Lieutenant Charles Gage and all you "tankers" for your many courtesies during our visit here. Next week we'll be with the Air Force at Luke Field out in Phoenix, Arizona. ~~And we're certainly looking forward to being~~
~~at the silver stage again.~~ *In the meantime Hollywood Center*
 And now, this is Kay Kyser ... thinking of you. Thanks a *Saturday night*
 lot for being with us ... and ... so long, everybody.

(APPLAUSE)

LUCKY THEME

HIESTAND: This broadcast was for the entertainment of the men stationed at Camp Cook and does not constitute an endorsement of our product by the War Department.

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

~~This program came to you from Camp Cook, 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 _____

(REVISED)

KAY KYSER LUCKY ~~SPRINKLE~~

Star Broadcast

8:00 - 9:00 PM MWT
12/9/42

#246

Luke Field
Phoenix, Arizona

- | | | |
|--|------------------|----------------------|
| 1. ARMY AIR CORPS SONG | | ORCHESTRA |
| | COMMERCIAL ONE | |
| | ROUND ONE | |
| 2. MR. FIVE BY FIVE | | SULLY & JULIE |
| 3. WHITE CHRISTMAS | | HARRY |
| | COMMERCIAL TWO | |
| 4. DEARLY BELOVED | | JULIE |
| | STATION BREAK | |
| | ROUND TWO | |
| 5. DARK EYES | | PRODUCTION |
| | COMMERCIAL THREE | |
| 6. HIP HIP HOORAY | | GROUP |
| 7. I'M GETTING TIRED SO I CAN SLEEP | | HARRY |
| | FINAL ROUND | |
| 8. THIS IS THE ARMY MR. JONES | | ORCHESTRA |
| 9. CAMPTOWN RACES | | ORCHESTRA |

cut for time

WARM UP REMINDERS:

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

Rehearse audience on signs
" " on "Hail Hail" - Page 10

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

#246

Originates at Luke Field, Arizona
(With switchovers to NBC - New York for commercials)

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

WEDNESDAY, December 9, 1942

WHITMAN: Smoke the smoke tobacco experts smoke!

(BOONE: CHANT ENDING SOLD AMERICAN - 45 to 48 INCLUSIVE)

WHITMAN: 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)

HIESTAND: From Luke Field, Arizona -- LUCKY STRIKE presents

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE!

(AUDIENCE HOLLERS "YEA AIR CORPS")

SOUND: AIRPLANE ZOOM

(AUDIENCE HOLLERS "HOORAY")

(THINKING OF YOU - AUDIENCE APPLAUSE UP BIG)

KYSER: Evenin' folks, how y'all?

AUDIENCE: Oaky, Kay!

KYSER: Wonderful! Well, chillun, here we are playin' at one of
 Uncle Sam's great ^{advanced} Army Flying Schools, Luke Field, just
 out of Phoenix, ~~which is just out of hand - they are~~ ^{which is just out of hand - they are} training young men
 of America in every branch of aeronautics, ^{here} from fightin'
 flights to ground crews pipercoos! Yes sir! And speakin'
 of Luke Field, ~~I'd like to know how the Axis would field~~ ^I ~~if they could take one Luke at these men here!~~ ^{will} I wish we
~~could spend a lot of time here so we could really tell you~~
~~the wonderful things they are doing, but of course we~~
~~haven't time for that right now.~~

JULIE: Hello, professor.

KYSER: Well, Julie Connay! ~~The little sweetheart of the Service~~
~~Camp!~~ Having a good time here at Luke Field?

JULIE: Oh yes! I met the most wonderful man. He must be a
~~wonderful~~ ^{great} flier because they call him the Camp Eagle!

KYSER: Oh they do not!

JULIE: They do too!

KYSER: They call him the Camp Eagle?

JULIE: Well, same thing ---Yard Bird!

(LAUGH)

KYSER: That did it! That did it! ~~But we've got a show, let's~~
~~get on wid it. Yes sir, and~~ ^{now} ~~let's see which of these~~
 contestants come out on top with those \$115.00 in War Bond
 prizes. But right now, here's how...with the "Army Air
 Corps Song" ~~and it's a wow! What I mean is, chillun...~~
~~yo'is dance!~~

1. ARMY AIR CORPS SONG..... BAND

(APPLAUSE

(FROM LUKE FIELD, ARIZONA)

KYSER: Now, ohillun, let's listen to that Dean of Common Sense ...
Martin Block.

(PICK UP FROM NEW YORK)

BLOCK: You know friends, several months ago when I attended the tobacco auctions down South, I had the opportunity of spending several days with tobacco experts, warehousemen, auctioneers and buyers -- men who really knew tobacco and I couldn't help but notice that whenever they had a few spare moments between sales many of them would reach into their pockets, take out a package of Luckies, light one and puff on it with a deep sense of appreciation. That was one of the greatest tributes that could be paid to any cigarette because these tobacco experts not only have to know good tobacco by its looks, but they also have to know how any particular kind of tobacco will smoke. Believe me, when I tell you that their enjoyment of the Lucky Strike cigarettes they were then smoking was clearly obvious by the look of satisfaction on their faces. Right there on the auction floors I, myself, saw the truth of that statement you have heard so many times "With Men Who Know Tobacco Best - with Warehousemen, Auctioneers and Buyers - It's LUCKIES two to one." Now, whether you are an expert or not, you can't help but enjoy the real fine smoking quality of Luckies, made possible by our selection of that finer Lucky Strike tobacco. Truly friends, it's the tobacco that counts and Lucky Strike means fine tobacco.

(PICK UP FROM LUKE FIELD, ARIZONA)

KYSER: Now ohillun, let's listen to that Dean of Common Sense,
Martin Block.

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

(Approx. 1:16)

(RETURN CUE:)

BLOCK: Truly, friends, it's the tobacco that counts and Lucky Strike means
fine tobacco.

(SWITCHOVER TO LUKE FIELD, ARIZONA)

ORCH:

HIESTAND: Here's a group of eager young wings.

KYSER: Well good. Let's ask 'em some questions and things.

12/9/42

1. This one from Pvt William Watts of the Marines, at Mare Island, is about a gal who married a flyer in the Army Air Corps. She told all her friends (PLAY) Her friend said "Don't be silly - angels have wings." She replied "That's why he's an angel because (PLAY) And along with the other angels who wear those wings, we'll keep Hitler and Mussolini (PLAY)

2. If you know your aviation and if you know your personalities, you'll have no trouble with this one from Miss Pauline Hull of Centerville, Ia. She wants you to distinguish between Ed Wynn and Head Wind -

~~Hedda Hopper and hedge hopping. Who is the newspaper character that Hopper? Carol Landis. Christmas Carol and careful landing? Wingspread and Kraft Cheese Spread? Do air packets have buttons on them?~~
Hopper. What is the difference between tape Yell and loop the loop

3. Speaking of Aircraft, here's one from George Provoost, York, Pa., about aircraft. He wants us to play the theme of the fellow who is on the air for Kraft. (PLAY) Who's the orchestra leader on that program - he's "Mr. Twelve by Twelve" - good friend of Skinny Ennis, "Mr. One by One." ^{John Scott Trotter - He's the fatest thing Bing ever associated with!} ~~What's the fellow's name on that program who has such a hard time with the English language? Is it Frank Borzagi, Vic Galletti, Victor Borga ~~and~~ and Goli Borscht?~~ Just for fun let's imagine you're on the air for Kraft - we'd like for you to sing Bing's theme song and give it the Crosby touch. (CARD)

4. For Miss L. Antes, of Chicago, let's imagine that our orchestra is playing in an airplane. ~~He says~~ ^From the way the orchestra sounds you should be able to tell when we're going up ~~and~~ when we're going down. (PLAY) Now listen to the orchestra and tell us what the plane is doing (PLAY) Now which way is the plane going? (PLAY) Speaking of flying, can you distinguish between Flying Tigers, Flying ^{Man} ~~Butchmen~~ and ~~Flying Circus?~~ ^{Flying Dutchman}

5. Now comes time for our visiting Dean, a boy from right here at Luke Field who plays a whole mouth full of harmonica. He is Private Marvin Hoffman of Laramie, Wyoming. Let's bring him out here. (APPLAUSE) Private Hoffman is going to blow a lot of wind through a one by two harmonica and we want you to listen and tell us what he's playing (PLAY) (PLAY) (PLAY)

6. For Robert Farrell of Kansas City, Kansas, we'll wind^{up} our first exam, with a preview of the 1942 football season. Saturday down in Chapel Hill, North Carolina Preflight is host to Iowa Preflight. In San Francisco Oregon State plays California Preflight and on Saturday we'll most probably find out who plays against Georgia in the Rose Bowl when these two teams meet. (PLAY)

Who wrote it?

APPLAUSE

SOUND: CLASS BELL

HIESTAND: That's all for the first round, Pappy, the men were really hot and scrappy!

KYSER: Well - go into a spinner and come up with the winner!

ISH: Say Professor...

KYSER: Yes, Ish, what do you want?

ISH: Well, on account of there are so many interesting things here at Lucke Field, I have writ a essay which I would like to read same, entitled.....STRING.

KYSER: Well, all right, Ish, but don't make it too long.

ISH: I won't. This is a short piece of string..."String". String is a piece of stuff that runs clean from one end to the other without stopping. String is one of the easiest things there is to get a knot into, but one of the hardest things there is to get a knot OUT of, especially if it's five o'clock of a cold morning and the knot is in your SHOE string. String is also used to jerk open parachutes and if you don't give it a QUICK jerk, you're a DEAD jerk!
(LAUGH)

HIESTAND: Professor, the winner!

SER: And from the looks of his paper, he's no beginner! He is _____ . Well, s r, by your answers you've shown you're no slow poke, so light up a Lucky and have a smoke. Get ready for the final round while the rest of the ohillion go to town! Yet's dance!

2. MR. FIVE BY FIVE SULLY & JULIE

3. WHITE CHRISTMAS HARRY

(AUDIENCE APPLAUSE)

(FROM LUKE FIELD, ARIZONA)

KYSER: Chillun, it's time now to hear from Martin Block ...

(PICK UP FROM NEW YORK)

BLOCK: And now, Mr. and Mrs. Expert from coast to coast and border to border ... (STOP...PAUSE) ... Yes, I mean you. Everyone of you is an expert at something or other. Maybe, it's plowing, or typing or sewing or housecleaning, or fishing, or shooting ...I don't know what it might be. But I bet you're an expert at something...and you know how many years it's taken you to acquire that expert knowledge and ability. And you know perfectly well that when you talk about the thing you are most expert in, you know what you're talking about. Now, I would like you to listen to Basil Ruysdael, as he describes the reenactment of a typical tobacco auction scene where tobacco experts are in attendance.

(MORE)

(CHANT - CROWD NOISE - SOLD AMERICAN AT 45)

WHSMAN: 33!

RUYSDAEL: Ladies and gentlemen, this huge tobacco warehouse is crowded with hundreds of baskets of tobacco -- and each basket goes to the highest bidder!

(CHANT UP -SOLD EVANS AT 39)

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

RUYSDAEL: 40 dollars a hundred pounds is the warehouseman's opening bid on this next basket. But right away a leaf company bids 41 - Lucky Strike raises it to 42 -- that leaf company again 43 -another cigarette company bids 44 - an export company 45 - 45 --but Lucky Strike raises it to 46 -- and yes - it's going - going -

(CHANT UP - SOLD AMERICAN)

(MORE)

BLOCK: Friends, at auctions like that all over the South, you'll find independent tobacco experts ... warehousemen, auctioneers, and buyers ... men who make it their business to know tobacco just as you know the one particular thing in which you're an expert. One such expert is Macon Jasper Moye of Greenville, North Carolina ^(They call him) Jack for short. He's been a warehouseman for twenty-one years, and he says: "Maybe we tobacco men know better than most smokers how important good tobacco is in getting real smoking enjoyment. We know that the light, better smoking, sweeter tobacco that Lucky Strike buys gives a milder and better tasting smoke ^{than he gives on to any} that's the opinion of a man who's started the bidding on over 100 million pounds of tobacco... who's seen what all the cigarette companies buy, and who knows that when you ask for Lucky Strike at a cigarette counter, you get fine tobacco." ^{Well} Thank you, Jack Moye. And friends, when men like Mr. Moye choose Luckies two to one ... when sworn records show that among these independent tobacco experts, Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined, you as an expert in your own particular line, can well understand why it's to your own advantage to smoke Lucky Strike, so round, so firm, so fully packed - so free and easy on the draw.

(PICK UP FROM LUKE FIELD, ARIZONA)

KYSER: CHILLUN, it's time now to hear from MartinBlock.

(SWITCHOVER TO NEW YORK....PICK UP CO Mercial #2)

(approx. 2:45)

(RETURN CUE:)

BLOCK: You as an expert in your own particular line, can well understand why it's to your own advantage to smoke Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw.

