

RADIO
CONTINUITY

LUCKY STRIKE

KAY KYSER

0797665-001

JAN. - MAR.

1943

ATX01

(REVISED)

KAY KYSER LUCKY STRIKE ROUTINE

As Broadcast

#250

1/6/43
7:00-8:00 PM PWT

Naval Air Station
Terminal Island, Calif.

-
- | | | |
|----|---|----------------------|
| 1. | MR. FIVE BY FIVE | JULIE & SULLY |
| | COMMERCIAL ONE | |
| | ROUND ONE | |
| 2. | SEMPER PARADUS | ORCHESTRA |
| 3. | MOONLIGHT BECOMES YOU | HARRY |
| | COMMERCIAL TWO | |
| 4. | DEARLY BELOVED | TRUDY |
| | STATION BREAK | |
| | ROUND TWO | |
| 5. | HITS OF 1942 | PRODUCTION |
| | COMMERCIAL THREE | |
| 6. | WHISPERING | ORCHESTRA |
| 7. | ROSE ANN OF CHARING CROSS | HARRY |
| | FINAL ROUND | |
| 8. | BACK HOME AGAIN IN INDIANA <i>cut for time</i> | ORCHESTRA |

WARM UP REMINDERS:

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

Rehearse audience on signs.

v

ATX01 0114658

THE AMERICAN TOBACCO COMPANY

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

#250

Originates at the Naval Air Station on Terminal Island, San Pedro, Calif.
(With switchovers to NBC - New York - for commercials)

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

JANUARY 6, 1943
WEDNESDAY

(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)

HIESTAND: From the Naval Air Station on Terminal Island, ~~San Pedro~~, California -- LUCKY STRIKE presents --
KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE!

AUDIENCE: "YEA - NAVY!" , (SKYROCKET YELL) ~~"NAVY"~~ "HOORAY!"

(THINKING OF YOU - AUDIENCE APPLAUSE UP BIG)

v

KYSER: Evenin' folks, how y'all?

AUDIENCE: OKAY, KAY!

KYSER: *W/curly* Well das fine. *We re fine too, cause* ~~And chillun, after two weeks with civilians,~~
tonight we're back with the service boys again ... to be
specific we're here on the Pacific at Terminal Island with
the boys of the Navy, the Coast Guard *the Marine Corps, the Army & Navy* ~~and the Army Officers.~~ *Hand*
Yes, chillun, ~~after two weeks~~ *at sea* we've ~~finally~~ got ~~our~~ our sea
legs back again. Haven't we, Julie?

JULIE: C legs! I've got my "G" legs.

KYSER: Julie, there are no such things as "G" legs!

JULIE: There must be - Every time one of these sailors looks at
~~my legs~~ *mine* he says "GEE!"
(LAUGH)

KYSER: Julie! Don't be unruly! Let's start classes, where my
glasses?

HIESTAND: You've got 'em on!

KYSER: Never mind, I'll find 'em myself! But while I'm lookin'
here's a tune that's really cookin', with vivacious, Red
Headed Julie Conway and Sassy Sully Mason to serve it.

1. Mr. 5 BY 5 JULIE & SULLY
(APPLAUSE)

1/6/43

(FROM SAN PEDRO, CALIF.)

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

(PICK UP FROM NEW YORK)

BLOCK: Well, friends, I spent last New Year's week-end out in the country, and wanting to get from the house where we were staying to the neighbors about a half-mile away, I decided to take a short cut through the fields, and ^{and believe me when I tell you} save about half ~~of~~ the walking distance. ~~Friends~~, that was the worst decision of my life. There was a ~~little~~ ^{all over} snow ~~and ice on~~ the ground, ~~which made walking very~~ ^{deceptive.} When I tell you that I ~~was~~ ^{was} ~~seriously~~ ^{seriously} bogged ~~down~~ ^{down} in the middle of ~~nowhere~~, you'll just have to take my word for it. You see, by attempting to take a short-cut over unknown ground, it took me just twice as long to get to my destination. And that gave me an idea that may be of help to you in selecting a finer cigarette. There's one straight road that leads to real smoking pleasure. It has no ~~detours~~ - there are no short-cuts. The folks who make Lucky Strike Cigarettes have always realized that no cigarette can be any better than the tobacco from which it's made. That's why our buyers exercise the greatest care in selecting finer, milder, lighter, ripier tobacco to go into Luckies - so round, so firm, so fully packed - so free and easy on the draw. We are proud of the fact that fine tobacco means a fine smoke and Lucky Strike means fine tobacco.

JP FROM SAN PEDRO)

ATX01 0114661

KYSER: Now chillun, Here's Martin Block.

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

(approx 1.30)

(RETURN CUE:)

BLOCK: Selecting finer, milder, lighter, riper tobacco to go into Luckies - so round, so firm, so fully packed - so free and easy on the draw. We are proud of the fact that fine tobacco means a fine smoke and Lucky Strike means fine tobacco.

(SWITCHOVER TO TERMINAL ISLAND, CALIFORNIA)

KYSER MARCH

HIESTAND: Pupils, before we start the examination to see who wins the \$115.00 in War bonds and stamps, the professor has a serious word or two to say. Professor....

KYSER: Students, there has been a rumor going around that everything is not on the up and up at the old College of Musical Knowledge. Some folks say that I give hints to contestants during the examinations....That is not true. (VERY SERIOUS AND VIGOROUS) If it IS true, I hope my arm drops off this minute!

SOUND: (PAUSE) TERRIFIC CLATTER AND CLASH OF METAL

KYSER: (PAUSE) Iron muscles.....

(LAUGH)

SOUND: CLASS BELL

HIESTAND: Professor, don't be foolish, let's get schoolish!

KYSER: Right, Dean, right! And the first man to start the fight is _____!

(ADD FIRST EXAM)

1. This said that a sailor has a gal in every port, and Miss Pearl Myers of Rockville, Maryland says that an Old Salt verified the statement to her. The Salt said "In Ireland it was (PLAY) ~~and in Rio de Janeiro it was (PLAY)~~ In Hawaii his gal was lovingly known as (PLAY) But now that he's back home this Blue Jacket emphatically says he still prefers an (PLAY)

~~... to the radio, you'll have no trouble with anyone~~
~~from~~ Edward Morgan of Providence. ^{wants me to} quote a few well-known expressions and you tell us with whom you'd associate them. (1) Who says "I'll mow you down"? (2) "That ain't the way I heard it"? (3) Now don't let this one catch you - who says (HEN-RRRRRRRRRRRR?)

3. This one from Miss Joanna Parker of Coral Gables, Florida, concerns a very short sailor. This midget man of war says there's an advantage in being "Mr. 3 by 3". He says every girl that he meets thinks he's a little boy and says (PLAY). Al Jolson made that song famous, so for a moment we want you to imagine you're Al Jolson. Here are some white gloves to put on, and the words to "Mammy" - We'd like for you to get down on one knee and sing "Mammy" in your very best Al Jolson style.

4. Ted Weems and his entire orchestra recently signed up to make music for the Maritime Service, and John Nathan of Butte, Montana, reminds us that a certain other orchestra leader and his entire organization are also in the uniforms of the Maritime Service. From his theme, we think you should be able to tell us who he is. (PLAY) They make music for the boys over at Catalina Island. Another fine orchestra leader and radio personality is doing a wonderful morale job in the uniform of the coast guard. He says (PLAY)

Next week we'll be traveling inland to hold class with Uncle Sam's flyers at Davis Monthan Field, Tucson, Arizona, and between now and then we'll be with the service boys at the Hollywood Canteen Saturday night, Sunday with the soldiers at Fort MacArthur, next Wednesday morning we'll be at Consolidated in Tucson for a War Worker Rally, Wednesday afternoon we will be with the Navy 1 Pro-Flight Cadets, and after our class session Wednesday night, a show sponsored by the Treasury Department in Tucson where admission will be a new purchased war bond.

5. As a special attraction for you boys here at Terminal Island we have imported a visiting Dean. He's Bill Borzage. Let's get Bill out here!
(APPLAUSE) Now Bill Borzage has a semi-tone accordion with sound effects attached and he's going to try to stump you with a couple of tunes. (PLAY)(PLAY)

6. Miss Louise Eppo of New Orleans, La., tells of a big argument that Barnacle Bill and Popeye had over the affections of Olive Oil. Barnacle Bill was so mad he said (PLAY). He socked Popeye a mighty blow. Popeye went for his spinach, returned the punch and ever since Barnacle Bill has been singing (PLAY)

(APPLAUSE)

SOUND: CLASS BELL

KYSER: Come come, Dean Hiestand, don't stall. Who's the winner of the first free for all?

HIESTAND: Ch, I'm sorry, Professor, I was just wrapped up in my own thoughts. I guess my head went to sleep.

KYSER: Oh -- Sleepy Hollow! Well, find out who won! ~~And Ish!~~
~~What, how, you know. You're late for class again!~~

~~ISH: Well, me and my girl were going to a dance tonight, so I took her to the hairdresser's for some stuff.~~

~~KYSER: Permanent Wave?~~

~~ISH: Nah, she's got her temporary WAAC and something else, too.~~

KYSER: Yes?

ISH: Did you know that a battleship costs around thirty million dollars?

KYSER: Yes, but do you know that women spend more money on make-up, face powder, paint and lip rouge than the government spends on battleships?

ISH: So that's the reason.

KYSER: What's the reason?

ISH: The reason you never see a sailor taking a battleship out to dinner!

(LAUGH)

HIESTAND: Professor, the winner!

KYSER: And he is Saman ~~Well, classmen,~~
~~you were right, aren't!~~ Light up a Lucky and ~~do some schemin'~~ ^{wait}
for that final exam, while all the chillun dance to the song of the Coast Guardsmen. ~~This is Semper Paradus!~~

2. SEMPER PARADUS. ORCHESTRA

3. MOONLIGHT BECOMES YOU. HARRY

(AUDIENCE APPLAUSE)

(FROM SAN PEDRO, CALIF.)

KYSER: Now, chillun, let's listen to that Average Smoker ...
Martin Block.

(PICK UP FROM NEW YORK)

BLOCK: You know, friends, life would be very uninteresting without a goal, whether we're playing tennis or football or a friendly little game of Gin-Rummy. While the game itself might be interesting, the scoring of the points which enable us to win is the main objective. The buyers of tobacco for Lucky Strike Cigarettes also have a purpose to fulfill. Each time they enter the bidding competition at a public auction, they must constantly strive to purchase the kind of tobacco that has made Lucky Strike such an outstanding smoke. Let's listen in now to the reenactment of a typical tobacco auction scene, as described by Basil Ruysdael.

(MORE)

(BEGIN CHANT - CROWD NOISE)

RUYSDAEL: Ladies and gentlemen, the goal of your Lucky Strike buyer is fine tobacco at any tobacco auction and buyers for cigarette, leaf and export companies meet in open competition for the leaf. Listen!

(CHANT UP - SOLD AMERICAN AT 45)

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

RUYSDAEL: That was the warehouseman calling out an opening bid on this next basket - 41 dollars a hundred pounds - but right away your Lucky Strike buyer bids 42 - This is the kind of tobacco that means a better smoke for you. Now a leaf company raises the bid to 43 - an export company bids 44 - another cigarette company 45 - but Lucky Strike makes it 46 - 46 dollars - and it's going - going ...

(CHANT UP - SOLD AMERICAN)

(MORE)

BLOCK: Right there, friends, one of our buyers achieved his goal in the purchase of fine tobacco to go into your Lucky Strike Cigarettes. But don't think for a moment that it's just a case of our buyers walking into a warehouse, getting in line with other buyers, and buying basket after basket of tobacco. The selection of fine, ripe tobacco calls for mature judgment and careful examination of each basket of tobacco to be sold, before the bidding opens on that basket. And our buyers have spotted the kind of tobacco they know smokes best. Most of the men attending tobacco auctions are tobacco experts. And as they naturally see us buying the kind of tobacco that means better smoking, it's pretty easy to understand why with independent tobacco experts, men who know tobacco best, it's Luckies 2 to 1. Now, friends, while there may be some fun in the actual playing of a game, never lose sight of that important thing ... the achieving of your goal. And so I say to you ... Don't play around with your smoking enjoyment, when you know that it's easy to reach that goal, when you smoke the smoke tobacco experts smoke. Smoke Luckies, so round, so firm, so fully packed - so free and easy on the draw.