(SWITCHOVER TO LUKE FIELD, ARIZONA)

ORCHESTRA: TAG

4. DEARLY BELOVED TRUDY

(APPLAUSE)

REFRISE: ARMY AIR CORPS SONG

ORCH: REPRISE ARMY AIR CORPS SONG

~~GLEE CLUB: Off we go, into the wild blue yonder~~

~~climbing high into the sun.~~

~~Here they come, zooming to meet our thunder,~~

~~At ten o'clock, give her the gun. (CONTINUE HUMMING B.G.)~~

WHITMAN: (ON GUE) To you men assembled here in this giant airplane hangar at Luke Field, Arizona ^{and all of our flying buddies} ... for your skill, courage and unfailing loyalty to the Air Corps and the high ideals of the United States Army, we pay tribute as across the Nation ... we pause for station identification.

LOCAL NBC STATION SAYS:
"STATION X X X Salutes the Army Air Corps".

(PLEASE TELETYPE THIS TO ALL STATIONS
RELEASING THIS PROGRAM)

ORCH: INTRO. "HAIL HAIL THE GANG'S ALL HERE"

AUDIENCE: Hail, hail, the gang's all here,
What the heck do we care,
What the heck do we care.
Hail, hail the gang's all here,
What the heck do we care now?

(CHEERS)

~~KYSER: Yes sir! This gang certainly is building! And the way
the boys are going to hail a gang of hawks right on
Mr. Hiestand's front doorstep!~~

~~(LAUGH)~~

HIESTAND: Professor, the contestants are sitting tight, ready for the second flight.

KYSER: Das right, and what a sight! Come on men, yet's start to fight!

AUDREY: Professor, I didn't know you had a cat.

KYSER: I haven't, little Audrey.

AUDREY: You have too! The man told me that you had a cat and that you took it for some airplane rides.

KYSER: Did the man really say that?

AUDREY: Well, he said you'd had your PUSS LIFTED four times!

(LAUGH)

HIESTAND: Professor, the evening is growing!

KYSER: Well, Dean Hiestand, yet's get goin' ! So ~~Mr.~~
~~just hear your thunder, you may be the evening's winner!~~

(ADD SECOND EXAM)

1. This one from Miss Lois Tucker of Reidsville, North Carolina, is the story of (PLAY). He called upon a lovely gal who asked him what he wanted, and he said (PLAY) He had just started to talk for Joe when there was a sudden black-out. During the black-out Mr. Five by Five stole a (PLAY). The gal screamed and said "I can't find you in the dark, but I'll beat your ears off. (PLAY).

2. You'll have no trouble with this one from Dr. McMann of Camp Elliott, if you know your song titles. Several pilots who had leave, were going to fly to certain cities to see their gals. One was going to ^{San Antonio} ~~Wichita~~, one to Kansas City, one to Louisville and one to Laguna. According to the song titles, who were the girls they were going to see?

3. For Miss Jean Carr of Lake Arion, Michigan, let's assume that several nationally-known orchestra leaders were playing here in the Luke Field band. If you didn't know them by face, I'm sure you'd know them if they started to play something like this (PLAY).

And in the middle of a ^{band} concert, a certain orchestra leader started to play like this (PLAY) ~~Now the Luke Field band is going to start out to play "American Patrol" and in the middle of a certain orchestra leader now in the Luke Field band is going to swing into his theme and you tell me what it is. (PLAY).~~

Now we have an extra set of drums here and for a moment, we want you to imagine you're a Gene Krupa playing Tigor Rag with us, and every time the orchestra stops, you take the breaks on the Drums.

4. The boys of Barracks #6 - Naval Air Station, Florida... are sure you followed the football season in America.

Now we don't think you will have any trouble imitating the mascots of some of the top teams. For instance, it was plenty exciting when the Yale ----- (KAY IMITATES BULLDOG) tried to bite the Navy ---

BUD: (IMITATES GOAT)

Do you see what we mean? All right. From now on, Mr. _____ you do the imitating. On the West Coast it's always exciting when the Trojans tackle the Stanford whats? (IMITATE). And it's a great game when the Princeton whats? (IMITATES) claws at the Army what? (IMITATES). ~~and then last Saturday, there was plenty of fighting going on when two fighting teams battled to a 13-13 tie. It was~~ ---

~~(CONSTANT CARE)~~

5. We have another visiting Dean with us tonight, recruited from our own orchestra. It's Ish Kabibble playing what he calls an "Ishbone". This is the craziest gadget you've ever seen. It's a broken down music rack with bells, whistles, horns, and coffee grinders hanging all over it. Ish is going to play a tune on the Ishbone and we defy you to tell us what it is. (PLAY)

6. There has been some fine football played all over the land this year and Miss Norma Jean Smith of Salt Lake City says inspiration for much of the fine playing was (PLAY) Many a fellow who made "All American" made it because, in every game he played his heart out for some one who to him was (PLAY).

APPLAUSE

SOUND: CLASS BELL

HIESTAND: Well, pappy, that second round was really snappy.

KYSER: Yes, Lamby, find out who won that second exammy for alma mammy.

HIESTAND: I have it right here -- the round two champ!

KYSER: Okay, Dean, and the second champ is _____. Mister you know how to spin and bank, you're the round two winnin' Yank, so while you're waitin' to meet with the first round cadet, light up a Lucky Strike Cigarette and listen awhile to an old Russian folk song.

5. DARK EYES PRODUCTION
(AUDIENCE APPLAUSE)

(FROM LUKE FIELD, ARIZONA)

KYSER: Now Martin Block tells us about something he learned the hard way ...

(PICK UP FROM NEW YORK)

BLOCK: *You said it, Kay* You know, folks, I have an odd habit. Whenever I talk to you through this microphone, I invariably put both of my hands in my coat pockets. I don't know why ... it's just a habit. And as I stepped up to the microphone just now, and put my hands in my pockets, ~~you know what~~ I found ~~that~~ In my left pocket, ~~is~~ an unopened pack of Lucky Strike Cigarettes, and in my right pocket, ~~is~~ an opened pack of Lucky Strike Cigarettes, with twelve of the cigarettes gone. I'll tell you why I mention this fact. One night last week, it was bitter cold, and the wind was howling around the house. I was working late, and at two o'clock in the morning, where I live, it's no cinch to find a store where you can buy cigarettes. I think you would have laughed to see me ... I ~~ransacked~~ *ransacked* every drawer in the house, all my coat pockets, and even my wife's pocketbooks, trying to find ~~one~~ *just* one cigarette. Well, bright and early the next morning, I asked my wife to do me a favor. In the future, buy Luckies by the carton ... which explains the two packs of cigarettes in my pocket. *You see* I keep the carton standing on a little table by the front door, and each day as I go out, I put two packs in my pocket. In that way I never run out of cigarettes, and incidentally, Mrs. Block let me in on a little secret.

(MORE)

BLOCK: ^{for more than one reason} She says that's the way to buy cigarettes. And so friends,
to make sure that that moment ~~shall~~ never come when you
~~shall~~ want a cigarette and not have one handy, especially
a cigarette as good as Luckies, I want to suggest that you
buy your Lucky Strike Cigarettes by the carton. Then, if
unexpected guests drop in, or it's a cold and blustery
night, you will always have handy that fine tobacco in
Lucky Strikes - so round, so firm, so fully packed - so
free and easy on the draw..!

(PICK UP FROM LUKE FIELD, ARIZONA)

KYSER: Now Martin Block tells us about something he learned the hard way.

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

(Approx. 1:30)

(RETURN CUE:)

BLOCK: You will always have handy that fine tobacco in Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw.

(SWITCHOVER TO LUKE FIELD, ARIZONA)

6. HIP HIP HOORAY GROUP

7. I'M GETTING TIRED SO I CAN SLEEP HARRY

(AUDIENCE APPLAUSE)

ORCHESTRA REPRIS: KYSER MARCH

HIESTAND: Professor, it's time for the finals

Let's give it the juice.

KYSER: Well give me my wings and call me Mother Goose,

Let's take a gander at the two finalists.

ISH: Professor, Mother Goose reminds me of a rhyme which I have made
up out of my own head.

KYSER: Well make it snappy Ish. What is it?

ISH: Rub a dub dub, three men in a tub (PAUSE)

But who the heck wants to get in a tub with two other guys?

(LAUGH)

(FANFARE)

HIESTAND: Professor, we're ready for the final flight!

KYSER: Well yet's see who's wrong and who's right.

(ADD FINAL EXAM)

1. Now that Uncle Sam is dishing out gasoline in such small doses, we thought we'd devote our final round tonight to gas rationing.

This one from Miss Vivian Bourne, Providence, Rhode Island, is about

a fellow who called on his gal 2 weeks ago, and said "come on honey

I'll take you for a ride (PLAY) The same fellow went back last

night and he said "Well honey, (PLAY) So many folks are riding

the buses these days, we thought it would be nice if you'd distinguish

between blunder bus and ^{abus boy} ~~gang busters~~.

2. This one from Private James Cooper, Gunnery School, Las Vegas,

is about a fellow who wanted to take his gal for a ride and he

couldn't very well do it on an "A" card, so he got himself a (PLAY)

~~John Kestible had to go over to the high school building to register.~~

~~for gas rationing and the boys who wanted to argue, he tried to argue,~~

~~for the same thing.~~ Besides buses,

lots more folks are riding the Street Cars and the subways. In

fact those with an A card will have to (PLAY)

What's the Toonerville Trolley?

3. Of course the object of gas rationing is to keep us from wearing out our tires. Miss Maude Purkall of Augusta, Georgia says a swell way to get around the rubber shortage is to get a horse and wagon because you don't need any rubber on (PLAY) The old-fashioned buggy is certainly coming back in style too. Upon being taken home from a date many a sweet young thing will turn to her Romeo and say (PLAY)

what's the Difference between a lookin' a tire and a boot in the hand

4. Bill Barnett of Kansas City, Missouri, says Uncle Sam figures it out this way - if he doesn't give us much gas we can't drive very far, and if we don't drive very far it will be a long time before we have to look at our tires and say (PLAY).

~~I know of a lot of people who got out of the rubber campaign and took their rubber shoes. Did the shoes, case, William Jefferson write the Jersey Bounce. No he didn't. ~~the shoes were made in the States. I know of a lot of people who got out of the rubber campaign and took their rubber shoes. Did the shoes, case, William Jefferson write the Jersey Bounce. No he didn't. the shoes were made in the States. I know of a lot of people who got out of the rubber campaign and took their rubber shoes. Did the shoes, case, William Jefferson write the Jersey Bounce. No he didn't. the shoes were made in the States.~~~~

Can you Distinguish between a tread - treadmill and tread water
(APPLAUSE)

SOUND: CLASS BELL

12/9/42

HIESTAND: Professor, the winner is being selected.

KYSER: Well Dean, find out who's been elected. Meanwhile here's Gayne Whitman with the tobacco laureate address.

WHITMAN: Ladies and gentlemen, make no mistake. 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 independent tobacco experts ... with men who know tobacco best, it's Luckies two to one!

FANFARE

HIESTAND: The winner, professor!

KYSER: Yes and he is _____! Well, ^{my boy} ~~she~~, your answers were regal, so that makes you the leadin' eagle, so swoop right down and pick up ~~that \$50. United States War Bond. And second man Ed Sims, he had a good air line, so he gets the \$25. bond.~~ ^{five bucks} And the four remainin' who did some mighty fine explainin' each get \$10. in War stamps, All six get a carton of Luckies. And then, to all you air cavaliers, for your yells and cheers, a package of better than ever LUCKY STRIKE CIGARETTES!

(CHEERS)

8. ~~THIS IS THE ARMY, MR. JONES.....BAND~~

(APPLAUSE)

KYSER THEME....."THINKING OF YOU"

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KYSER:

Well, chillun ... class is all over for this week. And we'd like to thank Commanding Officer Colonel Ross G. Hoyt and Major Fred Donaldson ^{at Luke} and all you fliers ^{except Luke Field} for being so swell to us during our visit. Next Wednesday night we'll be holdin ^{seems} class with the Navy at Treasure Island out on the Pacific ~~Coast. And in the meantime we'll be at~~

And here's something else of vital importance. This year more than ever before the need ^{is great} for your purchases of Christmas seals ^{So here is an idea} is ~~is~~ great. When you send in your musical questions, be sure to put ten official Christmas seals on your envelope. When we reply, we'll put ten seals on our letter, too. The Christmas seal campaign is for a ^{great} ~~long~~ ~~monthly~~ cause. What about it, Americans? I know you'll want to help. *Thanks for participation and asking ever body*

(APPLAUSE)

LUCKY THEME

HIESTAND:

~~This broadcast was for the entertainment of the men stationed~~
~~at Luke Field and does not constitute an endorsement of our~~
 product by the War 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 Luke Field, Arizona 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 _____

A Broadcast

KAY KYSER LUCKY STRIKE

7:00-8:00 pm PWT
10:00-11:00 pm EWT
12/16/42

#247

Naval Training Station
Treasure Island
San Francisco, Calif.