(PICK UP FROM SAN PEDRO)

KYSER: Now chillun, let's listen to that ~~advertisement for the~~ average smoker....Martin Block.

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

(approx 2.50)

(RETURN CUE:)

BLOCK: Don't play around with your smoking enjoyment when you know that it's easy to reach that goal when you smoke the smoke tobacco experts smoke. Smoke Luckies, so round, so firm, so fully packed, so free and easy on the draw.

(SWITCHOVER TO TERMINAL ISLAND, CALIFORNIA)

DEARLY BELOVED TRUDY

(REPRISE: "FIGHTING SONS OF THE NAVY BLUE")

GLEE CLUB: FIGHTING SONS OF THE NAVY BLUE - FADE FOR:

WHITMAN: To you Fighting Sons of the Navy Blue,
Who have made the tradition "The Navy Comes Through"
We bow and salute you across a great Nation
As we pause for our station identification.

LOCAL NBC STATION SAYS:

"Station X X X salutes the Navy!"

(Please teletype this cue to all stations carrying this
program.)

CRCH: ANCHORS AWEIGH

HIESTAND: Professor, second exam is about to start.

KYSER: Well, dean yet's get goin' and see who's smart!

ISH: Oh, professor.

KYSER: What is it, Ish?

ISH: I have wrote an essay in four chapters, one chapter of which is about the navy, in regards to which I would like to read samo.

KYSER: What's the title of your essay.

ISH: Fuzz.

KYSER: Go ahead.

ISH: Fuzz...chapter one. Fuzz is stuff that if an angleworm had some she'd be a caterpillar, unless it was a he angleworm then he'd be a tom-caterpillar...Chapter two: Whiskers.

KYSER: Whiskers!?

ISH: Yeah...large fuzz.

KYSER: Get to chapter three.

ISH: Chapter three, Navy Fuzz. Fuzz is one of the hardest things they is to get offen a navy uniform. Being like a homely girl, Once it gets onto you it's hard to give it a brush-off Chapter four, Dogs.

KYSER: Dogs?

ISH: Yeah, did you hear the one about the Mexican Hairless?

KYSER: No.

ISH: He wasn't fuzzy was 'e! (WASN'T FUZZY WUZZY.)

(LAUGH)

SOUND: CLASS BELL

KYSER: Ish, gc away, here's our next contestant to enter the fray and he is _____!

(ADD SECOND EXAM!)

1. This one from C. Thomson of Galesburg, Ill., is about a boy in Blue who had the Blues because he fell in love with a lady Blue Jacket - one of the WAVES. In other words a (PLAY). She loved him too, in fact she told him (PLAY). But the gals in blue aren't allowed to marry within their respective branches of the service so the moral of our story is, until victory, Don't go crazy (PLAY)

2. Of course you boys know all about Navy ships, but Audry and Phyllis of Los Angeles remind us there are several types of ships that have names with other meanings. For instance a launch is a mid-day meal - you know breakfast, launch, and dinner! So from the following hints, you tell us what type boat we're talking about. First there's a (SOUND). And what type of ship does this bring to your mind (PLAY). And you fellows in the Coast Guard should know about this type of boat (PROP).

3. Mr. Charles Penn of Seattle wants you to listen and tell us whether you think the following song is the theme of Double or Nothing, Truth and Consequences, or Take It or Leave It. (PLAY) you tell us the truth or you'll have to suffer the consequences. Who brought the first piano to America - (BOBBY yells - the first piano mover!) Now, seriously, do you know who brought the first piano to America? No you don't!

Here is a cardboard pie plate folded in the middle, with a hole in it, put it in your mouth, and imagine you are a Ubangi. All right. Now try to talk like a Ubangi! (BIZ) Wonderful! Now, here is the beautiful cream pie that came in that pie plate. Keep talking and eat the pie at the same time. (KAY BIZ WITH THE CREAM PIE AND CONTESTANT)

4. Here's one from Peggy Hazleton of Hollywood. She tells of a sailor who goes around singing his wife's name and from what we hear, you should be able to tell us whether it's Pat, Peg, Pearl, or Petunia. (PLAY) Pleaking of (Pegs), a certain famous fictional character of the sea had a peg-leg. Was his name Peggity, Westbrook Pegler or Long John Silver? What's mumblety-peg?

Speaking of knives, our armed forces in the South Pacific need all the knives they can get their hands on. According to Maj. Gen. Barney M. Giles, commander of the 4th Air Forces, a short, sturdy hunting knife is invaluable to our fighters in cutting their way through jungles, or in close combat with the enemy, and the knives serve a thousand other useful purposes. So we are appealing to all sportsmen to part with one or more of their favorite skinning and hunting knives. Rush them to 1025 Columbus Avenue, San Francisco. Any type of knife with at least a four inch blade will be welcome - don't worry about what shape the in - just rush them to 1025 Columbus Ave., San Francisco -- what about it, gang? Let's save a life with a knife!

5. Once more it's time for our visiting Dean, Bill Borzago, and that funny accordion of his with sound effects. And Miss Florence Frankel of New York City wants you to tell us the name of what he's going to play. This accordion of his is a tricky thing, as you know. Let's see what we have here from Bill Borzago. All right (PLAY). Now do the song. (PLAY) Now let's listen to sound effects. Who is this (PLAY) (PLAY)

6. Admiral John Paul Jones is a famous name in American Naval History. Can you give us at least two other well known Jones'? (One's a golfer, one's an engineer, one directs the City Slickers). Tell us the name of the Jones in this song (PLAY)

(APPLAUSE)

SOUND: CLASS BELL.

HIESTAND: Prof, that's all for these second round he-men seamen.

KYSER: Well find out who won, Dean, don't stand there dreamin!

ISH: Professor, I have writ a poem in regards to the navy which I would like to read same.

KYSER: All right, Ish, you may read!

ISH: Oh I took my girl to a navy ball,
And she danced with a sailor, dark and tall.
I lose more darn girls that way!
(LAUGH)

HIESTAND: The second round winner, professor!

KYSER: Contestant Number _____ Well, sir, you were nifty, you're gettin' closer to that fifty. So sit down and rest for that final test. Here's a Lucky, it's the most of the best.

HIESTAND: Ladies and gentlemen, our old Skipper Kyser and his musical crew launched a great many tunes during 1942, tunes that subsequently became national hits. They brought joy to millions of people through sheet music, phonograph records and radio. So now I know it's with a great deal of pride that he plays a medley of some of the tunes he found for you in 1942. Columbus Kyser we call him, and here are the tunes he found.

5 HITS OF 1942 MEDLEY PRODUCTION
(APPLAUSE)

(FROM SAN PEDRO, Calif.)

KYSER: Now Martin Block points out that when a man discusses his life-work, he really knows what he's talking about.

(PICK UP FROM NEW YORK)

BLOCK: Friends, the other day, I was reading through some statements by independent tobacco men, and all of them impressed me from one particular point of view ... That each one of these experts has spent a life-time in the tobacco business. I picked one at random ... a statement by James R. Callis, Jr., of Willow Springs, North Carolina, which is so typical. Jimmie says that he was raised on his father's tobacco farm, and twenty-one years ago, he started following the auctions, working in tobacco warehouses, and fourteen years ago, he became a tobacco warehouseman. He figures that he sold about thirty million pounds of tobacco to representatives of all the different cigarette companies, and as he says, "As a warehouseman, I do business with all of them on a fair and impartial basis. Yet I have smoked Luckies for nineteen years." He goes on to say that all the buyers want to get fine tobacco, but that time and time again, he has seen Luckies get the finest, lightest, mildest, cigarette tobacco that is sold at auction. Now, friends, Jimmie Callis knows tobacco. He knows the tobacco business. And he must know the importance of quality tobacco in a quality smoke. And Jimmie is just one of the many independent auctioneers, buyers, and warehousemen who choose Luckies two to one.

(MORE)

BLOCK: There's obviously no guess-work in the selection of a cigarette with these men. Overwhelmingly, they choose Luckies, the cigarette that means fine tobacco. Next time, make their choice your choice.

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

(PICK UP FROM SAN PEDRO)

KYSER:

Now Martin Block points out that ~~there is no tobacco in a cigarette~~ ^{when a man has a cigarette} ~~it is not the tobacco that counts~~ ^{it is the tobacco that counts} ~~and Lucky Strike means fine tobacco~~ ^{and Lucky Strike means fine tobacco} ~~and with men who know tobacco best it's Luckies~~ ^{and with men who know tobacco best it's Luckies} ~~two to one.~~ ^{two to one.}

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

(approx. 1.55)

(RETURN CUE:)

RUZSDAEL:

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

(SWITCHOVER TO TERMINAL ISLAND, CALIFORNIA)

6. WHISPERING ORCHESTRA

7. ROSE ANN OF CHARING CROSS HARRY

(AUDIENCE APPLAUSE)

ORCHESTRA REPRISE: KYSER MARCH

14

HIESTAND: Professor, final round!

KYSER: Well blow me down! Yet's go, snipmates!

AUDREY: Professor, will we get to see that little eensy teensy sailor while we're here?

KYSER: Eensy teensy sailor? How small is he?

AUDREY: He can't be over three inches tall!

KYSER: Little Audrey! No sailor could be that small!

AUDREY: Well, I heard someone say he went to sleep on his watch!
(LAUGH)

~~KYSER: He's probably green since then.~~

BOBBY: ~~(HOLLERS)~~ OH, STOP THE BULLSHIT!

~~(GOON LAUGHS)~~

~~SOUND: BASS BELL~~

1.00 / 2.12

HIESTAND: Come on, Professor, let's start the fun!

KYSER: No sooner said than done. And our first finalist is

_____!
(ADD FINAL EXAM)

1. Since this is our first show of the New Year, we're going to dedicate our final round tonight to the month of January. Duncan Tabb of Lexington, Kentucky says that January throughout most of our country is a Winter Wonderland, but the Rose Bowl game New Year's Day was like a baseball game (PLAY) And in Florida right now it's (PLAY). ~~What is a January clearance sale?~~ Who is Lols January?

2. Miss Eleanor Crawford of Lima, Ohio reminds us that the star of the picture Captain January ~~sings~~^{sings} this song in one of her pictures (PLAY). Who was the star of Captain January? The abbreviation for January is JAN - can you name two orchestra leaders whose first names are J A N?

3. January is the birth month of the personality who made this song famous. Eugene O'Dall of Detroit wants you to name it and tell us who she is (PLAY). She's known as the last of the red-hot mamas! January is also the birth month of Mazie? It's also the birth month of Gracie Fields of England, who's now doing a wonderful job in our country.

4. Some other well-known persons were born in January. One was famous for his horseback ride through every Middlesex village and town. (Paul Revere) Another famous person born in January was well-known for his discovery of electricity while flying a kite. (Benjamin Franklin) And still another will always be remembered for his generalship in the civil war - a steamboat and a song were named after him. (Robert E. Lee) Speaking of January birthdays, we agree with Chaplain Bennett of Terminal Island that on January 30 our entire nation will say Happy Birthday and sing (Play) (Hail to the Chief)

(APPLAUSE)

SOUND: CLASS BELL

HIESTAND: The judges are ready, Professor, m'lord.

KYSER: Well, Dean, find out who won the Final Award!

FAKFARE

HIESTAND: I've got it! The winners, Professor!

KYSER: Well, what ho, Dean, what ho! and the men that are really in the know are both of them because it's a tie between Ira Draughn and Vernon Morgan. Each gets a first prize of a \$50 War Bond.

Your four sidekicks for some musical tricks each get ten dollars in stamps. All six get a carton of Luckies. And then, to all you navy heroes for your shouts and cheers, a package of better than ever LUCKY STRIKE CIGARETTES!

(CHEERS)

8. BAG-HOME-AGAIN-IN-INDIANA .Cut.for.time ORCHESTRA

(APPLAUSE BY AUDIENCE)

KYSER THEME "THINKING OF YOU"

KYSER: WELL chillun, that looks like the end of our first class session for 1943. And our sincere thanks to Capt. McGinnis, Capt. Fineman, Commander Christensen, and all you men and women here for making our visit so enjoyable. Next week we'll be holding class with Uncle Sam's Army fliers at Davis-Monthan Field over in Tucson, Arizona. Sportsman, don't forget to send your knives to 1025 Columbus Avenue, San Francisco - Save a life with a knife!. And now, this is Kay Kyser ... thinkin' of you. Thanks a lot for being with us ... and ... so long, everybody!