- | | |
|--|---------------|
| 1. PRAISE THE LORD AND PASS THE AMMUNITION | ORCHESTRA |
| COMMERCIAL ONE | |
| ROUND ONE | |
| 2. KNOCK ME A KISS | SULLY |
| 3. THERE ARE SUCH THINGS | JULIE |
| COMMERCIAL TWO | |
| 4. WHY DON'T YOU FALL IN LOVE WITH ME | HARRY & TRUDY |
| STATION BREAK | |
| ROUND TWO | |
| 5. MANHATTAN SERENADE | PRODUCTION |
| COMMERCIAL THREE | |
| 6. THE SHEIK OF ARABY | ORCHESTRA |
| 7. I HAD THE CRAZIEST DREAM | HARRY |
| FINAL ROUND | |
| 8. EVERYTHING I'VE GOT | ORCHESTRA |

WARM UP REMINDERS:

Ask audience to remain
seated til show is off the air.
Rehearse audience on signs.

0

THE AMERICAN TOBACCO COMPANY

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

#247

Originates at Treasure Island, San Francisco, California
(With switchovers to NBC - New York for commercials)

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

WEDNESDAY, DECEMBER 16, 1942

(BOONE: CHANT ENDING SOLD AMERICAN - 45 to 48 INCLUSIVE)

WHITMAN: Smoke the smoke tobacco experts smoke! And 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)

HLESTAND: From the Naval Training Station at Treasure Island in San Francisco -- LUCKY STRIKE presents KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE!

(AUDIENCE HOLLERS "YEA NAVY") ("HOORAY")

(THINKING OF YOU - AUDIENCE APPLAUSE UP BIG)

HIESTAND: From the Navy Station at Treasure Island in San Francisco --

LUCKY STRIKE presents KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE!!

(AUDIENCE HOLLERS "YEA NAVY" N-A-V-Y) ("HOORAY")

"THINKING OF YOU" - AUDIENCE APPLAUSE UP BIG)

KYSER: Evenin' folks, how y'all?

AUDIENCE: Okay, Kay!

KYSER: Wonderful! Well chillun, tonight we're back with the Navy at Uncle Sam's naval training station on Treasure Island and the old College halls are sure sparkling with Uncle Sam's gems of the ocean! Am I right, fellows?

AUDIENCE: CHEERS

ISH: Professor, on account of we are with the navy this week, I have wrote an essay the title of which rhymes with navy which I would like to read same entitled...Gravy.

KYSER: All right, Ish.

ISH: Gravy....gravy is a bowl full of stuff that if it was closer together it would be meat. The gravy my girl makes is like sad music -- it gives me a lump in my throat -- but if I don't eat it I get a lump on my head. Gravy is also lonesome stuff because since they ain't making vests any more, gravy ain't got any place to go. You get regular gravy from boiling bones, but the gravy you get from rolling bones is Navy Gravy. Essay over.

KYSER: Well thank you for the information. Now I think it's time for the examination, to see who wins the most of \$115.00 in War Bond prizes. But first, a song for the boys of the Cruiser San Francisco. Their captain said "Get the big ones first" and theyreplied "Praise the Lord and Pass the Ammunition".

1. PRAISE THE LORD AND PASS THE AMMUNITION ORCHESTRA

12/16/42

(FROM SAN FRANCISCO, CALIF.)

KYSER: Now, let's listen to a man who believes in getting right down to brass tacks ... Martin Block.

(PICK UP FROM NEW YORK)

BLOCK: *you said it* Friends, let's not beat about the bush. There's no two ways about it ... the all-important thing in a fine cigarette, is fine tobacco. The men who purchase tobacco for Luckies really know tobacco, and in their mind's eye, as they look at a basket of tobacco resting on a warehouse floor, the first thing they think of is how that tobacco will smoke. After all that is the final test of good tobacco -- how it will smoke. And those baskets of better-^{tasting}~~smoking~~ ~~tobacco~~, finer lighter milder Lucky Strike ~~tobacco~~ invariably find their way to our storage sheds, where ~~from~~ from two to four years, they are carefully aged to bring them to the peak of smoking perfection, and then carefully blended into a cigarette so round, so firm, so fully packed, so free and easy on the draw, that it's really little wonder that with independent tobacco experts, with men who know tobacco best, it's Luckies two to one. We put that fine tobacco into Luckies so that you may get out of them superior smoking pleasure, and now's as good a time as any for you to reap the benefit of that better-smoking tobacco by saying to the man behind your favorite tobacco counter, "Luckies, please!"

(PICK UP FROM SAN FRANCISCO)

KYSER: Now, let's listen to a man who believes in getting
right down to brass tacks ... Martin Block.

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

(approx. 1.20)

(RETURN CUE:)

BLOCK: And now's as good a time as any for you to reap the
benefit of that better-smoking tobacco by saying to the
man behind your favorite tobacco counter, "Luckies,
please".

(SWITCHOVER TO TREASURE ISLAND, CALIFORNIA)

KYSER MARCH

~~ORCH. [REDACTED]~~

GLEE CLUB: ~~[REDACTED]~~ is always in motion,

JULIE: The ~~[REDACTED]~~ cat.

GLEE CLUB: Tonight he is out in the ocean.

HARRY: ~~[REDACTED]~~

(GIRLISH LAUGHTER)

(APPLAUSE)

SOUND: GLASS BELL

HIESTAND: Professor, that's the quiz bell ringing!

KYSER: Okay, Dean ... let's start swingin'! And our first man of the Navy to try for the gravy is _____.

(ADD FIRST EXAM)

1. As you know, they have girls in the Navy now, and this one from Pvt. Norman Ripley of Mare Island, is about two sailors who got in a scrap over two of the gals. Listen to the musical fight and tell us who the two sailors are, (PLAY) Yes sir the two old salts were fighting (PLAY) ~~the old sea dogs Neptune~~ *What is a permanent wave*

2. Shoot the giddy to me middy and for Miss Josephine Angelle of Mount Vernon New York, tell us the difference between a bell boy and a bell boy. Now which of these is a dance - swig, jig, brig. And which of those do you hate the worst? In other words, if you take a swig and do a jig you might land in the brig.

3. This one from Pvt. Walter Nichols of Camp Elliott, should be gravy for the Navy - Tell us what whistle this is. (PLAY) ~~Now what whistle is this~~ (PLAY) Now tell us what the boys are whistling. (PLAY) Now we're going to put you to work whistling "I LOVE YOU TRULY" to Trudy Irwin. Put your arm around her, pucker up - and whistle. (PLAY) Pardon me, but would you bite this cracker please and keep whistling.

4. Here's the theme song of an ex-blue jacket and Miss Isabell Domin of Hartford, Conn., says you shouldn't have to hear much of it to tell us who he is. (PLAY) Orchestra leader Russ Morgan is an ex-Navy man, so is Nick Kenny, and so is Rochester's boss. Who is he? There's another Jack who's an ex-blue jack - a former world heavy weight boxing champion. Is it Jack Sharkey, Jack Dempsey, or *Jack Johnson*

5. We have a very talented visiting Dean with us tonight ... one of the boys stationed right here at Treasure Island. He is Marine Corporal Bill Coleman ... and he sounds like a whole movie all by himself. Let's bring Corporal Bill Coleman out here. (APPLAUSE) Now Corporal Coleman is going to impersonate some well-known movie and radio personalities and we want you to listen and tell us who they are.

6. In addition to Anshors Aveigh for the Navy, there are several other songs that are closely associated with other branches of the service and we're going to play one right after the other and the boys of 883rd School Sqdn, Walnut Ridge, Ark, want you to quickly tell us what branch of the service they bring to mind (PLAY) By the way, speaking of the Air Corps, this coming week-end, Miss Ann Southern and I will be on the program "Soldiers with Wings" presented by the Army Air Force Flying Training Command from Santa Ana, Cal. Later Saturday night at the Hollywood Canteen. Next Wednesday night we'll be a 'holdin' a whoppin' big all service class session in Los Angeles for Uncle Sam's boys stationed there who can't get home for Christmas!

(APPLAUSE)

SOUND: CLASS BELL

(FROM SAN FRANCISCO, CALIF.)

KYSER: Now let's listen to that Dean of Common Sense ...
Martin Block;

(PICK UP FROM NEW YORK)

BLOCK: ~~You know, friends, if anyone could tell us what we should do with independent tobacco experts, it is~~
~~us. We are in a position to let them know what we think~~
~~is an independent business. We are in a position to let them know~~
~~what we think they would want to know about their~~
business. ^{But friends} Before I tell you why the opinion of
the independent tobacco experts is so important ~~to~~ ^{to} ~~the~~ ^{to} ~~production of cigarettes,~~ ^{to} let's have Basil Ruysdael ^{to} ~~to~~ ^{to} ~~re~~ ^{to} ~~reenact~~ ^{to} a typical tobacco auction at Planter's
Warehouse, Durham, North Carolina, where such experts
go about their day to day work.

(MORE)

(CHANT - CROWD NOISE - ~~XXXXXXXXXXXXXXXXXXXX~~)

~~WHSMAN: 33: (CHANT)~~

RUYSDAEL: Ladies and gentlemen, as you can plainly hear, tobacco experts work at top speed! The bids come in like lightning - yet each basket is carefully examined. Your Lucky Strike buyer never bids till he's certain of the quality of the leaf!

(CHANT UP - SOLD TO VALENTINE AT 37)

WHSMAN: Good tobacco, boys! 41! (CHANT)

RUYSDAEL: Warehouseman Maynard Talley opens the bidding on this next basket at 41 dollars! But right away a leaf company bids 42 - a cigarette company 43 - 43. And now your Lucky Strike buyer, who's been studying a leaf carefully ~~by holding it up to the light~~, shoots in a bid of 44! An export company tops that with 45 - that leaf company bids again 46 - 46 - but now Lucky Strike raises it to 47 dollars - 47 - and, yes, here's another basket of fine, mild tobacco headed for Luckies!

(CHANT UP - SOLD AMERICAN)

(MORE)

12/16/42

BLOCK: Independent tobacco experts, auctioneers, buyers and warehousemen - Now, the man who said "Sold American!" at Planter's Warehouse ~~was~~ the auctioneer, Franklin Barfield, a tobacco expert. He has spent years and years selling basket after basket of tobacco. He knows the warehousemen; he knows the buyers; he certainly ~~knows~~ know good tobacco ... and he smokes Luckies. The man who set the opening price was the warehouseman, Maynard Talley. He operates a warehouse in the heart of tobacco land. It's to him that farmers take their crops for sale, and it's to his warehouse that the buyers of tobacco come to make their purchases. He must be able to grade tobacco in his own mind in a fraction of a second, and set that sale-opening price. He must know tobacco and he smokes Luckies. And that babble of voices that you hear in the background of any auction - many of them are independent buyers of tobacco - men not affiliated in any way with any cigarette manufacturing company, men who have spent their lives in the tobacco business, and they must know tobacco because upon their judgment as to its value, depends their profit or their loss. If they make a mistake, if they purchase poor tobacco - they lose - they only make a profit because their superior knowledge of tobacco enables them to sell that tobacco at a profit - tobacco is their bread and butter and sworn records show that with these independent experts who buy, sell and handle tobacco - with men who know tobacco best it's Luckies 2 to 1. Friends let the opinions of these experts be your guide to greater smoking enjoyment. Smoke the smoke tobacco experts smoke - LUCKY STRIKE!

(PICK UP FROM SAN FRANCISCO)

KYSER: Now let's listen to that Dean of Common Sense ...
Martin Block.

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

(Approx. 3.00)

(RETURN CUE:)

BLOCK: With men who know tobacco best it's Luckies two to one.
Friends, let the opinions of these experts be your guide
to greater smoking enjoyment. Smoke the smoke tobacco
experts smoke - Lucky Strike.

(SWITCHOVER TO TREASURE ISLAND, CALIFORNIA)

4. WHY DON'T YOU FALL IN LOVE WITH MEHARRY & TRUDY

REPRISE: "ANCHORS AWEIGH" .

(FROM SAN FRANCISCO, CALIF.)

KYSER: Now, Martin Block says "Doing is believing" ...

(PICK UP FROM NEW YORK)

BLOCK: You know, folks, as long as I've been talking to you on The College of Musical Knowledge, telling you about Lucky Strike cigarettes, I've made it my business to always ~~give~~ you facts ... ~~the~~ facts as I see them and know them. ~~When I talk to you about the facts and the facts of the business, I give you the facts and the facts of the business.~~

So often you hear me say that Luckies are so round, so firm, so fully packed - so free and easy on the draw. You can prove that to yourselves by simply doing as I do now. Remove a Lucky from a package ... roll it between your fingers. Your sense of touch and your eyes will prove its roundness and firmness to you. Take a match (BUSINESS) ... strike it (BUSINESS) ... light that Lucky. Take a good deep puff. That will prove to you that Luckies are so free and easy on the draw. More than that, those first few puffs on a Lucky will soon convince you, more than anything that I could say, that truly Lucky Strike means fine tobacco. You know, some of the greatest educators in the world say that you can learn best by doing. And if you will do as I suggest, and the next time you step up to a tobacco counter, just say, "Luckies, please," you will learn why with independent tobacco experts, with men who know tobacco best, it's Luckies two to one.