(APPLAUSE)

LUCKY THEME

HIESTAND: This broadcast from Terminal Island does not necessarily constitute an endorsement of our product by the Navy Department. The famous tobacco auctioneers heard on tonight's program were Mr. F. E. Boone of Lexington, Kentucky and Mr. L. A. (Speed) Riggs of Goldsboro, North Carolian. Bud Hiestand speaking. This program came to you from Terminal Island 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
 QUALITY OF CONTESTANTS Average
 SPECIAL COMMENTS: NONE

(REVISED)

As Broadcast
8

KAY KYSER LUCKY STRIKE ROUTINE

#251

1/13/43
8:00-9:00 PM FWT

University of Arizona
Tucson, Arizona

1. THERE'S A STAR SPANGLED BANNER WAVING SOMEWHERE GROUP

~~2.~~ SHADRACK SULLY

COMMERCIAL ONE

ROUND ONE

~~3.~~ THERE ARE SUCH THINGS JULIE

COMMERCIAL TWO

4. WHY DON'T YOU FALL IN LOVE WITH ME HARRY & JULIE

STATION BREAK

ROUND TWO

5. BRAZIL PRODUCTION

COMMERCIAL THREE

6. SOMEBODY LOVES ME ORCHESTRA

7. EVERY NIGHT ABOUT THIS TIME HARRY

FINAL ROUND

8. BACK HOME AGAIN IN INDIANA ORCHESTRA

WARM UP REMINDERS:

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

Rehearse audience on signs.

v

ATX01 0114686

THE AMERICAN TOBACCO CO.

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

#251

Originates at the University of Arizona Auditorium, Tucson, Arizona
(With switchovers to NBC - New York - for commercials)

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

University of Arizona
Auditorium
Tucson, Arizona.

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

WHITMAN: Smoke the smoke tobacco experts smoke! And let that historic
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 Davis Monthan Field at Tucson, Arizona - LUCKY STRIKE
presents -- KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE!

AUDIENCE: "YEA AIR CORPS"! (TROMBONE ZOOM) "HOORAY"!

(THINKING OF YOU - AUDIENCE APPLAUSE UP BIG)

KYSER: Evenin' folks, how y'all?

AUDIENCE: PEACHY, TEACHER!

KYSER: Peachy, huh? Well, das fine! And look at me, with Uncle Same's
Eliers from Davis-Monthan and Marana Fields way over here in Tuscon,
Arizona. Boy, the air is so full of flyers in this state, a fellow
can't call his air his owna. Of course flyers are not new to me...
I used to run around with a blonde beauty who was studying to be a
pilot, but she flunked her exams - Now she's a washed out blonde!
Seriously though -- This mornin' we were with the war workers at
Consolidated and had a swell experience learnin' how they modify
B-24's

JULIE: Did you say they build or modify B-24's there, Professor?

KYSER: I said they modify B-24's.

JULIE: Then why don't you go out there and get modified?

KYSER: Why me?

JULIE: Cause you'll never B-24 again!

(LAUGH)

ISH: Oh, professor.

Kyser; Now what! What do you want, Ish?

ISH: Speaking of airplanes, did you know they're manufacturin' a plane at
Lockheed now that's just half the size of the P-38?

KYSER: What do they call it, Ish?

ISH: Split P-38.

(LAUGH)

KYSER: Ish, scram! Give these boys a chance to cram for that \$115.00 in
War Bond prizes. And while they're crammin' yet's do some jammin'
with a song about our flag waving high!

1. THERE'S A STAR SPANGLED BANNER WAVING SOMEWHERE.....GROUP

2. THERE ARE SUCH THINGS.....JULIE

(APPLAUSE)

1/13/43

(FROM TUCSON, ARIZONA)

KYSER: Now, chillun, let's listen to Martin Block who's just back from a visit to LUCKY STRIKE's big home down in Richmond, Virginia.

(PICK UP FROM NEW YORK)

BLOCK: Well, Kay, I wish you, as well as our listeners, could have been with me yesterday and the day before in Richmond, Virginia, when I visited the huge factories where Lucky Strike Cigarettes are made - because, you know friends, I had a very definite feeling that the makers of Luckies are so sincere in their belief that only through the use of fine tobacco can we make a fine cigarette that they're actually babying the tobacco our buyers purchase. I wish you could see that ^{that} fine, light, ripe, mild Lucky Strike leaf come in from the auctions, see how ^{low} delicately and carefully the tobacco is conditioned and then how the tobacco is put to sleep for from two to four years to slowly age and mellow until it reaches that point of maturity that tells us that ^{it's} it's ready to be blended along with other fine tobaccos and made into a cigarette so round, so firm, so fully packed, so free and easy on the draw, - and, friends, just as we appreciate the fact that the greatest care must be taken of that fine Lucky Strike tobacco, so I think you, too, will appreciate the thorough smoking enjoyment that comes from a cigarette so basically good:

(MORE)

ATX01 0114689

BLOCK: if you'll just remember that the finer the tobacco the
finer the cigarette and that Lucky Strike means fine
tobacco, you'll baby your taste a little bit and
remember next time to ask for Luckies, because with
independent tobacco experts, with men who know tobacco
best, it's Luckies two to one.

(PICK UP FROM TUCSON, ARIZONA)

KYSER: Now, chillun, let's listen to Martin Block who's just back from a visit to Lucky Strike's big home down in Richmond, Virginia.

(SWITCHOVER TO NEW YORK.....PICK UP COMMERCIAL #1)

(approx. 1:35)

RETURN CUE:

BLOCK: You'll baby your taste a little bit and remember next time to ask for Luckies, because with independent tobacco experts, with men who know tobacco best, it's Luckies two to one.

(SWITCHOVER TO TUCSON, ARIZONA)

KYSER MARCH

HIESTAND: Attention, students! We are about to be graced with the majestic presence of Professor Kay Kyser, P.H.D.!

BAND: 'RAY 'FESSOR!

KYSER: Thank you, stoo-dents. Dear: I wish I were a woman for the moment.

HIESTAND: Why?

KYSER: Because when you announced me as a P.H.D. I could get off an awfully snappy crack!

HIESTAND: Well, a joke's a joke, so let's imagine you are a woman and we'll do the whole thing all over again.

KYSER: Okay, go ahead -- I can't wait...HURRY UP! (GIGGLES)

HIESTAND: Attention, students! We are about to be graced with the majestic presence of that female 'fesser, Miss Kyser P.H.D.!

JACK: What does the P.H.D. stand for, Doctor of Philcsophy?

KYSER: No! PETTICOAT HANGING DOWN! (KAY BREAKS UP)

SOUND: CLASS BELL

HIESTAND: Professor, quit knocking yourself out!

The contestants are ready for the first big bout!

KYSER: Okay, Dean, and our first contestant is

(ADD FIRST EXAM)

1. Ed Sobel of the Army Air Base, Santa Ana, overheard a couple of soldiers talking in the Hollywood Canteen. One was a flyer and he said "I joined the air corps because it's fun to go on a (PLAY). The other one said "I'm glad I joined the Motorized Division, cause if you run out of gas in a Jeep, you just stand on the highway and sing (PLAY). The pilot replied, "That's nothing, if our plane gives out of gas, we keep (PLAY).

2. If you'll listen closely to this dramatic skit by Miss Sonia Orlean of Kansas City, Mo., you'll hear a lot of terms pertaining to airplanes and plane factories - Listen and pick out four.

KAY: Please take me back; I'd rudder not be a wild cat anymore.

JULIE: No, Douglas, you're just a vegabond lover; I'm looking you out.

KAY: Before you look, heed my plea!

JULIE: No - take your boeing arrow and hunt another heart. To me you're a washout so scam before I sock your nose in the North American way.

1/13/43

3. ~~You have a small band here at Davis High School, but~~ For the moment Roy Achilles of Treasure Island, California, wants us to imagine a couple of nationally-known orchestra leaders are ⁱⁿ ~~in~~ ^{your school or band} band and from their theme songs you should be able to tell us who they are. First it's (PLAY). And if in the middle of one of your band concerts, the following fellow popped up and played his theme, who would it be? (PLAY). Now for a moment we want you to ^{be a band man} imagine you're a Benny Goodman. Here's a clarinet. The band is going to play "Bye Bye Blues" and if you don't come in on the clarinet every time the band stops, it'll be Bye Bye for you. (PLAY)

4. Miss Joan Bromberg of Chicago is convinced that if all us grown-ups ^{will be} ~~will be~~ as determined about putting our dollars in war bonds as the kiddies are about putting their pennies in stamps, Uncle Sam won't have to ask (PLAY). The chillun realize that pennies buy stamps and stamps buy bonds and bonds buy bombs, so when our planes fly over the Axis countries and drop their bombs, they are really dropping (PLAY) And by the way, immediately following our class session tonight here in Tucson, we're playing a show ^{right here} for the Treasury Department and the admission for the citizens of this city will be a ^{brand new war} ~~freshly bought~~ bond. And chillun, we've just learned that the auditorium ^{is} ~~has been~~ sold out, ~~and the number of bonds sold totals \$~~ ^{and I found total of over a quarter of a million dollars} ~~and the number of bonds sold totals \$~~ ^{500,000}. Let's give a hand to the citizens of Tucson, Arizona!
(APPLAUSE)

0

ATX01 0114694

5. Robert Sanborn of Wooster, Ohio, says to not go one bit farther without presenting our visiting Deans from the University of Musical Diversity ... ⁷ ~~our~~ boys from ^{the west coast} ~~right~~ here who call themselves the Davis-Monthan Hillbillies. ~~You say, they keep the motors purrin' all day and the coyotes purrin' all night. They're going to play three tunes and we want you to tell us what they are.~~ Come on out here, fellas.

(APPLAUSE) All right, now tell us the name of this tune. (PLAY PLAY PLAY)

- Private First Class Leo Erickson
- Sergeant Lyle Smith
- Private First Class Bob Bertram
- Sergeant Elwood Johnson
- Corporal Bob Canny
- Corporal Chancey Farrer

6. Miss Lois Collors of Astoria, Long Island, thinks one of the most colorful heroes of the war so far is General Chennault, former leader of the Flying Tigers. She says when the general gets going nobody can (PLAY). Did the Flying Tigers get their name from tiger lillies, Tiger Rag, tiger sharks or ~~Lucky Tiger~~ ^{Detonate} Tiger? ~~hate to ask?~~

APPLAUSE

~~SEND:~~ CLARENCE

Orchestra
~~FANFARE~~

MUSIC:

~~FANFARE~~

HIESTAND: Ladies and gentlemen, before we announce the winner of the first examinations, Professor Kyser presents his annual extravaganza -- "Men of All Nations!"

KYSER: Set the scene, Dean!

HIESTAND: The scene is a Canteen! And busy little Julie Conway is presiding at (FADE) the food counter, doing a lively business ---- (BACKGROUND MUTTERINGS AND AD LIBS)

JULIE: All right you men of all the nations, step right up and pick your rations!

MAN 1: I'm French so I'll have some French pastry.

~~(BENNETT)~~

Arthur

MAN 2: I'm a Swede, I'll have some sweedbreads.

(MAC)

MAN 3: I'm a Pole, I'll have some poultry.

(DAVE)

MAN 4: I'm a Turk. I'll have some turkey.

(BUD)

JULIE: Ish, what will you have?

man (PAUSE)

ISH: I'll have some jerkey!

(LAUGH)

MUSIC: (FANFARE)

HIESTAND: The winner of the first round, professor!

KYSER: And he is _____ . Sir, you have

been elected to Phi Beta Kyser! Ah, my good man, that was wonderful goin'. Light up a Lucky and wait for the final

showin'. And right now let's ~~listen to lovely Julie Conway~~ ^{take a look at a musical} ~~sing a beautiful new song. Turn on the screen, Julie!~~ ^{snack - come on children - contact - yet's dance}

3. ~~THERE ARE SUCH THINGS~~..... *Lullie*

(APPLAUSE)

(FROM TUCSON, ARIZONA)

KYSER: Now, chillun, Martin Block points out a brand new meaning to this historic chant ...

(PICK UP FROM NEW YORK)

RIGGS: (CHANT ... SOLD AMERICAN)

BLOCK: Well, friends, you must have noticed how when folks gather together and drink a toast they invariably clink their wine glasses together. There's a reason for that. In olden days connoisseurs of fine wine felt that no wine could give complete satisfaction unless it appealed to ^{all} the five senses. You see, when they filled their glasses they could see ^{the wine} ~~it~~, they could smell it, they could taste it, they could feel it -- and the only way whereby they could appease that fifth sense, the sense of hearing, was by clinking the crystal glasses together. And ^{you know} it's somewhat the same ^{way} with a Lucky Strike Cigarette -- you can feel that cigarette between your fingers, so round, so firm, so fully packed. You can taste the goodness of the tobacco since Luckies are so free and easy on the draw. The aroma of that extra fine tobacco will please your sense of smell and you ^{then / course} can see the silver gray smoke as it wafts its way skyward, but to give you that complete assurance, that complete satisfaction, we bring you that historic chant of the tobacco auctioneer that has ^{been hanging} ~~been~~ in warehouses all over the South where tobacco is sold. Listen ----

(CHANT ESTABLISH AND FADE BEHIND)

(MORE)

ATX01 0114697

BLOCK: Yes friends, the historic chant of the tobacco
auctioneer is your living, vibrant reminder that Lucky
Strike means fine tobacco. Since in a cigarette it's
the tobacco that counts, make that next pack Luckies.

(CHANT UP 10 SECONDS SOLD AMERICAN)

(PICK UP FROM TUCSON, ARIZONA)

KYSER: Now, chillun, Martin Block points out a brand-new meaning to this historic chant.

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

(approx. 1:55)

RETURN CUE:

BLOCK: Yes friends, the historic chant of the tobacco auctioneer is your living, vibrant reminder that Lucky Strike means fine tobacco. Since in a cigarette it's the tobacco that counts, make that next pack Luckies.

AUCTIONEER: (CHANT UP - 10 SECONDS - SOLD AMERICAN)

(SWITCHOVER TO TUCSON, ARIZONA)

4. WHY DON'T YOU FALL IN LOVE WITH ME.....HARRY AND TRULY

(REPRISE: "ARMY AIR CORPS SONG")

ORCH: REPRISE "ARMY AIR CORPS SONG"

WEITMAN: To you speed-burning thunderbirds
 Who roar through the blue,
 For your courage, your skill
 And your loyalty too,
 We greet you with pride
 From all points of the Nation
 As we pause for our station identification.

LOCAL NBC STATION SAYS:

"Station X X X Salutes The Air Corps!"

(Please teletype this cue
to all stations carrying
this program.)

And School Days
~~ORCH: REPRISE "ARMY AIR CORPS SONG"~~

Class 3

e

HIESTAND: Come on professor, let's get going with the second clambake.

KYSER: Just a minute, Dean, I have an announcement to make.

(SERIOUSLY) Young ^{men}, everywhere! If you'd like to ^{be in} ~~join~~
an exciting branch of the service, why not join the
Paratroopers. Uncle Sam needs Paratroops!

ISH: Then let's me an' you join, Professor and the whole thing
will be settled.

KYSER: You and I could settle the whole thing? Ishkabibble! I
said Uncle Sam needs Paratroops!

ISH: Oh!...I thought you said he needed a pair o' droops!
(LAUGH)

~~SOUND~~ CLASS BELL

HIESTAND: Come come, professor, on with the show!

KYSER: Okay, Dean, yet's go, yet's go! And our first second rounder
is _____!

(ADD SECOND EXAM)

1. Miss Idella Kaplan of St. Paul, Minn., wants Trudy Erwin to tell you her experiences with one of the fliers here at Davis Monthan.

KAY: Trudy, how do you know this fellow is a flyer?

TRUDY: He must be because (PLAY)

TRUDY: He has wings, but believe me he's not an (PLAY)

TRUDY: The minute he met me he asked for a kiss.

KAY: What did you say?

TRUDY: I said, - (PLAY)

KAY: Well, how did it finally come out?

TRUDY: Well, after 10 minutes of that "no, no, no" routine, I kissed him because (PLAY)

2. I'm going to mention a few well-known names in aviation and being a flyer, Donald Jackson of Memphis, Tenn. is sure you'll have no trouble in telling me what event you would associate each of them with - The Wright Bros., Corregan, Howard Hughes, Doolittle, and superman. Yes sir. And next Wednesday night we'll be flying out to Camp Pendleton in California to hold class sessions with the Fightin' Marines. Meanwhile, we'll be at the Hollywood Canteen Saturday night, and next Tuesday I'm looking forward to being on Bob Hope's program for the boys of the Navy from Terminal Island. And speaking of the Navy, we have six hundred officers and instructors of the United States Naval Training School with us this evening. These men are attending courses right here at the University of Arizona. A big hand for the Navy!

3. This one from Miss Pearl Myers of Rockville, Maryland, is about a flyer on patrol duty. While he was flying along he did a most unusual thing - he started thinking about girls. With girls in mind, he tuned his radio to what he thought would be this radio program. (PLAY) He had the right station, the right hour, but the wrong night, so instead of the Hour of Charm he got (PLAY). Speaking of cows - we'd like to have you moo like a contented cow - and now moo like a hungry cow - you know a chowless cow.

4. The B-24 is a big bomber, but we agree with Joe Garland of Oakland, Calif., that the B-24 is so fast and so maneuverable that watching one in the air is like watching (PLAY). A fast fighter plane is the English spitfire - who's known as the Mexican Spitfire? Now here are a pair of Maraccas and the words to LA CUCARACHA. Sing it the way you think Lupe Velez would sing it. (PLAY)

-14-

5. According to Miss Marjorie Wilson of Indianapolis, we can't terminate our Tucson Tussle without another treat from those Tucson tooters, those coycte cooin' Davis Northan Hillbillies. ^{Let 'em sing! Here they come!} ~~And these boys~~ really ~~come from hilly country, too. Where they live, the hills are so steep, you can look up the valley and see the cows up there!~~ The boys are going to play some more tunes and we think you should be able to tell us what they are. Okay, yet's go. (PLAY PLAY PLAY)

6. Our air force is stationed practically all over the world and doing a terrific job too! Pvt. Raymond Grove of Las Vegas, Nevada believes that from the way we play the air corps song you should be able to detect three places where our boys, together with the fliers of the United Nations, are really going to town (PLAY) (PLAY) (PLAY)

(APPLAUSE)

SOUND: CLASS BELL

-14-

p

RTX01 0114704

HIESTAND: Professor, that second round really went fast!

KYSER: When you find out the winner, just give me a blast.

ISH: Oh, professor!

KYSER: Yes, Ish?

ISH: On account of we are here with the air corps and all these fellahs have got their wings, I have wrote a essay in regards to which I would like to read same entitled... "Feathers"!

KYSER: "Feathers". All right, Ish, read!

ISH: "Feathers"...Feathers is stuff that if it was a cold night and a chicken didn't have any she'd liable to get her Adam's Apple froze off if she had one, but she ain't so she couldn't. The way to tell the difference between a rooster and a hen is to put some corn down on the ground. If he eats it it's a rooster, but if she eats it it's a hen. ~~Feather is sometimes used to tickle people with and make them laugh and it's a good thing people ain't birds they'd laugh themselves nuts!~~ Feathers is kind of clothes for chickens and birds, but don't never try to give your girl a feather duster when she wants a fur coat, because when it comes to fur if you don't give your girl a coat made of it you won't git very...Essay over.

(LAUGH)

HIESTAND: The winner, professor!

KYSER: Yes sir! Yes sir! And he is contestant Sgt. Robert Walker. Ah,
my dear sir, you'll do in a pinch!

BUD: OUCH!

KYSER: Sorry - wrong pinch! Sgt. Walker, light up a Lucky 'cause from
Mexico to Manhattan we're gonna play a tune that's really Latin!

3, BRAZILPRODUCTION

APPLAUSE

(FROM TUCSON, ARIZONA)

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

(PICK UP FROM NEW YORK)

BLOCK: You know, friends, while walking over to the studio this evening, I stopped to buy a pack of Luckies and ² gave the man behind the counter a dollar bill and as I gave him that dollar bill a thought struck me. ^{Did I do it?} ~~May I~~ demonstrate ^{what I mean} I have here in my hand another dollar bill, a piece of paper actually of no value, except for the fact that the seal of the United States Government is on this bill and we have the Government's guarantee ^{that} that it's ~~is~~ redeemable in silver such as the four quarters I have here -- (BUSINESS) -- ^{from 1933} and ^{it} struck me right squarely between the eyes that the bull's eye on the package of Lucky Strike Cigarettes is the American Tobacco Company's guarantee that Luckies are made of fine tobacco. More than that, you will find on the side of each package of Luckies the statement that Luckies are guaranteed unconditionally by the American Tobacco Company -- and, friends, this guarantee is your protection, your assurance that every pack of Luckies will give you twenty cigarettes made of fine tobacco, so round, so firm, so fully packed, so free and easy on the draw. Yes, the Lucky Strike trade mark is your guarantee that Lucky Strike means fine tobacco. I say to you that this is a guarantee you can rely upon and suggest that this very night you start getting your share of that greater smoking enjoyment made possible by the finer tobacco in Luckies.

(PICK UP FROM TUCSON, ARIZONA)

ATX01 0114707

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

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

(approx. 1:26)

RETURN CUE:

BLOCK: I say to you that this is a guarantee you can rely upon and suggest that this very night you start getting your share of that greater smoking enjoyment made possible by the finer tobacco in Luckies.

(SWITCHOVER TO TUCSON, ARIZONA)

6. SOMEBODY LOVES ME ORCHESTRA

KYSER: Harry Babbitt's brother, aviator Jack Babbitt, will be married in about ten minutes in the chapel at Foster Field, Victoria, Texas. We've arranged for them to listen as Harry sings the bride, Mary's, favorite song.

7. EVERY NIGHT ABOUT THIS TIME HARRY

(AUDIENCE APPLAUSE)

ORCHESTRA REPRIS: KYSER MARCH

~~HIESTAND: Professor, it's time for the final exam.~~

KYSER: All right, Dean, you can scram! Julie!

JULIE: Yes sir?

KYSER: What are you so upset about?

JULIE: I almost got mobbed, just on account of doing like you told me.

KYSER: Why, Julie, I didn't give you any special instructions.

JULIE: You did too! You told me exactly what to do while we were here.

KYSER: Julie! I said that if you wanted to make an impression on these men all you had to wear was a parachute!

~~JULIE: Parachute! I thought you said pair of shorts!~~

~~(LAUGH)~~

~~(WHISPER)~~

HIESTAND: *Whispered again!* Come on, professor, it's time to go!

KYSER: Yessir, yet's see who wins that dough! And first finalist is _____!

(ADD FINAL EXAM.)

3. For Bob Dewberry of Dallas, let's listen to the Voice of "Mr. Average American."

HARRY: (A LA MARCH OF TIME) I gladly give up my second cup of coffee, but I can't say I don't miss it because (PLAY). Distinguish between a coffee ring and a demi tasse.

4. We agree with Mrs. Stovall of Montgomery, Alabama when it comes to drinking coffee, we really go to town, but when it comes to growing it, nobody can do it (PLAY). Does coffee grow in the form of a berry, bean or nut?

(APPLAUSE)

SOUND: CLASS BELL

HIESTAND: Professor, that looks like the end of the fray.

KYSER: Well, Dean, go find out who wins all the hay. And meanwhile, here's Gayne Whitman with the tobacco laureate address.

BOONE: CHANT - 8 to 10 SECONDS - ENDING SOLD AMERICAN 50 to 54 INCLUSIVE)

WHITMAN: Ladies and gentlemen, let that historic chant always 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 independent tobacco experts ... with men who know tobacco best ... it's Luckies 2 to 1.

FANFARE

HIESTAND: And here he is, Professor, the winner of the Grand Free!

KYSER: Who is he Dean...yet's see...yet's see! Well, if it isn't a tie -- both have perfect scores all the way, therefore, both Al Rabinow and Robert Walker are entitled, not only to a \$50 Defense Bond, but an additional \$25 bond for perfect scores all the way, so each gets a \$75 Defense Bond! Let me shake your hand my man.