(PICK UP FROM SAN FRANCISCO)

HIESTAND: Professor that's all for the first three!

KYSER: Well, goodness me! See who the winner can be!

ISH: Professor, on account of we are here at the Naval base, I have wrote a play which I would like to read same.

KYSER: What's the name of the play, Ish?

ISH: Anchors! Away -- or --

KYSER: Or what?

ISH: IS MRS. ANCHOR HAVING FUN!

KYSER: Well, I'll let you do the play if I can have the leading part.

ISH: Yes sir, you play the part of a sailor! And Rita Hayworth is in it too.

KYSER: Yes, what's Hayworth?

ISH: About twenty dollars a ton.

KYSER: No no! What does she do?

ISH: She asks you for a date and you refuse...Play over.

KYSER: Why!?

ISH: WE DON'T WANT NO CRAZY SAILOR IN THIS NAVY!

(LAUGH)

HIESTAND: Professor, the winner!

KYSER: Yes and he is _____! Congratulations, seaman, you were really beamin'! So light up a Lucky and start schemin' how to beat the second round demon, while all the chilun dance!

2. Knock Me A Kiss.....SULLY

3. There Are Such Things.....JULIE

(AUDIENCE APPLAUSE)

KYSER: New Martin Block says, etc.....

(ACUTAL CUE LATER)

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

(RETURN CUE:)

BLOCK: (LATER)

(SWITCHOVER TO TREASURE ISLAND, CALIFORNIA)

4. Why Don't You Fall in Love With Me.....Harry & Trudy

REPRISE: "ANCHORS AWEIGH"

ORCH: REPRISE "ANCHORS AWEIGH" -- FADE FOR:

WHITMAN: To all you fighting men of our Navy ..., you men who guard our possessions in the far flung corners of the world ... in the face of untold dangers ... we pay tribute as across the Nation, we pause for station identification.

LOCAL NBC STATION SAYS:

"Station X X X salutes the Navy!"

(Please teletype this to all stations releasing this program)

ORCH: INTRO. "FOR HE'S A JOLLY GOOD FELLOW"

AUDIENCE: For he's a jolly good fellow,
For he's a jolly good fellow,
For he's a jolly good fellow,
That nobody can deny!
(CHEERS).

HIESTAND: Professor, class is ready for the second round!

KYSER: Well, shut me up and call me out of bounds!

JULIE: ^{ah}~~Hello, professor!~~

KYSER: Well ~~well! Is it isn't our pretty little red-headed~~
~~student,~~ Julie Conway. How do you like holdin' class here,
Julie?

JULIE: Oh, wonderful! Sailors are so handsome -- I don't know --
every time I look at one of these salts I get the shakes.

KYSER: That makes you a salt shaker.

JULIE: They're wonderful, but I could never marry one.

KYSER: Why not, Julie?

JULIE: Well I'll admit that lots of women are doin men's work in
the civilian world. ^{well} I wouldn't mind being a welder or a
riveter, or a gas station attendant, or even a messenger
girl..

KYSER: I know you wouldn't, Julie.

JULIE: But I'll be darned if I'm going to lace a sailor up the
back every time he goes out!

(LAUGH)

HIESTAND: Come come, professor, let's not dally!

KYSER: ^{lets go}~~Das right, yet's start the second round rally, and this~~
~~lead off man is _____!~~

(ADD SECOND EXAM)

1. This one from Miss Mary Alexander of Beaumont, Texas, by hook is about an Admiral who hit the deck. The sailors were lined up for inspection. The Admiral went by, slipped and fell and when he did, one of the recruits laughed. Well, from behind the bars of the brig, this recruit resolved "No matter what happens (PLAY) Later a boatswain's mate noticed his sour puss, and said "Hey Mac, don't you like anybody"- And he replied "Sure, the Captain's okay, the Admiral is swell, but the Navy Paymaster is (PLAY) *Are all sea songs called "heptimes"?*

2. Private Ralph Craig of Camp Cook, wants you to give us two definitions for "Man of War", and now two definitions for Sea Biscuit. If Man of War is a _____ what's tug of war?

3. On his day off the postman takes a walk, and Miss Edith Welch of McKeesport, Penna., says when you WAVES get leave some of you will (PLAY). Now we want you to imagine you are in a boat with Harry Babbitt and sing "When My Dreamboat Comes Home" to him. (CARD)

4. In addition to fighting some terrific battles, our Navy is doing a wonderful job in escorting our transport ships to many points of the world. Miss Vera Reinhardt of New Orleans, wants us to take the song "Anchors Aweigh" and from the manner in which we play it, you tell us which Port the Navy might be steaming into. (PLAY) Now the Gem of the Ocean is touching what shores? (PLAY) And they've taken a lot of our boys - tanks and all to (PLAY)

5. Our second visiting Dean is another boy from Treasure Island ... Boatswain's Mate First Class Phil Tappy and believe me, he plays a whole console full of pipe organ. Let's give Boatswain's Mate Phil Tappy a little hand. (APPLAUSE) Now Mr. Tappy is going to play the organ themes of three well known radio programs. Listen and see if you can identify the names of the themes and the programs they introduce. (PLAY) (PLAY) (PLAY)

6. Why is this song out of place tonight? (PLAY)
 What's the soldier's name in that song. There was a famous _____ in the American Navy - What was his name? (PLAY) _____
 is famous for which of these two proclamations -
 "Give me liberty or give me death" - or "I ~~was~~ ^{I have not yet} begun
 to fight". *And he was right the gang?*

(APPLAUSE)

SOUND: CLASS BELL

HIESTAND: Professor the end of the second round races!

KYSER: And those ^{1st} ~~men~~ were really goin' places!

AUDREY: Professor, I just figured out why sailors are always goin' places.

KYSER: You have, Little Audrey?

AUDREY: Yes sir, did you ever notice that a sailor hardly ever rests? He's always walkin'...you know why?

KYSER: No, I don't.

AUDREY: That's because they have so much more room to walk in than they have to sit down in!

(LAUGH)

HIESTAND: Professor, the round two champ!

KYSER: Thanks, Dean, and the second winner in this navy camp is ^{with a perfect aim} ~~the~~ ^{with a} ~~you~~ did some nice navigatin'!

So light up a Lucky while you're waitin' to keep a date with the first round candidate! Meantime the chillun are anticipatin' some synecopatin', so come on, ^{and} ~~chillun~~, yet's ^{do it} ~~chillun~~!

5. MANHATTAN SERENADE.....PRODUCTION
(AUDIENCE APPLAUSE)

KYSER: Now, Martin Block says "Doing is Believing".

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

(Approx. 1.30)

(RETURN CUE:)

BLOCK: Just say, "Luckies, please." - You will learn why with independent tobacco experts, with men who know tobacco best; it's Luckies two to one.

(SWITCHOVER TO TREASURE ISLAND, CALIFORNIA)

6. THE SHEIK OF ARABY ORCHESTRA

7. I HAD THE CRAZIEST DREAM HARRY

(AUDIENCE APPLAUSE)

ORCHESTRA REPRIS: KYSER MARCH

HIESTAND: Professor, the final examination!

KYSER: Thanks, Dean, my appreciation for the information!

SOUND: DOOR KNOCK

KYSER: Come in!

SOUND: DOOR OPEN

MAN: Pardon me, but is this the sick bay?

KYSER: No it isn't!

MAN: Oh, shucks!

KYSER: What's the matter?

MAN: I'd like to borrow a stretcher!

KYSER: Stretcher! You're sick!

(ALL VERY FAST ACCOMPANIED BY GENERAL HUBBUB!)

JULIE: Water! The man is sick!

JACK: Call the doctor!

BOBBY: Hurry up! The man is sick!

MAN: Oh, quiet! quiet! (KEEP YELLING "QUIET" UNTIL TURMOIL IS OVER) Keep your shirts on! I'm not sick!

KYSER: Then what do you want a stretcher for!

MAN: I'm Mr. FIVE BY FIVE!

(LAUGH)

(FANFARE)

HIESTAND: Professor it's time for the final quizzin'!

KYSER: Well, lower my topsail and spank my mizzen! Here's *with a quiet pace on the first* contestant _____ and the first *round* question's his'N!

(ADD FINAL EXAM)

1. We're mighty proud of what our Navy boys are doing on the seven seas, and since they spend most of their lives on the water, we think it's appropriate to devote our final round tonight to water. Well, "water" we waitin' for? Right off the bat here are two songs with water in their titles and Miss Edwin Overitt of Saratoga, Wyoming, wants you to tell us what they are (PLAY) (PLAY) Can you name a female singer with "water" in her name?

2. Here's one from the boys at Gardner Field where we were this past Sunday. Last Wednesday night, due to an oversight on my part, we forgot to announce it in our itinerary for the week, but believe me, we had a lot of fun with Uncle Sam's fliers at Gardner Field. They want to know what's by what kinda water in this song. (PLAY) Is Niagara Falls moving backwards? From the following bodies of water, name two well-known girls - river, lake, stream, pond, ocean.

3. Let's see what you can do with this one about "water" from Miss Betty Miller of Allon, Kansas. (PLAY). Distinguish between water wings, water colors, and watermark.

4. Ronald Guiden says a round on "water" would never be complete without playing one of Gene Austin's old favorites called (PLAY) What's the chemistry term for Water? What's Latin for water? Did a man named Waterman invent the fountain pen?

(APPLAUSE)

SOUND: CLASS BELL

HIESTAND: Come, come, Professor. Time's a-wastin'!

KYSER: Well find out the winner Dean, and hasten!

FANFARE

HIESTAND: And here he is, Professor!

KYSER: Yes, and the old college would like to acknowledge _____
with a perfect score all the way thru entitled to \$50 plus \$25.
_____ as the head elucidator for Alma Tomater. Mr.

_____ you really surpass in this sea goin'
class. You get the ~~\$50. War bond.~~ ^{first prize} And to ~~the man that~~ ^{the second prize}
~~of goes \$25 goes to Miss Hanford~~
~~was sailing for some fine sailing, this \$25. War Bond!~~
~~And~~
Eunthe_____ the other four each get \$10. In War Stamps!
All six get a carton of Luckies. And THEN! To all you
swell scholars for your yells and hollers, a package of
better than ever LUCKY STRIKE CIGARETTES!

(CHEERS)

8. EVERYTHING I'VE GOT.....ORCHESTRA

(APPROX)

~~KEEPER - THE ME.....~~ ~~PARADES OF...~~

KYSER: Well, chillun, that's the end of our class session for this week. And right now, we'd like to thank ^{Rear Admiral O. Stubbins} ~~Lieutenant Commander~~ ^{Pat O'Brien Lt. Stanger} ~~Lieutenant R.S. Kimball~~ and all you men ^{all day} ^{the night} stationed here for the wonderful reception you've given us. Believe me, the Navy really comes through! Next Wednesday night we'll be holdin' class for ^{all} a group of service men in ^{the army, navy, Marines, Air Corps, & Coast Guard} ~~Los Angeles~~ who were unable to go home for Christmas. And you know, there's a vital duty we must all perform this Christmas. And that is our purchases of Christmas seals. These seals are for a mighty worthy cause and deserve every bit of support we can give them. So chillun, when you send your musical questions to ^{us} me, put ten Christmas seals on your envelope. When we reply, we'll add ten official Christmas seals to our letter, too. How about it America? I'm sure you'll all want to help. And now, thanks a lot for being with us, and ... so long everybody!

(APPLAUSE)

LUCKY THEME

HIESTAND: This broadcast from Treasure Island does not, ^{necessarily} constitute an endorsement of our product by the ^{Navy} ~~War~~ 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. ^{and Hiestand speaking} This program came to you from Treasure Island, 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 _____

(REVISED)

a

KAY KYSER LUCKY STRIKE ROUTINE

As Broadcast

#248

12/23/42
7:00-8:00 pm PWT

Wilshire Ebell Theatre
Hollywood, California

- 3. ~~2.~~ WHITE CHRISTMAS ORCHESTRA
- COMMERCIAL ONE
- ROUND ONE
- 4. ~~1.~~ HIP HIP HOORAY GROUP
- 4. ~~1.~~ DEARLY BELOVED TRUDY
- COMMERCIAL TWO
- 7. ~~6.~~ MR. FIVE BY FIVE SULLY & JULIE
- *STATION BREAK*
- ROUND TWO
- 5. CHRISTMAS MEDLEY PRODUCTION
- COMMERCIAL THREE
- ~~6. SOMEBODY LOVES ME *cut for time*~~ ~~GROUP~~
- 7. I'M GETTING TIRED SO I CAN SLEEP HARRY
- FINAL ROUND
- 8. AFTER YOU'VE GONE ORCHESTRA

WARM UP REMINDERS:

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

Rehearse audience on signs.