(SOUND: STRAWBERRY BOX) Ouch! Oh, well, I didn't need that hand anyway! And you other four of the air corps each get ten dollars in war stamps. All six get a carton of Luckies, And then! to all you swell fellahs for your laughs and yellahs, a package of better than ever LUCKY STRIKE CIGARETTES!

(CHEERS)

8. BACK HOME AGAIN IN INDIANA BAND

APPLAUSE

KYSER THEME "THINKING OF YOU"

KYSER: Looks like das all for tonight's class session, chillun. But before our broadcast time is up, I'd like to thank Colonel Lowell Smith, Captain K. D. Gatliff and all your fliers for your many courtesies during our visit with you. The spirit of the Air Corps has certainly been inspiring tonight. Best of luck to each one of you and "Happy Landings". And the best of all to you Navy guys, too. Next Wednesday night we'll be with the Fightin' Marines at Camp Pendleton out on the Pacific Coast. And now, this is Kay Kyser ... thinkin' of you. Thanks a lot for being with us ... and ... so long, everybody!

(APPLAUS)

LUCKY THEME

HIESTAND: This broadcast from Tucson, Arizona does not constitute an endorsement of our product by the War Department. Bud Hiestand speaking. This program came to you from Tucson, Arizona, 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 _____
 CALIBRE OF CONTESTANTS AVERAGE
 SPECIAL COMMENTS: _____

(REVISED)

KAY KYSER LUCKY STRIKE ROUTINE

As Broadcast
K

#252

1/20/43
7:00-8:00 pm PWT

Camp Joseph H. Pendleton
Oceanside, California

1. -EVERYTHING I'VE GOT

JULIE

2. MOONLIGHT BECOMES YOU

HARRY

COMMERCIAL ONE

ROUND ONE

3. NR. 5 X 5

ORCHESTRA

COMMERCIAL TWO

~~4.~~ THERE WON'T BE A SHORTAGE OF LOVE

TRUDY & HARRY

STATION BREAK

ROUND TWO

5. TOUCH OF TEXAS

PRODUCTION

COMMERCIAL THREE

~~6. PRAISE THE LORD & PASS THE AMMUNITION~~

~~GROUP~~

~~7.~~ MOONLIGHT MOOD

GIRLS

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

h

RTX01 0114714

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

#252

Originates at Camp Joseph H. Pendleton, Oceanside, California.
(With switchovers to NBC - New York - for commercials)

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

Camp Joseph H. Pendleton
Oceanside, California

(BOONE: CHANT ENDING SOLD AMERICAN - 50 to 54 INCLUSIVE)

WHITMAN: Smoke the smoke tobacco experts smoke! And let that
historic 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)

HIRSTAND: LUCKY STRIKE presents.....KAY KYSER'S COLLEGE OF MUSICAL
KNOWLEDGE -- to the boys at Camp Pendleton in Oceanside,
California!

AUDIENCE: "YEA MARINES"! (~~SNOW~~) "HOORAY"!

(THINKING OF YOU - AUDIENCE APPLAUSE UP BIG)

KYSER: Evenin' folks, how y'all?

AUDIENCE: GREAT, GATE!

KYSER: Well, das fine and chillun, tonight we're settin' up class at Camp Pendleton, California with Uncle Sam's men of all fightin' fronts -- The Devil Dogs, the Leathernecks, the Marines! ~~The men who play hard, fight hard, eat hard and -- well they certainly know how to handle those Japs. And have these boys got Pep and Ginger! Ah ha, it takes a Marine to get Ginger, doesn't it, fellows? I've only known one man with as much nerve as a Leatherneck. He walked right up to a Marine and poked him in the nose. I'd like to have you meet him, but we're not going to dig him up just for that!~~ Ish, come over here. What's the matter with you?

ISH: Oh, I had a argument with a tough top sergeant.

~~KYSER: Why Ish, those top ticks are not so tough. Next time you have any trouble with one just keep a stiff upper lip.~~

~~ISH: I already got a stiff upper lip.~~

~~KYSER: You have?~~

~~ISH: Yeah. He give it to me!~~

KYSER: What are you going to do about it?

ISH: I got a notion to punch him on the nose again.

KYSER: Again?

ISH: Yep. I had the same notion this morning!

(LAUGH)

KYSER: Ishkabibble! Stop your dribble! Our six devil dogs are all agog, and ready to try for the \$115.00 in war bond prizes. But while they're drillin', come on, Chillun, yet's dance!

1. EVERYTHING I'VE GOT.....JULIE
2. MOONLIGHT BECOMES YOU.....HARRY

(APPLAUSE)

1/20/43

(FROM OCEANSIDE, CALIF.)

KYSER: Now Martin Block shows us why he's known as the "Dean of Common Sense" ...

BLOCK:
(PICK UP FROM NEW YORK)

BLOCK: You know, ^{It's a fact} there's an old saying that's been around for a long time, that "it takes more than one swallow to make a summer," or "more than one snowflake to make a blizzard." Which is just another way of saying that it never ^{demands it} pays to leap to conclusions. Now ~~it's not~~ asking you to smoke Luckies, ^{just} because I smoke them. After all, I'm just one average smoker. But if you remember that among the independent tobacco experts, the auctioneers, buyers, and warehousemen, who make their living in the tobacco industry, Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined, that means something. ~~Because~~ you see, these men can't help seeing who buys what tobacco, and they've seen Lucky Strike buyers time and time again getting the better-tasting, milder, riper, leaf. It's only natural that tobacco experts should know how tobacco will smoke, which makes it pretty obvious to me why these men choose Luckies for their own smoking preference.

(MORE)

BLOCK: Yes, friends, when millions of swallows come north,
it's a pretty sure sign that summer's on the way, and
when there are ten inches of snow on the ground,
brother, that looks like a blizzard. And similarly,
when sworn records prove that not just one ... but an
overwhelming majority of independent tobacco experts
prefer Luckies - in fact with men who know tobacco
best it's Luckies two to one - I guess it's just common
sense to smoke the smoke tobacco experts smoke.

(CHANT) SOLD AMERICAN)

Let that historic chant remind you that in a cigarette,
it's the tobacco that counts, and Lucky Strike means
fine tobacco.

(PICK UP FROM OCEANSIDE, CALIF.)

KYSER: Now Martin Block shows us why he's known as the Dean of
Common Sense.

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

(approx 1.20)

(RETURN CUE:)

(AUCTIONEER CHANT)

BLOCK: Let that historic chant remind you that in a cigarette it's
the tobacco that counts, and Lucky Strike means fine tobacco.

(SWITCHOVER TO OCEANSIDE, CALIFORNIA)

KYSER MARCH

HIESTAND: Professor, let's go, the students are unruly.

KYSER: Just one second, Dean. As soon as I talk to Julie. What is it, ~~honey?~~

JULIE: Professor, did you ever notice how handsome these Marines are? How strong looking -- and what physiques!

KYSER: Yes, but when it comes to physiques, did you ever notice my figure?

JULIE: Your figure!

KYSER: Yes. I have been told that I have the figure of ~~Adonis!~~

JULIE: Well ~~you'd better~~ give it back to him -- you're getting it all lumpy!

SOUND: GLASS BELL

HIESTAND: Professor, let's go! ~~Jim is nervous, as a bubble of foam from a soap suds!~~

KYSER: Okay, Dean and contestant _____ is ~~the~~ ~~first to speak!~~

(ADD FIRST EXAM)

1. Right off the bat, Sgt. Ray Witter of Davis Monthan Field, Arizona, wants me to tell you what happened to me last night. Hedy Lamarr rushed up to me and said "Kay, I love you - you're my (PLAY) She threw her arms around me and gave me a big kiss. I said "Hedy, this is wonderful so (PLAY) She said "I'm afraid this marine I'm with would resent it." This marine was about 6 feet 2 - and all muscle. But that didn't frighten me - I walked right up ~~and~~ punched him in the nose, ~~and~~ scared him half to death. I gave that marine the beating of his life - You know (PLAY)

2. Miss Marion Didion of Chicago is sure you'll know what a Commando in the Marine Corps is called. Which of the President's sons is in command of the () ^{nearby?} And there's also a Marine Barracks close by here ^{with} the same name as another of the President's sons. What's ~~the name of~~ ^{it?}

-6-

3. Corporal Jess Botelho of Camp Crowder, Mo., points out that many of radio's well-liked shows are conducted by man and wife. Here's the theme of one of those shows. (PLAY) In real life they're Jim and Marian Jordan. Here's ^a ~~the~~ theme ^{of} ~~of~~ a program conducted by two people who act dumb on the radio, but are very smart in real life. (PLAY)

4. You'll get a boot out of this one from ~~Marine~~ ~~Clay~~ ~~of~~ ~~Lentony~~ ~~Ohio~~. Will you distinguish between a boot-shop and a boot camp. ~~Who wrote the famous poem, "Boots,"~~ Who wrote the famous poem, "Boots," - Was it ~~Shakespeare~~, Kipling, Longfellow or Aristotle? Speaking of boots we'd like for you to imagine that I'm your sweetheart -- your bootiful baby and you're talking baby talk to me. Go ahead...

MARINE: Hello, tootsy wootsy, is oozy wozy doin' to div her dray
big bootsy wootsy a kissy wissy?

KYSER: Nosey wosey!

MARINE: OO better or Bootsy Wootsy doin' to div oosey woosey a
bootsey wootsy in your pantsy wantsy!

KYSER: Well...okaysy wasey...puckersy wuckersy upsy wupsy.

BOBBY: (HOLLERS) OH NUTSY ~~Wootsy~~!

-6-

2

ATX01 0114723

5. Private Earl Albertson of Camp Elliott, California says it's time for one of our visiting Deans - so here he is, one of your own boys stationed right here at Camp Pendleton -- Private John Marturello. Let's get him out here! (APPLAUSE) Private Marturello is going to play a couple of tunes on his accordion, Nelson Eddy presented it to Camp Plenditon and we think you should be able to tell us what he is playing. Ready? Yet's go. (PLAY PLAY)

6. What is an amphibious jeep? I rode all over Lake O'Neal this afternoon in one, and it inspired us to blossom forth with a "beep Beep Beeper" - We're about to play a song, and Miss Mary Doescher of Council Bluffs, Iowa, wants you to say "beep beep" every time the orchestra stops - I'll show you how it goes and then you try it. (PLAY)

(APPLAUSE)

SOUND: CLASS BELL

HIESTAND: Professor, there's the end of number one frame.

KYSER: Go find out who's placéd in our School's Hall of Fame.

JULIE: Just a minute, Professor...

KYSER: What is it, Julie?

JULIE: Professor, I've never seen such persis tent military men as those
bottlenecks.

KYSER: Julie! The word is...LEATHERNECK. A bottleneck is something that
holds you and by the time you get pa st it you're pretty well squeezed.

JULIE:You catch on fast.

(LAUGE)

HIESTAND: The winner, Professor....a nd it is contestant #2 _____
You're goin' to get another chance, so light up a Lucky while the
ohillun dance!

3. MR. FIVE BY FIVE ORCHESTRA

(APPLAUSE)

BOONE: (CHANT ENDING SOLD AMERICAN - 50 to 54 INCLUSIVE)

(FROM OCEANSIDE, CALIF.)

BOONE: (CHANT SOLD AMERICAN)

KYSER: Now Martin Block points out that the pot of gold isn't
always at the end of the rainbow ...

(PICK UP FROM NEW YORK)

BLOCK: ^{at, with} I have a friend in the diamond business. ^{kind} He told me a
little story a few weeks ago that made quite an
impression on me. It was a story about a well-to-do
Dutch farmer who lived in Africa. One day, a band of
gypsies came by the farm, and one of them told his
fortune. The gypsy told him that he ~~would~~ ^{is} be even
wealthier than he was, and that he ~~would~~ ^{is} make his money
in diamonds. Naturally, the farmer became very much
excited, and shortly ^{after} ~~after~~, sold his farm, took the
money, and started out to seek his fortune in diamonds.
He bought one piece of land and then another until he
had used up all this money. But he found no diamonds.
But the man who had purchased his farm was out plowing ^{his}
^{in a square} ~~the~~ fields one day, and turned up a bright looking
pebble. Soon, he found ^{that} he had one of the largest
diamond mines in the world right on his ^{own} farm land.
and you know, friends, a story like that has a meaning
for smokers. In this case that farmer had his fortune
right in his own back yard, ^{he looks - the man in} ~~but~~ he wandered far afield
in search of it. Which reminds me that for many years
at your favorite tobacco counter, the true smoking
pleasure that comes from fine tobacco has been right
at your finger-tips.