0

THE AMERICAN TOBACCO COMPANY
KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE
#248

Originates at the Wilshire Ebell Theatre, Los Angeles, California
(With switchovers at NBC, New York, for commercials)

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

WEDNESDAY, DECEMBER 23, 1942

(BOONE: CHANT ENDING SOLD AMERICAN - 45 to 48 INCLUSIVE)

HIESTAND: 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.

WHITMAN: Ladies and gentlemen, this Christmas especially, when
appropriate presents are so hard to find, the Lucky Strike
"Christmas Gift" is an ideal answer to your shopping problems.
Five hundred Luckies - twenty-five packages of twenty each -
packed in a handsomely embossed gift box in the modern smart
color, "Winter White". Remember, service men themselves have
voted cigarettes among the most desirable of gifts. So don't
fail to see the Lucky Strike "Christmas Gift" at your
favorite cigarette counter. You'll be glad to know that
there's no extra charge for this exquisite packaging.

(OPENING THEME)

HIESTAND: From Hollywood - LUCKY STRIKE presents KAY KYSER'S COLLEGE
OF MUSICAL KNOWLEDGE ... for the men and women of --

WHITMAN: THE ARMY!

HIESTAND: THE NAVY!

VOICE: THE MARINES!

AUDIENCE: "HOCRAY"!

"THINKING OF YOU" (THE BAND SINGS) - APPLAUSE UP BIG

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

AUDIENCE: MERRY CHRISTMAS, KAY!

KYSER: Well! Thank you! And Merry Christmas to you! Well, chillun, here we are in a great big auditorium holdin' class for a large group of soldiers, sailors and Marines ^{of Uncle Sam's fighting forces} who couldn't get home for Christmas. Are you having fun, fellahs?

AUDIENCE: CHEERS

KYSER: And just think! In two days good old Santa Claus will be sliding down the chimneys with lots of nice things for all the good little boys and girls.

ISH: Ohhhhhhhh, Professor! ~~What!~~ Have I got a headache!

KYSER: A headache? Just before Christmas? What's the matter, Ish?

ISH: My girl hung my socks over the fireplace last night!

KYSER: But why should that give you a headache?

ISH: She forgot to take me out of them!

(LAUGH)

HIESTAND: Professor, that stuff needs a brief moratorium! We've got classes to hold in this auditorium!

KYSER: Yes, Dean ... we've got to get goin' and see who makes the best showin' for the \$115.00 in War Bond Prizes. But before we do that, let's wish everyone, all over the world,

~~cheer~~ ^{a happy} Holiday season, with ^{a musical} ~~cheer~~

~~cheer~~ "~~Happy~~ ^{Hey Hey Hokey} ~~Hokey~~"

1. ~~Hey Hey Hokey~~ GROUP

APPLAUSE

r

12/23/42

(FROM LOS ANGELES, CALIF.)

KYSER: Now let's listen to that Dean of Common Sense -
Martin Block.

(PICK UP FROM NEW YORK)

BLOCK: Thank you, Kay, and you know, folks, I had a funny one happen to me the other night. On the way home from the office, it was pretty cold, and before I left the building to go to the subway, I took a nickel and a penny out of my pocket, the nickel for my carfare, and the penny for ~~a piece of gum~~ ^{the gum machine}. And when I got down to the subway, I walked up to the turnstile, inserted my coin, and pushed. Nothing happened, so I pushed again. Still nothing happened. Then I began to get mad. The guard said, "What's the matter?" ~~And~~ ^{So} I said, "I put my nickel in ~~here~~ ^{the turnstile}, and I can't get in." Then I looked into my hand, and there was the nickel. I had put the penny into the slot. ~~Boy~~ ^{you know} was my face red! It's really a wonderful thing, a turnstile, with its automatic coin machine. You can't fool ~~them~~ ^{it}. And the men who buy tobacco for Lucky Strike ... you can't fool them, either. Their selection of fine, ripe, mild Lucky Strike tobacco is just as accurate. No basket of tobacco that doesn't come up to Lucky Strike standard gets by them, because we know that the only way we can give you a better smoke is through the use of fine tobacco. ~~When~~ ^{And} you hand the man behind the tobacco counter those few coins, and say "Luckies, please," automatically you ~~are~~ ^{be} in line for real smoking pleasure, because every time you light a Lucky, you ~~like~~ ^{like} a Lucky.

(PICK UP FROM LOS ANGELES)

KYSER: Now let's listen to that Dean of Common Sense, Martin Block.

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

(approx 1.40)

(RETURN CUE:)

BLOCK: When you hand the man behind the tobacco counter those few coins, and say "Luckies, please", automatically you are in line for real smoking pleasure, because every time you light a Lucky, you like a Lucky.

(SWITCHOVER TO HOLLYWOOD, CALIFORNIA)

KYSER MARCH

Jay Band

HIESTAND: Come, come now, Professor ... put on your glasses. The students are ready to start with their classes!

KYSER: Okay, Dean ... yet's start the shoutin' ... but wait ... Julie Conway! Why are you poutin'?

JULIE: Oh, Professor ... I'm worried about Christmas. I don't think I'll get any presents!

KYSER: No presents, Julie? Why not?

JULIE: Oh, on account of this modern age we're living in.

KYSER: ~~That~~ Modern age ~~has~~ nothing ~~to do with Christmas~~. All you have to do is hang your stocking over the fireplace.

JULIE: Don't be silly. How many presents can you put in a bottle of leg makeup?

(LAUGH)

SOUND: CLASS BELL

HIESTAND: Dance! Romance! Come on, Professor, let's advance!

KYSER: You're right, Dean - and contestant number one in round number one is _____!

(ADD FIRST EXAM)

1. This is the home stretch of the yule tide season and we're all in the Christmas spirit because tomorrow night at midnight(PLAY) He doesn't make his famous ride until then, but Mrs. Nick McNulty and Stan Leonard of Pittston, Pa., say for the past two weeks he's been visiting every town in the land - on the streets, in the department stores - most everywhere - just to see that the kiddies (PLAY) You can bet me they're on their good behavior. They might not care what you call 'em the rest of the year but at Christmas they want Santa to call them (PLAY)

2. Miss Jeanne Smith of Dallas reminds us that the word "Santa" is associated with several kinds of transportation. For instance Santa Claus is identified with what kind of ~~way of getting around?~~ ^{Transportation} ()
 And what about Santa Fe? () And of course Santa Anita used to be famous for what () And now what about Santa Ana, California? ().

3. This one from Corp. Ward Rykert of San Diego is dedicated to our boys in Alaska. They'll really have a White Christmas because Alaska is a (PLAY). Here's a little skit about Alaska and the Aleutians and we want you to pick out four words associated with that territory. A transport left Seattle and soon was bearing straight northwest. It docked at a burg with lots of pretty gals on the pier. One soldier said to another "why don't you ask that good looking one for a kiska? All right, Alaska ones, but I wouldn't eskimo than once, because I don't Nome very well, and I don't want to get in dutch in the harbor. The question is " Did he or didn't he kiss her" - juneau?

4. Pvt. Ted Brown of Tyndall Field, Florida, says the name of this song is a cinch. (PLAY) Now we'd like for you to sing this special lyric to that song (PLAY) (CARD) Julie Conway and Trudy Erwin are standing right here. And here's a piece of mistletoe - but first - hold the mistletoe up high and you'll get a kiss from who ever is under it. Just swing your arm around in a circle and see who comes under the mistletoe.

(CARD)

Don't stand under the mistletoe for anyone else but me
anyone else but me -- anyone else but me
'Cause I just got my kissing ration card and baby it's a "C"
So let's kiss till the cows come home!

5. Since this is the season for toys, we have invited Randy Hall to be our guest this evening. Randy really plays a toy flute and Miss Joan Mosher, formerly of Brooklyn, wants you to listen and tell us what he is playing; and just to make it a little more in the Christmas spirit the boys in the band are going to back him up with some Christmas toy instruments. All right, Randy, let's have the first one. (PLAY) (PLAY) (PLAY)

6. There are Santa Clauses of all sizes and shapes these days, and Ralph Goins of Santa Ana Army Air Base, Calif., tells of one he saw in a certain store - as horizontal as he was perpendicular, and the kiddies were sitting in his lap and singing (PLAY). In another store Santa Claus was tall and slender and the soldiers were fighting to sit in his lap. Upon close inspection we discovered that due to a shortage of men this was a (PLAY). This lady Santa Claus didn't mind cause she said (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

HIBSTAND: Professor, round number one is through. (YELLS) YAHOO!

KYSER: Dean! What on earth's the matter with you!

HIBSTAND: I'm sorry -- I've been eating meat again.

KYSER: Oh well, go, dean, go! Find out who was in the know!

(LAUGH)

HIBSTAND: I'm back! The judges have made their choice.

KYSER: And he is! Contestant No. _____ with a perfect score.

My dear sir, congratulations, when it comes to brains you certainly
weron't rationed, so light up a Lucky take your station, and get ready
for the final examination, while all the chillun indulge in dancipation

2. MR. FIVE BY FIVE SULLY & JULIE

3. WHITE CHRISTMAN HARRY

(AUDIENCE APPLAUSE)

(FROM LOS ANGELES, CALIF.)

KYSER: Now Martin Block shows us what really counts in a
cigarette ...

(PICK UP FROM NEW YORK)

BLOCK: Yes, friends, Luckies are truly so round, so firm,
so fully packed, so free and easy on the draw, which
of course is important to you as a smoker. But even
more important (and perhaps this is not grammatically
correct) is what Lucky Strikes are packed with. The
answer of course, is fine tobacco, and here's Basil
Ruysdael to describe for you the reenactment of a
typical tobacco auction, showing how the makers of
Luckies acquire that finer tobacco.

(MORE)

(CHANT - CROWD NOISE)

RUYSDAEL: Ladies and gentlemen, it's mainly a matter of picking
and choosing: Out of the millions of baskets of
tobacco offered for sale each year, Lucky Strike
selects only the riper, lighter, milder leaf - the
kind that makes you a better cigarette.

(CHANT UP - SOLD X AT 38)

WHSMAN: 301 (CHANT)

RUYSDAEL: Notice that Lucky Strike did not buy that last basket
of tobacco - didn't even bid on it - and here's
another basket your Lucky Strike buyer is passing
by ...

(CHANT UP - SOLD Y AT 36)

WHSMAN: Good tobacco, boys! 41! (CHANT)

RUYSDAEL: Your Lucky Strike buyer ^{really looks this one over good.}
~~needs only a lightning~~

^{1/2} inspection ~~to~~ tell him that this is some of that truly
Lucky Strike leaf - so right away he raises the
warehouseman's opening bid of 41 dollars a hundred
pounds to 42 - 42 dollars. Now a leaf company ups
that to 43 - Lucky Strike comes back with 44 -
another cigarette company bids 45 - an export
company 46 - 46 - but Lucky Strike tops 'em with a
bid of 47 - 47 dollars - and - yes - here's the sale!

(CHANT UP - SOLD AMERICAN)

(MORE)

12/23/42

BLOCK: There, ladies and gentlemen, you heard how the makers of Luckies acquire that main ingredient, so vitally important to the quality of any cigarette. Through careful inspection, infinite patience, and mature judgment, our buyers select for your smoking pleasure the finer, lighter, milder leaf that we know makes Luckies a more pleasant smoke, and a more enjoyable one. That we have been successful in producing a swell smoking cigarette is best proven by the fact that with independent tobacco experts, auctioneers, buyers, and warehousemen, with men who know tobacco best, Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. And speaking of combined, when you combine top flight tobacco with a manufacturing process which makes Luckies so round, so firm, so fully packed, so free and easy on the draw, it's easy to understand why I always say to light a Lucky is to like a Lucky.

(PICK UP FROM LOS ANGELES)

KYSER: Now Martin Block shows us what really counts in a cigarette.

(SWITCHOVER TO NEW YORK...PICK UP COMMERCIAL NO. 2)
(approx 2.30)

(RETURN CUE:)

BLOCK: And speaking of combined, when you combine top flight tobacco with a manufacturing process which makes Luckies so round, so firm, so fully packed, so free and easy on the draw, it's easy to understand why I always say to light a Lucky is to like a Lucky.

(SWITCHOVER TO HOLLYWOOD, CALIFORNIA)

4. *Dear Beloved* *Lucky*
~~MR. FIVE BY FIVE~~ ~~SURE & SURE~~

REPRISE: "JINGLE BELLS"

12/23/42

ORCH: REPRISE "JINGLE BELLS"

GLEE CLUB: Ring dem bells,
Ring dem bells,
Ring 'em one-two-three.
Let ^{each} station be identified
On good old N.B.C.
On N.B.C.

(CHIMES)

(STATION BREAK)

ORCH: KYSER MARCH

HIESTAND: Professor, we're ready ... let's give 'er the gun!

KYSER: Okay, Dean Hiestand ... we'll have some more fun . . .

ISH: Oh, Professor, dear sir,

KYSER: Do I hear Ish Ka Bible?

ISH: Yes, sir ... and before you have a chance to say no ... I have a poem - Thirty days hath September, April, June and my uncle, Ish!

KYSER: /How could your uncle have thirty days?

ISH: The judge give it to him.

KYSER: When and why?

ISH: Two weeks ago ... for doin' his Christmas shopping early.

KYSER: He got thirty days for doing his Christmas shopping early?

ISH: Yep.

KYSER: How early?

ISH: Three hours before the store opened!

(LAUGH)

KYSER: Oh, me, that does it! Dean, have you got the buzzer there?

HIESTAND: Yes sir!

KYSER: Well, buss it! Yet's get on with the second round!

SOUND: BUZZ

KYSER: And number one contestant in number two round is _____.

(AND SECOND EXAM)

One of the traditions of our American Christmas is the custom of remembering friends with cards or gifts. So let's dedicate this exam to Christmas Shopping or I'll Be Down To Meet You With a Stretcher, Honey.

1. Miss Gladys Budd of Tulsa, Oklahoma says, these last few days have been "The American Madhouse Of Merchandising" because so many of us have delayed and said "I'll do my shopping (PLAY) Therefore, tomorrow will be the procrastinator's nightmare. In stores all over the country folks will be (PLAY) and clerks everywhere with a smile on their faces and corns on their feet will be muttering (PLAY).

2. Sgt. Eugene Apize of Camp Cooke wants you to imagine you're doing your shopping right now. And you must get something for a youngster whose idol is Jimmy Doolittle and Eddie Rickenbacker. What would you get him? () Suppose his idol was Jimmy Dorsey. ~~Or let's make believe his favorite was Joe Di Maggio.~~ What would you get him if his hero was Gene Krupa? Suppose his ~~favorite~~ ^{idol} ~~was Henry J. Kaiser~~ ^{person was Coby Jones}. And what would you get him if his favorite was (A-hem) Kay Kyser?

BOBBY HOLLERS: SOME NEW JOKES, BROTHER!

3. _____ tells of a Service boy who went shopping in a dime store. He stopped at the Doll counter and said (PLAY). But he was talking to the doll behind the counter. Then he rushed back to his barracks and told his buddies (PLAY) Right here we have a nice big "Mama Doll" and we want you to hold it tenderly in your arms and sing "Baby Face" (CARD)

4. Here is the story of a Service man who decided to buy his best gal some perfume for Christmas, but for the life of him he couldn't remember the kind she used. The saleslady tried to help him by suggesting (PLAY) He said, "I know that's a good one but I think she mentioned something about "Evening". That would be (PLAY). Pr maybe it was Goty's Ba-a-a-a-a. () The fellow said, "to be on the safe side, I'll send some flowers and enclose a card that says (PLAY). And speaking of roses, we'll be holding class next Wednesday night at the Pasadena Civic Auditorium in celebration of the Tournament of Roses and we'll salute all the bowl games next Wednesday. Between now and then we'll be at the Hollywood Canteen Saturday, tomorrow night we'll be a part of Command Performance program released on all networks and shortwaved all over the world to our service boys. Christmas Day we'll be with the boys at Camp Hyland, San Bernadine and Camp Santa Anita at Arcadia, and two or three other spots we're not allowed to divulge.

5. Our own Ish Kabibble went shopping yesterday and bought 3 musical powder boxes. He's going to open them one at a time and wants you to tell us the names of the tunes you hear. All right, here's the first one. (PLAY) (PLAY) (PLAY)

6. A couple of our co-ed correspondents have asked how they can be sure of getting a nice present from their boy friends ^{my after} tomorrow and here's some good advice suggested by Mrs. James Dwyer of Long Island, New York. Her hint to any gal is, first be sure that you're (PLAY) She also says at this time of year don't argue - or nag him - just (PLAY) Summing it up gals, if you want that present (PLAY)

(APPLAUSE)

SOUND: CLASS BELL

~~HIESTAND: Professor, the end of the second contest!~~

KYSER: Well, Dean, find out who did the best.

HIESTAND: Yes sir!

ISH: Professor, I've been hangin' around the airplane factories since we been back here. Did you know that they're building a new kind of plane at Lockheed?

KYSER: What kind is it, Ish?

ISH: It's the same shape as a P 38, only it's just half as big.

KYSER: What do they call it?

~~ISH: A Splitapee thirty-eight!~~

(LAUGH)

HIESTAND: The second round winner, Professor!

KYSER: And he is _____! Well done, students.

Very well done ... light up a Lucky and get ready to compete with the winner of round number one.

And now, students, it ^{has} becomes our yearly custom at this point in our program for all of us to join in on George Duning's beautiful arrangement of Yuletide songs which we all love. It's our way of saying Merry Christmas from all of us to all of you.

5. CHRISTMAS MEDLEY PRODUCTION

(APPLAUSE)

12/23/42

(FROM LOS ANGELES, CALIF.)

KYSER: Now let's listen to Martin Block ...

(PICK UP FROM NEW YORK)

BLOCK: At Thirty-Fourth Street and Fifth Avenue, in New York City, reaching over a thousand feet into the air, ~~is~~^{stands} the Empire State Building. It took only nineteen months to build that architectural masterpiece, but friends, it takes anywhere from two to four years to make a Lucky Strike cigarette. Oh, don't misunderstand me! ^{please} The actual making of a Lucky takes only a fraction of a second, but the growing and the aging and the blending of the tobacco takes years. And doesn't that clearly indicate to you the importance of tobacco in a cigarette? Perhaps that will help you to understand why I constantly emphasize that in a cigarette, it's the tobacco that counts, and that our buyers spend their every working moment buying the finer, lighter, riper tobacco that has made the name Lucky Strike mean fine tobacco. I wish you would try Luckies because I know that your first puff will bring you that real enjoyment that comes of tobacco at its best, unhurried in its development ... tobacco that's naturally good. Just remember, friends, that with independent tobacco experts, with men who know tobacco best, it's Luckies 2 to 1.

(PICK UP FROM LOS ANGELES)

KYSER: Now let's listen to Martin Block.

(SWITCHOVER TO NEW YORK...PICK UP COMMERCIAL NO. 3)
(approx 1.30)

(RETURN CUE:)

BLOCK: Just remember, friends, that with independent tobacco experts, with men who know tobacco best, it's Luckies two to one.

(SWITCHOVER TO HOLLYWOOD, CALIFORNIA)

- 6. ~~SOMEBODY LOVES ME~~ . . . *cut for time* ~~GROUP~~
- 7. I'M GETTING TIRED SO I CAN SLEEP HARRY

(AUDIENCE APPLAUSE)

ORCHESTRA REPRIS: KYSER MARCH

v

HIESTAND: Professor, the final contestants are waitin'.

KYSER: Okay, dean, why are we hesitatin'?

ISH: Oh, Professor.

KYSER: Well, well! Meatless Tuesday again!

ISH: Professor, cause on account of this is the Christmas season,
I have wrote a Christmas poem which I would like to read
same!

KYSER: Go ahead and read it, Ish.

ISH: Okay. The name of same is "RING OUT WILD BELLS". (RECITES)
RING OUT WILD BELLS, RING OUT O'ER LAND AND SEA.
RING OUT WILD BELLS, RING OUT RING OUT RING OUT!

KYSER: That's good!

ISH: RING OUT WILD BELLS, RING OUT, RING OUT, RING OUT,
O'ER LAND AND SEA AND SEA AND LAND AND SEA.

KYSER: Marvelous!

ISH: SO RING RING RING WITH A TING-A-LING-A-LING
AND A CLANG CLANG CLANG AND A CLING CLING CLING
AND A CLANG CLING CLANG AND A CLING CLANG CLING
AND A BONG BONG BONG AND A ZING ZING ZING..MERRY CHRISTMAS!
(LAUGH)

HIESTAND: Well, so much for Christmas spirit!

KYSER: Dean if you have something to say, let's hear it!

HIESTAND: Here's the first final contestant, professor!

KYSER: Yes sir, and he is _____!
*and I warn you you're going to get one question apiece so
be on your noddle*
(ADD FINAL EXAM)

1. The theme of our final round tonight is "Silence is Golden."

Sergeant Henry D. Garcis of Mare Island, says at Christmas time or any other time we mustn't give out military secrets. When you're having Christmas fun and start talking, remember not to be (PLAY). You've seen the figure of three little monkeys - one with his hands over his eyes, one with his hands over his mouth and one with his hands over his ears - what does that mean? In hotels and apartment houses you should zipper your mouth too, because even the whats have ears?

2. If you know a military secret or any information that might be valuable to the enemy, Miss Pauline Sisk of Indianapolis says don't tell it to your best friend, even if he says (PLAY). This is the time when we all must be like the proverbial Sphinx. ~~By the way, that is the Sphinx? What's a busy-body? So far, - - - - - whose motto is "All For One" - - - - - Which answers - - - - -~~
(~~Answers~~)

3. Frank Toth Jr. of Bridgeport, Connecticut says it's amusing how gossip spreads. The loudest rumor sprang from somebody's (PLAY). If you tell something to one person pretty soon (PLAY). Why is this a good time for us all to be daisies? Why is a cotton mouth like a blabber mouth? (). Yes sir, they are both (). And you might say the same thing about rattler and tattler.

not for time

4. says if you get some information that might help the enemy - act dumb - make folks think you're a (PLAY). And if you hear somebody else saying something they shouldn't say - jump in and deny it - in other words (PLAY).

APPLAUSE

SOUND: CLASS BELL

KYSER: Ladies and gentlemen, Uncle Sam wants me to talk to you tonight about security of war information. He says we can't over-emphasize the importance of keeping our war information to ourselves - because men's lives are at stake, the success of Army and Navy strategy is at stake. Our enemy has a method of uncovering important military facts from little things you and I might say or do, and because of this Uncle Sam suggests six key words to help you remember the kind of information our enemies are after. The first - where, where are our soldiers, ships, planes, factories, mine fields, etc. 2. how - how are our men going, how are they equipped, how are our planes, tanks and other weapons made. 3. when - when are they going, when will that ship be launched, when will that production job be finished. 4. what kind - what kind of duty is he doing, training is he getting - what kind of ship or plane or cargo is it. 5. what are they doing - the soldiers and sailors and war workers you know about. Six important things to remember. If you read it in the newspapers, magazines, or hear it on the radio, then it's public property, and you can talk about it. If you hear it or see it yourself, don't repeat it. Think before you talk because careless talk costs lives - What about it, America?

(APPLAUSE)

KYSER THEME "THINKING OF YOU"

KYSER: Ah, yes! And the winner is, with a perfect score, Pvt. Lamar Branman. He not only wins a \$60 Defense Bond, but an additional \$25 Bond for having a perfect score, \$75 in all, for the winner of tonight's contest. And now, Chillun, here's Dean Whitman with a message from our sponsor.

WHITMAN: Ladies and gentlemen, on behalf of the makers of Lucky Strike Cigarettes, may I wish you all a very merry Christmas.

KYSER: Now, to Lt. Ruth Higgins, a \$25 War Bond for second place. The four remainin' did some fine explainin', so they each get ten dollars in War Stamps! All six get a carton of Luckies, AND THEN! To all you boys for all your noise...a package of better than ever LUCKY STRIKE CIGARETTES!

(CHEERS)

S. AFTER YOU'VE GONE ORCHESTRA

(FADES)

HIESTAND: Now, at the request of the United States Government, and speaking for the United States Government, Kay Kyser brings you the following message. Time... less than a minute and a half....

Mr. Kyser.

KYSER: Well, chillun, that's the end of our Christmas class session ^{for little same service boys.} I hope you all had a little fun and a few laughs. But most of all, I hope you all enjoy ... this year above all ... a Merry Christmas!

And now, this is Kay Kyser thinkin' of you. Thanks a lot for being with us ... and ... so long everybody.

(APPLAUSE)

LUCKY THEME

HIESTAND: ~~The following questioners heard last night's program were Mr. E. H. Deane of Lexington, Kentucky and Mr. I. A. (Speed) ... of ... North Carolina.~~ This program came to you from Hollywood, 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 _____

(REVISED)
As Produced
E

KAY KYSER LUCKY STRIKE ROUTINE

#249

12/30/42
7:00-8:00 pm PWT

Pasadena Civic Auditorium
Pasadena, California

1. THERE'S A STAR SPANGLED BANNER WAVING SOMEWHERE GROUP

COMMERCIAL ONE

ROUND ONE

2. EGG-A-BREAD JULIE & SULLY

3. WHEN THE LIGHTS TO ON AGAIN HARRY

COMMERCIAL TWO

4. WHY DON'T YOU FALL IN LOVE WITH ME TRUDY & HARRY

STATION BREAK

ROUND TWO

5. SERVICE MEN'S MEDLEY PRODUCTION

COMMERCIAL THREE

X ~~6. SOMEBODY LOVES ME~~ ORCHESTRA

7. I HAD THE CRAZIEST DREAM HARRY

FINAL ROUND

X ~~8. DARDANELLS~~ ORCHESTRA

X cut for time

WARM UP REMINDERS:

Ask audience to remain seated
till show is off the air

Rehearse audience on signs

0

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

#249

Originates at Pasadena Civic Auditorium, Pasadena, California
(With switchovers to NBC - New York - for commercials)

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

WEDNESDAY, DECEMBER 30, 1942

(BOONE: CHANT ENDING SOLD AMERICAN - 45 to 48 INCLUSIVE)

WHITMAN: Smoke the smoke tobacco experts smoke! And 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)

The home of the Tournament of Roses

HIESTAND: From Pasadena, California, -- LUCKY STRIKE presents
KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE!