(MORE)

- 4 -

ATX01 0114726

1/20/43

BLOCK: Ask for Lucky Strike, so round, so firm, so fully packed, so free and easy on the draw. Yes, if you're seeking a finer, richer smoke, you need look no further than to the fine tobacco which makes Luckies such an outstanding cigarette.

(CHANT)

~~Remember that with independent tobacco exports -~~
warehousemen, buyers, and auctioneers - with men who know tobacco best, it's Luckies two to one.

RUYSDAEL: Ladies and gentlemen, Martin Block has made clear the simple facts of smoking enjoyment ... 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.

(CHANT SOLD AMERICAN)

(PECK UP FROM OCEANSIDE, CALIF.)

Corrected as per [initials]

KYSER: Now Martin Block points out that the pot of gold isn't always at the end of the rainbow.

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

(approx 1.45)

(RETURN CUE:)

KUYSDAEL: 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.

(AUCTIONEER CHANT - ENDING "SOLD AMERICAN")

(SWITCHOVER TO OCEANSIDE, CALIFORNIA)

4. ~~THERE WON'T BE A SHORTAGE OF LOVE.....HARRY & TRUDY~~

(REPRISE: "MARINE HYMN")

ORCH: REPRISE "MARINE HYMN" - FADE FOR:

WHITMAN: To you hard hitting, hard fighting Devil Dogs,
 You men who have never known fear,
 Your countrymen deem it an honor
 To give you a well deserved cheer.
 "Semper Fidelis" is a motto that's true
 To the Fighting Marines of our Nation,
 So Leathernecks, here's a salute to you
 As we pause for station identification.

LOCAL NBC STATION SAYS:

"Station X X X Solutes the United States Marines!"

(Please teletype this cue to all
stations releasing this program)

ORCH: KYSER MARCH

HIESTAND: Ready for exam number two, professor?

KYSER: Of course I am, yessir, yessir! Bring out the first second - exam Marine, Dean.

ISH: Oh, professor.

KYSER: What is it, Ish?

ISH: On account of they ain't ~~anythin'~~ ^{nothin'} that can stop a Marine I have wrote an essay in regards to which I would like to read same entitled..."Nothin'".

KYSER: Read..Ish!

ISH: "Nothin'"...Nothin' is stuff that two days after pay day a Marine ain't got anything in his pocket but. ~~Nothin' is~~ also ~~stuff that women are always talkin' about, it is also~~ ~~that a hole is full of.~~ They are different kinds of ~~nothin'~~ ^{nothin'} ~~including~~ what a civilian gets when he goes into a butcher shop and what a private thinks of a ~~shavefail~~ ^{2nd Lt} ~~Nothin' is one of the easiest things there is to do.~~ Space is full of nothin'.

KYSER: What is space!

ISH: They's no such thing as space -- it's all in your head!

~~Essay over!~~

(LAUGH)

SOUND: GLASS BELL

KYSER: Ish, that was a whizeroc!

HIESTAND: But how about the second quizeroc!

KYSER: Right now, Dean and our second firster is _____

(ADD SECOND EXAM)

1. Cecil Farabough somewhere in the Pacific says if you'll name the songs, you'll help Marine Corporal P. F. Shaner tell us a love story. Boys, this is Marine Corporal P.F. Shaner!

(APPLAUSE)

SHANER: I saw a beautiful young thing in the park and even at a distance I knew it was love at first sight. So I approached her and I said tenderly, "pardon me madam" but (PLAY)

SHANER: She replied "you might have been a beautiful baby, but look at you now I said "I know I'm not handsome, but it's easy to believe I'm Robert Taylor or one of those handsome guys -- all you have to do is use your (PLAY).

SHANER: Either her imagination or my line did the trick, because pretty soon I said "The Marines have landed, and have the situation well in hand" -- I convinced her (PLAY)

2. _____ is convinced you'll quickly detect the title of a tune that goes something like this (PLAY) (KAY HUMS) Now! we'd like to have you sing a little of that song. (PLAY) In that song Mr. Five By Five wiggles as much from head to toe as he does from what?

We'll try to have the boys wiggling at the Hollywood Canteen Saturday night -- and we'll be doing a show Sunday for the Naval Construction Battalions at Hueneme -- we'll see the See-Bees Sunday. And next Wednesday we'll be holding class with the Maritime Service at Catalina Island.

3. Sgts. Robert Adams and Leon Furra of Smyrna, Tennessee, want you and me to work a cross word puzzle - first, across I need a ~~member~~^{member} of the citrus family in nine letters - maybe this will help you (PLAY). And now - the name of a state West of Wyoming and East of Oregon - in five letters - They raise big potatoes, and it's called (PLAY). Now here're a tangerine and a potato, and a knife. I'll peel the tangerine, you peel the potato, and I'll be in Scotland before you. If you win, you get to kiss Julie and Erudy, ~~and if you lose, you have to kiss me.~~

~~BOBBY: Oh, I see, I see, not that!~~

~~KYSER: All right, even if you lose, you'll have to kiss me. Ha ha ha.~~

4. ~~Here's another one for you~~ that Miss Emma Force of Chico, New Mexico, says ~~she has identified~~^{has identified} a fine entertainer for many years. See if you can quickly tell us the name of the song and the orchestra leader (PLAY).

AUDREY: Professor, I know a little poem about _____.

FAY: You do, Little Audrey? What is it?

AUDREY: Ben be nimble, Ben be quick,
Ben jumped over the candlestick.

(GIGGLE) Ben Burnie!

~~Let's on for Wigley and we don't want to get things up, but would like for you to get wigley for a moment and give us your impression of the shimmy dance as the orchestra plays. It's a song called "I'm My Sister Kate". (PLAY)~~

5. Comes time in the College to introduce ~~another~~ ^{the old} visiting Dean^s so in honor of Private J.E. Johnson of Camp Roberts, California, we bring you ~~one~~ of your own boys from right here at Camp Pendelton ^{then the base is at Camp Pendelton} ... ~~Marine~~ Private Jack ~~Johnson~~. Let's bring ~~him~~ out here! (APPLAUSE) ~~Private Johnson~~ gets a lot of music out of ~~his~~ ^{his} ~~historical~~ ^{historical} ~~version~~ and we want you to listen and tell us what ~~was~~ playing. (PLAY PLAY PLAY)

~~6. Tonight we're with the Marines, next with the Maritime Service, and two weeks ago with the Navy and the Coast Guard. The Marine's motto is Semper Fidelis and the Coast Guard's Semper Paratus. Miss Betty Robinson of Baltimore, Md. wants us to play those two songs and have you tell us which is which. (PLAY) Is this statement right or wrong "The U.S. Marines are older than our nation."~~

APPLAUSE

SOUND: GLASS BELL

m

HIESTAND: Professor, I'll get the winner of Round Number Two!

KYSER: Get me the cards and let me see who's who -- the winner is #3 _____

Ah. Mr. _____ Your answers were breezy, so light up a Lucky and take it easy. Now here's a tune, and as the President said in his last speech, 'There's a touch of taxes in my talk!'

5. TOUCH OF TEXAS PRODUCTION

(APPLAUSE)

1/20/43

(FROM OCEANSIDE, CALIF.)

KYSER: Now Martin Block takes an example right out of your
every day life ...

(PICK UP FROM NEW YORK)

BLOCK: Do you have an ordinary lead pencil handy. I have one
right here. ~~It~~ ^{the one} happens to be yellow. It's a long
tube-like shape of average size, and it has an eraser
~~on it.~~ ^{at the top} Perhaps the pencil you have is entirely
different, but the main thing about any pencil is that
no matter what it looks like, it must write. The lead
is the main thing. ^{the pencil} It should be smooth and black. It
should be ready to put down on paper your every thought.
Now, let's take another every-day object ... a
cigarette ... like this Lucky I have here now. It's
a white tube-of-paper, filled with tobacco ... almost
the same shape as the pencil. You even hold it be
between the same two fingers. The difference between
the two things is where in the pencil, it's the lead
that counts, in this cigarette, it's the tobacco that
counts.

(CHANT BOLD AMERICAN)

(MORE)

BLOCK: For years and years, the historic chant of the tobacco auctioneer has been ringing out at tobacco auctions throughout the South. Let it remind you that in a cigarette, it's the tobacco that counts, and Lucky Strike means fine tobacco. Independent tobacco experts know tobacco, and so it becomes easy to understand why these men choose a cigarette that contains fine, light, mild leaf. In other words, the kind of tobacco that our buyers purchase. Remember, with men who know tobacco best it's Luckies two to one. If you still have that pencil in your hand, make a note. The next time you buy cigarettes, buy Luckies.

(PICK UP FROM OCEANSIDE, CALIF.)

KYSER: Now Martin Block takes an example right out of your every day life.

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

(approx 1.40)

(RETURN CUE:)

BLOCK: Remember with men who know tobacco best it's Luckies two to one. If you still have that pencil in your hand, make a note. The next time you buy cigarettes, buy Luckies.

(SWITCHEOVER TO OCEANSIDE, CALIFORNIA)

~~6. PRAISE THE LORD AND PASS THE AMUNITION ORCHESTRA~~

7. ~~MOONLIGHT MOOD GIRLS~~

(AUDIENCE APPLAUSE)

ORCHESTRA REPRIS: KYSER MARCH

HIESTAND: Professor, my master, we've got to go faster, we've got to find out who's the firster and laster.

KYSER: One moment Dean. Ish KaBibble! What was all that commotion outside a little while ago?

ISH: Oh, some General tried to get in here without a ticket!

KYSER: Yes?

ISH: So I punched him right in the nose.

KYSER: You what?

ISH: I punched him right in the nose!

KYSER: Ish! You punched the general right in the nose?

ISH: Oh, it's all right! I saluted him first!

(LAUGH)

(FANFARE)

HIESTAND: Come on, prof, start this last quiz off!

KYSER: All right, son, let's get begun and our leatherneck finalist number one is _____.

(ADD FINAL EXAM)

1/20/43

1. In America at this moment the rationing system is food for thought so we think it's appropriate in our final round tonight to discuss food. The boys of Fort Shafter, Hawaii, point out that you fighting Marines need at least 1500 more calories and twice as many proteins per day as you did in civilian life - In other words that's what it takes to keep you feeling (PLAY). And Uncle Sam says our ~~our~~ forces will have plenty of meat even if we have to kill (PLAY). In the warmer parts of our country, the chillun are already planting their Victory gardens, and speaking of gardens, will you complete this "Mary, Mary, quite contrary, how does your garden grow?"

~~Pvt. G. L. Forgers of the U. S. Marines~~ says (PLAY). He cultivated the Mary in his neighborhood because (PLAY). Will you distinguish between food, snood, prude, and dude?

RTX01 0114739

3. Nearly half of our production of canned foods and vegetables will be set aside for boys in the service, and foods that ship easily like meats, dry fruits, milk and eggs will be sent to our armed forces, and fighting allies, but from the following songs _____ says you should quickly name some countries to whom we're also sending some food (PLAY).

What kind of food is this? (KAY HUMS)

4. _____ says that when we were told there would be rationing of certain types of food, Mr. & Mrs. America immediately asked (PLAY). And now that we know, the great majority of our people feel it's a home-front privilege and welcome rationing as still another way to help keep (PLAY)

(APPLAUSE)

SOUND: CLASS BELL

HIESTAND: Professor, that exam was really a ~~jiffy~~^{jiffy}. I'll be back with the winner in just a jiffy.

KYSER: And meanwhile, here's Gayne Whitman with the tobacco laureate address.

(BOONE: CHANT - 8 to 10 seconds - ending SOLD AMERICAN. 50 to 54 INCLUSIVE)

WHITMAN: Ladies and gentlemen, let that historic chant ~~always~~ 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 independent tobacco experts... with men who know tobacco best...it's Luckies two to one!