Whistle (AUDIENCE HOLLERS "YEA GEORGIA!" (~~WHISTLE~~) YEAH U C L A!"
"RAH RAH RAH - RAH RAH RAH - RAH RAH RAH" *Rah Rah Rah!*)

(THINKING OF YOU - AUDIENCE APPLAUSE UP BIG)

KYSER: Evenin' folks, how y'all?

AUDIENCE: HAPPY NEW YEAR, KAY!

KYSER: And a happy New Year right back at you! Well, chillun, here we are at one of the most famous New Year's Day Cities in the world, Pasadena, and we're holdin' ^{our Rose Bowl} class in Pasadena's big Civic Auditorium. Believe me it has to be big to hold the big husky boys from Georgia and UCLA's great football teams who are here with us tonight! ~~Both schools are proud to say that their squads are 100% all reserve~~ ~~stand up, folks, and let the fans take a look at you!~~ ~~in one branch of another of Uncle Sam's armed forces.~~ (CHEERS)

KYSER: Ishkabibble, what do you predict is going to happen at the Rose Bowl Friday?

ISH: Well, Professor, I got some pretty reliable information on what's going to happen.

KYSER: (PRETTY INTERESTED) You have, Ish? What is it, Ish -- Shhh! Don't talk too loud, but what ~~is it?~~ ^{is the game}

ISH: They's gonna be a football game there!

KYSER: What a brilliant mind! At least you must have some favorite players.

ISH: Oh sure -- Kitchen-Goblin and Swamp-land.

KYSER: Kitchen-Goblin! Swamp-land! Are you crazy?

ISH: I guess that ain't their names...it wouldn't be... Drainboard-Scarecrow and Bay-Meadows!

KYSER: No! It wouldn't!

ISH: (PAUSE) I got it!

KYSER: Who!

ISH: SINK-WICH AND WATER-FIELD!
(LAUGH)

KYSER: Ish, you're gettin' me all muddled! Besides, our contestants are gettin' huddled! Ready to smash that line for \$115.00 in War Bond prizes! Yes sir, six football coaches, Babe Horrell and two coaches from U.C.L.A. and Wallace Butts with two coaches from Georgia. But while they're waitin' for the startin' whistle, here's a tune that'll make you sizzle! Come on, chillun! Yet's dance!

1. THERE'S A STAR-SPANGLED BANNER WAVING SOMEWHERE...GROUP
(AUDIENCE APPLAUSE)

12/30/42

(FROM PASADENA, CALIF..)

KYSER: Now chillun let's listen to that Dean of Common Sense,
Martin Block.

(PICK UP FROM NEW YORK)

BLOCK: Friends, it was just a few weeks ago that I told you how
at two o'clock in the morning on a bitter cold night I
ran out of cigarettes and suggested you buy Luckies by
the carton. Now listen to this letter that came in my
mail - "710 First Street, Miami Beach, Florida, My dear
Mr. Block: "My dear" - I say to my wife - "listen to
Martin Block talking about buying Luckies by the carton."
You see, Mr. Block, it is Wednesday nite at exactly
10:50 p.m. and you say when your wife buys Luckies by
the carton you keep them on a table and take two packs
with you when you leave the house. Well I was sure you
were going on to say you do exactly as I do but you
stopped there. Now here is what I do - alongside of
the carton on the table I keep a little glass bank.
When I take two packs of Luckies I put what they usually
cost in the bank - when the carton is gone we take out
enough to buy another carton - that usually leaves us a
surplus. With my wife and I smoking we figure at the
end of a very short period of time we have enough for a
free carton of Luckies or a nice contribution to our
War Stamp Book. Now Mr. Block are you not sorry you
don't have a glass bank next to your Luckies. I am sure
that you could incorporate this idea into your most
intelligent commercials.

(MORE)

LUCKY STRIKE "KAY KYSER"
Commercial #1 (CONT)

- 3 -

12/30/42

BLOCK:
(CONT)

You have my full permission to do so or to use any
portion of this letter you wish. That is the least I
can do for the many years of smoking pleasure Luckies
have given me. Sincerely yours, Gerald Greenwald."

Thank you, Mr. Greenwald.

(PICK UP FROM PASADENA, CALIF.)

KYSER: Now chillun, let's listen to that Dean of Common Sense,
Martin Block.

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

(approx. 2:00)

(RETURN CUE:)

BLOCK: You have my full permission to do so or to use any portion
of this letter you wish. That is the least I can do for
the many years of smoking pleasure Luckies have given me.
Sincerely yours, Gerald Greenwald. Quote. Thank you,
Mr. Greenwald.

(SWITCHOVER TO PASADENA, CALIFORNIA)

KYSER MARCH

HIESTAND: (FOOTBALL ANNOUNCER STYLE) Well, ladies and gentlemen, the great exhibition pre-game is about to start with that ex-gridiron great, the old professor packing the first ball!

YELL LEADER: All right, gang, a snappy three for the old professor!

TWO VOICES: (VERY WEAK) Kyser ... h'ray ... h'ray ... h'ray....

SOUND: WHISTLE

HIESTAND: There's the starting whistle! And the kickoff!

BAND: (BIG "HURRAH!")

HIESTAND: (VERY FAST AND EMPHATIC) And here he comes streaking up the sideline, with the ball under his arm -- he's up to the twenty, the thirty, back to the twenty, the ten, the five, now he's doubling back, back to the fifty, the sixty the ninety! HE'S OVER! Ladies and gentlemen, a touch down! And Key Kyser carried the ball!

BOBBY: (HOLLERS) WHO CARRIED KYSER!

(GIRLISH LAUGHTER)

(APPLAUSE)

SOUND: CLASS BELL

KYSER: Well, Dean, ^{well here we go - its'} ~~as I'm not the same, so you've got to watch~~ it ^{it really is on our first contestant is} tonight's game and ~~the gridiron great is~~

(ADD FIRST EXAM)

1. The day after tomorrow at this time the Rose Bowl game will be settled. When it came time to invite a team from the East to participate Little Doc Mobley of Hardin Simmons says the conference met and decided to invite (PLAY) They accepted and said "look out" (PLAY) Well, the UCLA Bruin says he's not afraid of the Georgia bull dog so it looks like the new year's day battle is going to be (PLAY)

2. Since we're at the home of the Tournament of Roses Hal Van Every of Second Air Force Bombers thinks it's appropriate to ask you to distinguish between Pasadena, Oh Catherine, Louis Prima, Farina and Madam Queena --

3. Getting back to football, Alex Domnanovich of Alabama asks, do you know what the football said to the punter's toe? Well, to the punter's toe the football said (PLAY). There's one with a boot in it! ~~And~~
~~_____~~ Here's the theme of a radio personality who was starred in the musical "Kid Boots". See if you can tell who it is. (PLAY) He was very instrumental in making the song "If You Knew Susie" popular. Now here are the words to that song, and we want you to jump up and down, clap your hands together and sing as Cantor would do it. Ready? Yet's go. (PLAY)

4. Frank Sinkwich of Georgia points out there are some well-known football terms that have other definitions. For instance, the head man of a football team is also what part of a train? Give us two definitions for tackle...and what about yardage? Do you know why a barber college never wins a football game?

They're always being penalized for clipping!

Contestant: Yeah but the other side always gets trimmed

5. Especially for the Tournament of Roses we've imported a visiting Dean. He's no rose, but he's full of the rose spirit. Let's bring him out here ... it's Pinto Colvig! (APPLAUSE) Pinto has a hunk of wood shot full of holes. ~~What it is, I'll be able to tell you, but~~ ^{It belongs in a salvage heap} he's going to get some music out of it. Some rose music. Now we want to listen and see if you can identify the tunes. (PLAY PLAY ~~PLAY PLAY~~)

6. This one is from Babe Horrell himself. He says Waterfield came up to him today and said "Coach (PLAY). And Babe said "What was it, Bob?" Bob said "I dreamed the Rose Bowl game was just about over - it was the last 10 seconds of the game, and we were on our own 30 yard line - we needed a field goal to win so I dropped back to kick and the fellows asked ^{me} how I was going to drop kick that far and I said "I'll tell you (PLAY). It went right thru the uprights and the fellows said "How did you do it?" Bob replied "It was easy - I just imagined that the football was (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

SOUND: GUN

HIESTAND: Professor, the gun, first quarter's done!

KYSER: Ah, Dean, you're a card, go find out who picked up the mostest yards!

JULIE: Hello, professor.

KYSER: Well, Julie Conway, you lovely thing. I suppose you've made a date with one of those handsome football players that are here tonight.

JULIE: That's right. I have a date with Clay. He's the best I could get.

KYSER: Clay? I never heard of Clay.

JULIE: Probably not. His full name is Oleomargarine - he's just a substitute.

(LAUGH)

HIESTAND: Professor! The first round touchdown bound!

KYSER: AND it is contestant number _____ . Well sir, you did fine, you really know how to buck that line! There are sports writers here tonight from all over the country, and I'm sure they'll agree you were good sports. So light up a Lucky and take time out to get ready for the final bout while all the shillun dance!

2. EGGABRED JULIE AND SULLY

3. WHEN THE LIGHTS GO ON AGAIN HARRY

(AUDIENCE APPLAUSE)

12/30/42

(PICK UP FROM PASADENA, CALIF.)

KYSER: Now here's Martin Block - with evidence in the palm of his hand.

(PICK UP FROM NEW YORK)

BLOCK: Friends, since I'm always telling you that in a cigarette it's the tobacco that counts, tonight I brought along with me to the studio a bundle...or a hand...of tobacco. And as I open it up, I wish you could see the long, silken leaves so thin and delicate in texture. By holding it up to the light, I can actually see my hand through the leaf. It's a lovely golden color, and boy, does it ~~smell~~ ^{look} good! My ~~good~~ friend, Speed Riggs, famous tobacco auctioneer from Goldsboro, North Carolina, brought this tobacco back to me from his last trip down ^{South} there, where he sold tobacco all day long, just as you will now hear it sold in a reenactment of a typical tobacco auction scene by Basil Ruysdael, with Speed Riggs as the auctioneer.

(MORE)

(CHANT - CROWD NOISE)

RUYSDAEL: Ladies and gentlemen, here on the warehouse floor, hundreds of baskets of tobacco are up for auction - but your Lucky Strike buyer will select only the ripper, lighter, milder leaf - the real Lucky Strike leaf - the kind that means a better smoke for you.

(CHANT UP - SOLD X AT 38)

RUYSDAEL: The Lucky Strike buyer let that last basket go by without a bid. His eye is on an extra special basket just ahead. Listen now.

WHSMAN: Good tobacco, boys. 41! (CHANT)

RUYSDAEL: Here's a basket of that truly fine Lucky Strike leaf - and you should see how your Lucky Strike buyer goes after it. Right away he raises the warehouseman's opening bid of 41 dollars a hundred pounds to 42! Another cigarette company 43! A leaf company 44. Lucky Strike comes back with 45. An expert company ups that to 46 - but Lucky Strike tops them all with a bid of 47 - 47 dollars - and it's going - going ...

(CHANT UP - SOLD AMERICAN)

BLOCK: Yes, friends, the tobacco leaf which I now hold in my hands might have come from that basket of finer tobacco that was just "Sold American". The fact that that is the kind of tobacco the independent tobacco experts prefer in their cigarettes is borne out by a statement that Speed made to me just the other day. What was it you said, Speed?

12/30/42

RIGGS: Well, Martin, when we tobacco men see tobacco like that sold to the American Tobacco Company, you can't blame us for wanting to smoke Luckies. We can't help but see who buys what tobacco, and we know ~~that~~ it's fine tobacco that your buyers purchase.

BLOCK: Thanks, Speed. And friends, I think Speed Riggs put everything in a nutshell when he said that. Believe you me, when I know that with men who know tobacco best, with the independent experts who buy, sell, and handle the leaf ... when I know that these men choose Luckies two to one, I know, just as you must know, which cigarette should be my cigarette. And that's Lucky Strike, so round, so firm, so fully packed - so free and easy on the draw!

(PICK UP FROM PASADENA, CALIF.)