SOUND: FANFARE

HIESTAND: The winner, professor!

KYSER: And he is contestant number _____
My good man, you've fought to the end. Squeeze my hand, you've got a friend!

~~BOBBY: (HOLLERS) LET HIM SQUEEZE GRABETTERLET IF HE WANTS A SQUEEZE~~

KYSER: Oh ~~oh~~^{and} ~~anyway~~, you win the \$50.00 United States War Bond. And number two, you came through for the \$25.00 bond. The other four in your swell corps each get ten dollars in stamps. All six for their mental tricks each get a carton of Luckies. And then, AND THEN, to all you Semper Fidelis fellahs, a package of better than ever LUCKY STRIKE CIGARETTES!

(CHEERS)

8. AFTER YOU'VE GONE.....ORCHESTRA

(FANFARE) (CUT AUDIENCE COLD)

SIESTA D: 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: First, Uncle Sam wants me to explain why there are food shortages. The main reason is the great quantities which must ~~be~~ set aside for our own Armed Forces and those of our Allies. Yes - Uncle Sam's Production Resources are the greatest in the world but we still can only produce and process just so much food. And in addition to feeding our fighting men food is a powerful weapon in war strategy. It ~~also~~ subdues resistance in occupied countries and helps to win civilian support. All of these reasons add up to less food for civilian consumption -- So, what to do about it. Rationing is the only logical answer, because "Rationing is sharing" and that's the only fair way to be sure that every American gets enough to eat. By rationing, families with lower incomes and housewives who work in war plants will share the available food products with those who have free time to shop, or whose higher incomes allow them special food buying advantages. ~~We agree with~~ Uncle Sam that when the American People understand the need for rationing certain types of foods, the great majority of ~~citizens~~ will be fair minded and will do their part. Our part at the moment is not to hoard food, that is, don't buy more than you need from day to day - cooperate with the food dealers who are trying to comply with the Government's request that they limit each person's amount of scarce foods. Don't stock up--

(NONE)

KYSER:
(CONTD)

This cripples the working power of the rationing program which is designed to help all of us to win a common Victory. Remember, Hoarding helps Hitler and Hirohito - What about it, America.

APPLAUSE

KYSER THEME. "THINKING OF YOU"

KYSER: Well, chillun, that looks like the end of this class session. And right now I'd like to thank Major General Joseph Fegan, Colonel Joseph Knighton, Lieutenant Colonel B.M. Coffenberg, Captain Roy C. Peacock and all you fightin' Marines for the swell time we've had here ~~during~~ ~~at~~ Camp Pendleton. You're doing a terrific job and believe me, the entire Nation is mighty proud of you! Next week we'll be out in the Pacific with the men of the Maritime Service, 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 Camp Pendleton and does not constitute an endorsement of our product by the Navy Department. The famous tobacco auctioneers heard on tonight's program were Mr. F. E. Boone of Lexington, Kentucky and Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina. Bud Hiestand speaking.

This program came to you from Oceanside, 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 _____

a

KAY KYSER LUCKY STRIKE

As Broadcast

#253

1/27/43
7:00-8:00 pm PWT

Casino Theatre
Catalina Island, Calif.

- | | | |
|----|------------------------------------|---------------|
| 1. | HIP HIP HOORAY | GROUP |
| 2. | THE GIRL I LEFT BEHIND ME | SULLY |
| | COMMERCIAL ONE | |
| | ROUND ONE | |
| 3. | THERE ARE SUCH THINGS | JULIE |
| | COMMERCIAL TWO | |
| 4. | WHY DON'T YOU FALL IN LOVE WITH ME | TRUDY & HARRY |
| | STATION BREAK | |
| | ROUND TWO | |
| 5. | BRAZIL | PRODUCTION |
| | COMMERCIAL THREE | |
| 6. | THE SHEIK OF ARABY | ORCHESTRA |
| 7. | YOU'D BE SO NICE TO COME HOME TO | HARRY |
| | FINAL ROUND | |
| 8. | I KNOW THAT YOU KNOW | ORCHESTRA |

WARM UP REMINDERS:

Ask audience to remain seated
till show is off the air

Rehearse audience on signs

8

ATX01 0114745

THE AMERICAN TOBACCO COMPANY

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

JANUARY 27, 1943

Originates at Casino Theatre, Avalon, California --
With Switchovers to NBC - New York for opening
and commercials.

7:00-8:00 PM P.

10:00-11:00 PM E.

(FROM NEW YORK)

RUYSDAEL: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ... Yes,
THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

BOCNE: (CHANT ENDING SOLD AMERICAN - 50 to 54 INCLUSIVE)

RUYSDAEL: Smoke the smoke tobacco experts smoke. And let that historical
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.

(FROM CATALINA ISLAND, CALIF.)

(OPENING THEME)

HIESTAND: Lucky Strike presents to the boys ~~to~~^{to} the Maritime Service
at Catalina Island, ~~Catalina Island~~, KAY KYSER'S COLLEGE OF
MUSICAL KNOWLEDGE!

AUDIENCE: "SHIP AHOY!" (BOAT WHISTLE) "HOCRAY"

ORCH: THINKING OF YOU (AUDIENCE APPLAUSE UP BIG)

KYSER: Evenin' folks, yow y'all? THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL. Yes, THE BEST TUNES OF ALL MOVE TO CARNEGIE HALL. Well, chillun tonight we're having a merry time with the Maritime Service on beautiful Catalina Island on the Pacific Ocean. Ah how wonderful it is to sit on these cliffs and watch the tides as they ebb and flow.

JACK: Hi, Cliff!)
 BOBEY: Lo, Tide!)
 JACK: Where's Eb!)
 BOBEY: Out with Flo!)

KYSER: Well - the students are hot as fire crackers!

BOBEY: THANKS, PUNK!

KYSER: Quit it! You're driving me daffy! Pull yourselves together!

ISH: Oh boy - a daffy pull!

KYSER: As I was saying, we're at Catalina Island with the men who are trainin' for all branches of the maritime service, the men who deliver the goods to our fightin' fronts everywhere. In other words when the boys overseas say "pass the ammunition", these are the men who do it! And right now our passers of the ammunition are waitin' for the competition of \$115.00 in war bond prizes. But while they're gettin' in condition, yet's dance....

1. HIP HIP HOORAY GROUP

ATX01 0114747

AUDREY: Professor, I'm sorry I was naughty in school.

KYSER: Now we're gettin' somewhere, little Audrey.

AUDREY: And a bunch of us kids had a date to go for a boat ride..
and we thought, well are you going to have anything on
tonight?

KYSER: No -- I don't think so, little Audrey.

AUDREY: Gee. .you're sure going to be chilly!

(LAUGH)

KYSER: What's the use? yet's dance, children!

1. HIP HIP HOORAY GROUP

WHITMAN: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ... Yes,

2. THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.,
Let it be said that...
(APPLAUSE)

2. THE GIRL I LEFT BEHIND ME BULLY..

HIESTAND: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ... Yes,

THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

KYSER MARCH

HEESTAND: Professor, the prizes are ready, let's see who gets 'em. Let's not drift around like flo tsam and jetsam!

JACK: HYA, FLOTSAM!

BOBEY: O.K. JETSAM!

KYSER: Cut it out - out it out - say -- Ish!

ISH: Yes sir?

KYSER: Have you your lesson for today?

ISH: Yes sir, I have writ a poem about the ocean which I would like to read same entitled ...Kelp.

KYSER: Read!

ISH: Oh I wish I was a piece of kelp
Floating in the sea
And when the girls went swimming by,
I'd tickle them with me.
(LAUGH)

HEESTAND: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ... Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

KYSER: And contestant number one is _____.

(ADD FIRST EXAM)

1. In this one from Lt. Howard Finch of Albuquerque, N. M., Mr. Five by Five is in the Maritime Service and he was so greedy, that when it came time for mess, he tried to beat his buddies to the galley by jumping down the hole! But he was so wide he got stuck and hollered "get me out of here, ~~help me~~ (PLAY). His buddies laughed and said "Stay there a while, you look simply devine, with (PLAY). He promised to reduce if they got him out. He did - in fact he reduced so much his buddies now call him (PLAY).

HIESTAND: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ... Yes,
THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL!

2. Speaking of Maritime, Helen Gibbs of Montauk Point, L. I., asks what month of the year is the most popular marry-time? Now will you distinguish between waltz time, ~~two time~~ two time. + over time.

On Montauk, I had a date my girl gets at the ship, over!

3. Comes time for our musical crossword puzzle and Lt. Hal Ferguson of Marana Field, Tucson, wants you to help us out. First - across - the largest South American country in 6 letters - Maybe this will help you (PLAY). And now down - a droop, drip, jerk of nitwit in 12 letters - (PLAY)

HIRSTAND: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ... Yes, THE BEST
TUNES OF ALL - MOVE TO CARNEGIE HALL!

4. We're going to play the introduction to one of our most successful records and June Morrison of Tacoma, Washington, wants you to name the song from what you hear. (PLAY) Seated at the piano is the composer of that song now one of the Maritime Service boys here at Catalina - Mr. Carl Fisher. Carl Fisher is going to play bits of other well known songs ... and we want you to tell us what they are. (PLAY PLAY)

CARL: Kay, I want to thank you for the wonderful recording you made of my song.

KAY: Are you kidding? We want to thank you for giving us such a swell number to record.

5. From the Maritime Service here at Catalina, we have a visiting Dean raring to do a service for the College. He is _____.

Let's bring him out here! (APPLAUSE) Mr. _____ is quite an impersonator, not only of people but of musical instruments as well. He is going to give us a few impersonations and we think you should be able to recognize them. (PLAY PLAY PLAY)

KYSER: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ... Yes,
 THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL!

6. Of course Catalina is famous for its flying fish, but Mary Jonas of Berkeley, Calif., says you'll also find them (PLAY). And speaking of Roads ~~who were the stars of "Road to Singapore" and "Road to Moscow"~~ ^{... in the movie "Road to Singapore"}. (Toujours L'Amour Toujours - I Hope, I Hope, I Hope - Boo-boo-boo.)

APPLAUSE

SOUND: CLASS BELL

HIESTAND: 'Fesser the students are through the first round try.

KYSER: Well, dean, find out who's low and who's high.

ISH: Professor, pretty soon you won't be able to get any more good tuna fish in Catalina.

KYSER: Why, Ish?

ISH: Because the best tunas of all - move to Carnegie Hall. Yes, the best tunas of all - move to Carnegie Hall.

HIESTAND: Here's the winner, Professor.

KYSER: High man?

HIESTAND: Hi, Kay! HOLY SMOKE! NOW I'M DOING IT!

KYSER: At ease, Dean, please! Well, blow me down, the captain of the first round is contestant number 3 _____, Sir you were right, here's a Lucky, here's a light, so set your compass for the final rumpus while all the ohillun dance!

3. THE GIRL I LEFT BEHIND ME SULLY
(APPLAUSE)

WHITMAN: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ... Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL!

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

(SWITCHOVER TO NEW YORK....PICK UP COMMERCIAL #1)

(FROM CATALINA, CALIF.)

WHITMAN: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ...
Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

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

(PICK UP FROM NEW YORK)

AUCTIONEER: (CHANT - SOLD AMERICAN)

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 tobacco experts -
^{the} auctioneers, buyers, and warehousemen who attend the auctions, ^{can't} 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. (CHANT - SOLD AMERICAN) 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: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ...
Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

(PICK UP FROM CATALINA)

(approx 1.00)

(RETURN CUE)

AUCT: CHANT * SOLD AMERICAN

BLOCK: 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.

RJYSDAEL: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL...Yes,
THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

(SWITCHOVER TO CATALINA ISLAND, CALIFORNIA)

4. WHY DON'T YOU FALL IN LOVE WITH ME,...HARRY & TRUDY
(APPLAUSE)

HIESTAND: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL...Yes,
THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

(REPRISE:) "SONG OF THE VICTORY FLEET"

GLEE CLUB: "SONG OF THE VICTORY FLEET" ----- FADE FOR:

HIESTAND: ~~THE BEST TUNES OF ALL --- MOVE TO CARNEGIE HALL!~~
~~Yes, THE BEST TUNES OF ALL MOVE TO CARNEGIE HALL!~~

WHITMAN: To you men of the Maritime Service,
Who keep the sea lanes free
Delivering food and guns and men
And assuring us Victory,
We stand and salute you, side by side
From every point of the Nation,
And tip our hats with a feeling of pride
As we pause for our station identification.