KYSER: Now here's Martin Block, with evidence in the ~~film~~
of his hand.

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

(approx 3.00)

(RETURN CUE:)

BLOCK: When I know that these men choose Luckies two to one,
I know, just as you must know, which cigarette should
be my cigarette. And that is Lucky Strike, so round,
so firm, so fully packed, so free and easy on the draw.

(SWITCHOVER TO PASADENA, CALIFORNIA)

~~COMMERCIAL~~

4. WHY DON'T YOU FALL IN LOVE WITH ME HARRY & TRUDY

(REPRISE: *W.C.H.A.*
~~CLASSIC OLD GEORGIA~~)

m

W. C. W.

REPRISE: ~~GEORGIA FIGHT SONG - FADE FOR:~~

~~WHITMAN: Well folks, Pasadena is the heart of the South. It is the heart of the South to that microphone, Don Whitman and give us a talk to these men of letters... these local boys all over the country!~~

WHITMAN: With pleasure, Professor. ^{to this talk} Now listen fellows... I want you to get in there and fight! Put your heart into it! In your best gold-plated baritone voice, tell 'em who you are! Are you ready? Okay. We pause for station identification!

STATION BREAK

Glory to Old Georgia

REPRISE: ~~U. S. F. FIGHT SONG~~

HIESTAND: Professor, shall I shoot the second quarter gun?

KYSER: Just a second, Dean, I'm givin' Ish a lesson and I'm not done.

Ish, have you studied your lesson in school colors?

ISH: Yes sir.

KYSER: All right, what color is William and Mary's?

ISH: I don't know what color William's are, but Mary's are probably pink with little ruffles around the edge.

(LAUGH)

KYSER: Get 'im out of here! Dean! Where's the second team!

HIESTAND: Right here! (WHISTLE) Time in!

KYSER: Good! And let's toss these questions around from coach-to-coach.

And our first coach who knows so much is -- Oh, by the way, before we start, I want you to meet our honorary judges and the queen of the Tournament, Miss Mildred Miller! and her court!

(ADD SECOND EXAM)

1. Of course our class session tonight is in honor of the Tournament of Roses, the daddy of all the Bowl Games, but in this second round we're going to salute the other Bowl Games that will be played all over the land on New Year's Day. For instance, E. L. Morvant says that the Sugar Bowl Game will be played (PLAY). The following song is the same name as one of the teams that will participate in the Sugar Bowl Game (PLAY). Yes sir, it's _____ VS Tulsa ~~and when they~~
~~clash the hills come rattling on Sugar Bowl...and the~~
 Young Men's Business Club and people of New Orleans have bought thousands of tickets to the game and given them to the Service Men so that Uncle Sam's boys will be their guests.

2. For Bob Waterfield of U.C.L.A. we're going to use some music and sound effects to point out some of the things and people you'll see in the Rose Bowl Game. Now from what you hear you should be able to tell us what and who they are. For instance, what part of the game is this? (SOUND) Now listen and tell us who's running out onto the field. (PLAY) (~~Oh what a beautiful sight to see~~) ~~and what's that sound?~~ And of course no football game is complete without a bottle of (SOUND...POP GUN) and ^{some} hot (SOUND).

ISH: Kay, what part of the game is this? ()

KAY: I don't hear anything.

ISH: That's time out!

KAY: ~~But we're not hearing anything~~ ^{We're listening} time out this week ~~because~~ ^{to spend}

New Year's Eve ~~will be~~ playing for the boys at the Hollywood Canteen. Then on Saturday we'll be at the Canteen again. And next Wednesday night the old college will be holding class for the boys of the Navy at Terminal Island. Tune in and hear the boys in blue really come through!

3. East is East and West is West and never the twain shall meet, but _____ says that's not true. They'll meet New Year's Day up in - (PLAY) - and he says that when Boston College and Alabama tangle in the Orange Bowl down in Florida, they'll have a "pretty day for the game" if on the night before, there's a (PLAY) Is this right or wrong? Next year, New Year's Day and Christmas Day will come in the same year? ~~We understand that the Town of Chinatown once started to build a shopping center, but they were interrupted by the war and the Chinatown Bowl finished, so they were able to get a bowl of chen avar. I like you to finish it before the dance chorus of Chinatown.~~

Here's Coach Wallace Butts of Georgia again - the original Mr. 5 by 5... Before that game's over he'll probably be Mr. 4 by 4.

4. We know how it unsets you when _____ makes a _____ Clint Castleberry of Georgia Tech. wants us to turn the tables tonight and make you the referee for a moment. Here's the whistle - some of the chillun are going to sing and every time they make a mistake in the lyric you blow the whistle and correct them. ~~Now you'll see the other coaches are going to sing that song.~~ (Sully) (Harry-a-la-Colonna)
 Now, referee, this is Miss Conway - "Julie with the light brown hair" - and we'd like for you to sing that song, but put your arms around Miss Conway and really put your heart in your work - (PLAY) (Card)

5. Once more it's time for our visiting Dean, Pinto Colvig. This time Pinto has a hand full of dried mud in the shape of a small football. And instead of inflating the thing when he blows into it, he guarantees to get some music out of it. Pinto is going to play three tunes and we defy you to tell us what they are. (PLAY PLAY PLAY)

6. On New Year's Day in the Sun Bowl down in El Paso --- the Second Air Force clashes with Hardin-Simmons and Glenn Dobbs of Tulsa says fur will fly in the Cotton Bowl in Dallas that day when these two teams tangle. And speaking of cotton, which of these was an All-American football player ... Cotton Mather, Cotton Gin, Cotton Warburton or Cotten the act?

(APPLAUSE)

SOUND: CLASS BELL

0

SOUND: GUN

SOUND: CROWD ROAR

HIESTAND: Professor, listen to that roar, the half is o'er!

KYSER: DEAN, say no more, find out the secrets!

ISH: Professor, did you see the football game between us fellows and
Glendale Sub-Normal last Saturday?

KYSER: Yes, Ish, and I noticed something peculiar. Every time you went into
a signal huddle, there was a little old lady right in the middle!
What was she doing there?

ISH: Oh, that was my mother -- she don't allow me to keep no secrets
from her.

(LAUGH)

HIESTAND: The high scorer, professor!

KYSER: And he is _____ . Sir, you really came through for
team number two. So light up a Lucky, get ready to hike while we
play some tunes you'll really like! It's our way of saying HAPPY
NEW YEAR to our men in uniform all over the world!

5. SERVICE MEN'S MEDLEY PRODUCTION

(AUDIENCE APPLAUSE)

12/30/42

(PICK UP FROM PASADENA, CALIF.)

KYSER: Now chillun here's Martin Block ...

(PICK UP FROM NEW YORK)

BLOCK: Well, friends, tonight I have had the opportunity of passing along to you a swell idea about the purchase of Lucky Strike Cigarettes by the carton that was sent along to me by Mr. Gerald Greenwald of Miami Beach, Florida. Our good friend, Speed Riggs had a few interesting thoughts for us on why he, as a tobacco expert, prefers Luckies. And I have had the opportunity of expressing my reasons for smoking Lucky Strikes, the cigarette that means fine tobacco. This evening wouldn't be complete without a few words from the man who from the very inception of the Lucky Strike programs has been telling you why you should smoke Luckies.....and so, here's Basil Ruysdael...

RUYSDAEL: Well friends, the facts are plain. In a cigarette it's the tobacco that counts - and Lucky Strike means fine tobacco. At market after market, the makers of Lucky Strike consistently select and buy the riper, the lighter, the naturally milder leaf. No wonder then that with independent experts, auctioneers, buyers and warehousemen - with men who know tobacco best - it's Luckies 2 to 1. So surely it's worth your while to smoke the smoke tobacco experts smoke - Lucky Strike!

(PICK UP FROM PASADENA, CALIF.)

KYSER: Now, chillun, here's Martin Block.

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

(approx 1.20)

(RETURN CUE:)

RUYSDAEL: No wonder then that with independent experts -
auctioneers, buyers, and warehousemen - with men
who know tobacco best it's Luckies two to one. So
surely it's worth your while to smoke the smoke
tobacco experts smoke, Lucky Strike.

(SWITCHOVER TO PASADENA, CALIFORNIA)

6. ~~SOMEBODY LOVES ME~~ *cut for line* ORCHESTRA

7. I HAD THE CRAZIEST DREAM HARRY

(AUDIENCE APPLAUSE)

ORCHESTRA REPRISE: KYSER MARCH

SOUND: WHISTLE

HIESTAND: Professor, the last half starting whistle!

KYSER: And here come those two mentors of bone and gristle!

~~JULIE: Oh Professor.~~

(7 in fore)

~~Professor, what little I know.~~

~~JULIE: Professor, I think H. G. is going to win the game Friday.~~

~~KYSER: Why Friday?~~

~~JULIE: Well, they peaked in the dressing rooms of both teams.~~

~~KYSER: What happened in the U.C.B.A. dressing room?~~

~~JULIE: The head coach plays and listens to men talk.~~

~~KYSER: What happened in the U.C.B.A. dressing room?~~

~~JULIE: Well, they peaked in the dressing rooms.~~

KYSER: (Puzzled) Signals! Yet's go! Where's the first star coach?

HIESTAND: Right here!

KYSER: And he's the first winner! _____ Hike!

(ADD FINAL EXAM)

1. Here's an idea - in tonight's final round we're going to propose a few New Year's resolutions. Pick out the ones you like, try them from now until the first of the year. If you don't break them, make them your resolutions for 1941.

says that next year our country is going to work even harder than before ~~and you should~~ *all of us should* show that good old American spirit just

(PLAY) That tune is from what picture? Can you name three characters from that picture? ~~What's "Popo"? What are you looking at me for?~~

~~And here's a resolution we should all make - When you're blue~~
~~remember to~~ *remember to* ~~remember to~~ (PLAY)

2. At the suggestion of _____ ~~at this point~~ I had planned to propound a few priceless pearls of wisdom but they got kind of jumbled up in the shuffle - So see if you can straighten them out. First, an apple a day would make William Tell. He who hesitates pays the check. And try this ~~idea~~ *resolution* for the next week -- When you get up on the wrong side of bed in the morning, and start barking at everybody, get on to yourself and say to yourself (PLAY)

3. Always beautiful to express but sometimes hard to do is this thought.

(PLAY) Especially if she's a beautiful widow! But even if you don't love 'em, it's a swell idea as often as you can to yell next door and say (PLAY) ~~Distinguish between resolution, revolution and evolution.~~

~~Asks what is the Golden Rule. We'll all be happy and happy 1943 if we (PLAY) We get mad and start to blow up, remember "I was" and "I" at that you don't succeed~~

Talking about New Year's Resolutions, a lot of ~~things~~ ^{you have already} resolve to do without ~~so~~ ^{many} things this year. From the following tunes, see if you can pick out some of those items. For instance, Uncle Sam wants

us to do a little conserving on (PLAY) That's right. ^{and pick out the words} And how about ^{what words in that title} (PLAY) And many motorists will be conserving on (PLAY)

in this title

HIESTAND: Professor, just eight seconds left in this titanic terrifier-

KYSER: Get the gun, Dean, and be ready to fire! (Gun)

~~HIESTAND: It is yours but to express a desire, it is mine to obey, sir!~~

~~KYSER: Thank you~~

HIESTAND: Here it is. Profess.

KYSER: Really? What kept you so long?

HIESTAND: I was hitch hiking!

FANFARE

HIESTAND: The winner professor!

KYSER: And it is _____! Congratulations, sir you've won the first prize, a fifty dollar United States War Bond, with your tricky kickin' ~~your~~ honey runnin' and ~~your~~ classy passin'! Second man did his best in a close contest, so he gets the \$25. bond. The other four horsemen for making a fine appearance and runnin' some sizzlin' interference each get ten dollars in stamps! And then to all you gals and every man from the band stand to the grand stand for a fine brand of shoutin' and a grand hand, a package of better than ever LUCKY STRIKE CIGARETTES!

(CHEERS)

8. ~~EVERYTHING I'VE GOT~~ *act for him* ~~ORCHESTRA~~

(AUDIENCE APPAUSE)

KYSER THEME "THINKING OF YOU"

KYSER: Well, chillun, that's the last class session for this year
 And I'd like to thank the Pasadena Rose Bowl officials,
 the coaches, players and faculty members of Georgia
 University and U.C.L.A. for the wonderful cooperation
 and courtesies they extended us on our visit ^{to Pasadena} ~~here~~ tonight.
 Next Wednesday night we'll be back with the service boys
 again...The Coast Guard and Navy men At Terminal Island
~~down at Wilmington, California.~~ And we're certainly
 looking forward to being with ~~you~~ ^{the} fellows down there.
 And now, this is Kay Kyser thinkin' of you. Thanks a lot
 for being with us ~~and~~ ^{Happy New Year and} ... so long, everybody!

(APPLAUSE)

(LUCKY THEME)

HIST'ND: 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 Pasadena, 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 _____