LOCAL NBC STATION SAYS:

"Station X X X Salutes the Maritime Service!"

(Please teletype this cue to
all stations releasing this
program.)

KYSER MARCHE

WHITMAN: THE BEST TUNES OF ALL --- MOVE TO CARNEGIE HALL! Yes, ...
THE BEST TUNES OF ALL MOVE TO CARNEGIE HALL!

HIESTAND: ~~That's right!~~ Jack Benny moved in there last week.

BOBBY: ~~(HOBBIERS) And Carnegie Hall moved out!~~

KYSER: ~~Quiet!~~

HIESTAND: 'Fess, second rounders are nervous, awfully anxious, they're waxin'!

KYSER: Then yet's give 'em a chance to win some of that jack, son!

HARRIS: EIYA, JACKSON!

KYSER: Now look here! I've had about enough of...WELL, PHIL HARRI (APPLAUSE)

Phil, your Marine life has done wonders for you! How do you like the water!

HARRIS: Kay, it's terrific!...Why, I'm even gettin' so I can drink the stuff! ^{with a little beer} There's only one trouble with this life. I get to bed awfully late -- eight o'clock every night!

KYSER: Eight o'clock in the evening? That's early!

HARRIS: EARLY! I used to be in bed by six o'clock ^{in the} ~~in the~~ morning!

KYSER: Can't sleep in the dark, eh? Of course, I guess the pay is a little different from what Jack Benny used to give you, too.

HARRIS: You said it, Kay! You know that green stuff I get here every payday?...I can spend it! ^{It could do a man in.}

~~KYSER: Well, what's it look like with the green stuff?~~

~~HARRIS: Sure! My garage is full of it!~~

~~KYSER: Well, why don't you spend that?~~

~~HARRIS: Who's gonna spend the juice?~~

KYSER: Say! ^{Phil now I see what Benny's music means} ~~Do you suppose the Lopez's Boys~~ are working for Grape Nuts? (?)

HARRIS: Yeah -- and from what I hear, yours are working for peanuts!

KYSER: Phil!...if you believe that, you are addle-pated!

HARRIS: Addle-pated!..THIS IS MY REAL HAIR AND YOU KNOW IT!

0

KYSER: Oh, Mother Machree! Ish, come here, I want you to meet the other half of your brain, Phil Harris!

ISH: Howdy.

HARRIS: So you're Ish, eh?

ISH: Full name Ish K. Bibble, J - R.

HARRIS: What's the J-R for, Junior?

ISH: No -- JERK.

KYSER: See, chillum? Now listen, fellahs, I'm going to see which of you is the smart ^{if any. I do give} ~~by giving~~ you a regular examination. Ish, you're first. Who was president before Franklin Roosevelt.

ISH: I don't know -- that was before my time.

KYSER: One wrong. Phil, how about a musical question?

HARRIS: Yeah, ask me something about high-class music -- Some of that Carnegie Hall stuff -- like who was Chopin and Sherbet and Batch.

KYSER: Okay. Who wrote Tschaikowsky's Piano Concerto?

HARRIS: Freddy Martin!

KYSER: Das right! Now, Ish, in music, what is known as a rest?

ISH: A rest is something people get when we quit playin'.

KYSER: Das good! Das good! Now Phil, here's a tough one. A certain band leader who used to be on Jack Benny's program and is now with the Maritime Service, married a beautiful blonde movie actress whose initials were A.F. and are now A.F.H. Where did that certain band leader live before he met his wife?

HARRIS: I don't know.

KYSER: You don't know!?

HARRIS: No -- I never lived until I met Alice! So long, Kay!

KYSER: So long, Phil, and thanks for bein' with us!
(APPLAUSE)

SOUND: CLASS BELL

KYSER: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ... Yes,
THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL!
And now to get back to our second round, our first
contestant is _____!

(ADD SECOND EXAM)

1. Of course the Chamber of Commerce wouldn't want me to say that the West Coast had a big rainstorm last week so we'll just say there's been no priority on the dew. But it, Chuck Gage of Camp Cooke points out that the chillun out here are happy even when it's raining. They just go around (PLAY) And the Traffic Dept. reports that in spite of rain, there've been just as many cars on the road because there's nothing the chillun out here like better than (PLAY) And oh boy, can you sleep when it's raining - nothing puts you to sleep better than (PLAY) Who's Claude Rains?

WHITMAN: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ... Yes,
THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

2. When you're out on your ship, you meet many types of boats. Evelyn Williams of Chicago, wants to know what type of boat you'd be passing if you heard this (HARRY - Thar She Blows) What type of boat is this? (MAX) And if you thought you saw a boat and didn't, it would be this kind (PLAY).

HIESTLAD: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ... Yes,
THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

3. For Pat Stephenson of Consolidated Aircraft let's assume that you're on your ship in the China Seas and a big wind comes up. Would it be a tycoon, or a typhoon. If a _____ is a big wind storm on the China Seas, what's a buffoon? (BOBBY YELLS "A BIG WIND IS ON THE NBC") OF course, your tankers, liberty ships and other cargo vessels are motor-driven but in the days of the sailing vessels, they had to depend on a lot (PLAY) Were those sailing vessels called wind-jammers, Katzenjammers, or silk pajamas? Who was one of the stars of Captains Courageous?

WEITMAN: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ... Yes,
THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

4. In connection with the President's birthday January 30, the annual March of Dimes drive is now in progress and Vera Miller of Los Angeles, is sure the children will help the Infantile Paralysis Fund all they can when somebody says (PLAY) Is the President's Infantile Paralysis Foundation in Hot Springs, Ark., Warm Springs, Ga., or Palm Springs, California.

And - speaking of Palm Springs we'll be with the Desert Troops down there next Wednesday night. Meanwhile, we'll be with the gang at the Hollywood Canteen Saturday night, and with the Navy Construction Battalion at Hueneme Sunday -- we'll see the Sea Bees Sunday!

5. We imagine you fellows have a little time to read magazines once in a while, so in the following statement Joe Arriola of Twin Falls, Idaho, wants you to pick out four of them. A sailor who was assigned to a Collier was given Liberty when he arrived in Asia. He had the Time of his Life when he met a Mademoiselle with Glamour. She was a Cosmpolitan sort of a gal and they Clicked as soon as they got a good look at each other. Do you think my College Humor is hard to Judge?

WHITMAN: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ... Yes,
THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

6. We're about to play a song 3 different ways, and Gladys Johnson of Jacksonville, Florida, wants you to tell us which is Dixieland, which is corny, or icky, and which is swing. (PLAY) You know who Alexander The Great is, but who is Alexander the Swoose? (SONG) What great man do you think of when you put fuel in the furnace?

(APPLAUSE)

SOUND: CLASS BELL

HIESTAND: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ... Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL! Second round's over and all is well!

KYSER: WHEN YOU FIND THE WINNER, ring the bell!

TRUDY: (SOUTHERN ACCENT) Oh, Professah Kysah, suh...

KYSER: YES?

TRUDY: Do you all remembah the girl that used to live next door to you all in No'th Ca'linah?

KYSER: Why, bless my soul! If it isn't little Daisy-Bell! What brings you to Catalina Island?

TRUDY: Well I came heah to get Mr. Wiggley to....

KYSER: Wiggley, but Daisy-Bell, the name is Wrigley and he's not here now.

TRUDY: Then could I see Mr. Phil Harris?

KYSER: What good would that do! You want to get Wrigley, not Harris.

TRUDY: (GIGGLE) One look at Mr. Harris and any girl would get wriggley!
(LAUGH)

KYSER: Daisy-Bell, see me later!

HIESTAND: Yes! Here's the second winner for Alma Tomater!

KYSER: And he is contestant No _____! And good for you, but you're not through, so light up a Lucky there's more to do after the chillun hear a tune or two.

HIESTAND: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ... Yes,
THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL!

5. DARK EYES PRODUCTION
(AUDIENCE APPLAUSE)

(FROM CATALINA, CALIF.)

WHITMAN: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ...
Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

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

(PICK UP FROM NEW YORK)

BLOCK: You know, ~~folks~~, there's an old saying that goes,
"Shoemaker, stick to your last." ^{Now} Can you imagine a
housewife walking into a plane factory, and telling the
designers ^{there} how to build an airplane. Or a tobacco
expert telling a movie director how to produce a motion
picture. ^{suburban} ~~the~~, when planes must be designed, it takes
specialists in that kind of work to do it. ^{When} ~~When~~ movies
^{are t:} ~~can't~~ be made, experienced directors must make them.
and when you want an opinion of what it takes to make
a fine cigarette, ask a tobacco expert. (CHANT -
SOLD AMERICAN) Any man who knows his cigarettes, will
tell you the all-important thing in a cigarette is
tobacco ... the finer the tobacco, the finer the
cigarette. We've found that with independent tobacco
experts, with men who know tobacco best, it's Luckies
two to one. So, why don't you smoke the smoke tobacco
experts smoke. Smoke Luckies, so round, so firm, so
fully packed - so free and easy on the draw.

RUYSDEL: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ...
Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL!

(PICK UP FROM CATALINA)

WHITMAN: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL...Yes,
THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

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

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

(approx 1.15)

(RETURN CUE)

BLOCK: So, why don't you smoke the smoke tobacco experts smoke.
Smoke Luckies, so round, so firm, so fully packed - so
free and easy on the draw.

RUYSDAEL: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL...Yes,
THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

(SWITCHOVER TO CATALINA ISLAND, CALIFORNIA)

6. "THE SHEIK OF ARABY".....ORCHESTRA

HIESTAND: THE BEST TUNES OF ALL...MOVE TO CARNEGIE HALL...Yes,
THE BEST TUNES OF ALL...MOVE TO CARNEGIE HALL!

7. "YOU'D BE SO NICE TO COME HOME TO".....HARRY

(APPLAUSE)

HIESTAND: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ... Yes,
THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL! AND now let's get on
with the final brawl!

KYSER: Right! And finalist number one is _____!

1. In honor of our coming back to Santa Catalina Island, we'd like to
dedicate our final round to this beauty spot that is now being
utilized by Uncle Sam very effectively for victory, and at the same
time discuss a few other islands. For instance, there's one called
(FLY) _____ wants to know where and what is
Coney Island. To what islands in Alaska do you boys take supplies?

2. Nor _____ wants us to take a trip to (PLAY) By the way, who
wrote _____? What island in South Pacific have the same
name as an ancient wise king?

HIESTAND: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ... Yes,
THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

3. Undoubtedly many of you boys here tonight will be visiting the islands of the South Pacific shortly and on your way to deliver men and material to that area you will probably come close to the islands which will prompt you to sing (PLAY) Catalina is not only an island. What are three other things named Catalina?

KYGER: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ... Yes,
THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

4. On what isle did the army recently relieve the Marines? The Isle of Man is in the Irish Sea, but Madelyn Cooper of Sioux City, Iowa, reminds us that there are two other islands in the English Channel named after cows. What are they? May be this will give you a clue.
(PLAY PLAY)

(APPLAUSE)

SOUND: CLASS BELL

KYSER: You know, chillun, I've learned a lot today during our return to Catalina. Up 'til now I thought the men who took the maritime ships to sea learned aboard ship, but today we've seen thousands, (I can't tell the enemy how many thousands,) of young men undergoing a very fine and intensive course of training. So to those of you who have boys in this service - don't worry about them. When the time comes, they will be rugged and ready. And to those of the rest of us who depend on these men to get food, supplies, and ammunition through to our forces all over the world - don't worry about that either. They are trained, they are ready, and believe me they are rarin' to go.

(UNCLAS)

HIESTAND: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ... Yes,
 THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.
 (FLUTTER)

HIESTAND: Professor, there's the exam's conclusion! But the judge is having
 a little confusion!

KYSER: What's the matter?

HIESTAND: He can't read the winner's name!

KYSER: Never mind, I'll read it myself! Well, chillun, the winner is
 _____. Congratulations, sir, let me wring your hand! (SOUND:
 SLEIGH BELLS) Ah! Good humor man! You got everything right so you
 are not only entitled to a first prize of a \$50 War Bond, but for
 being perfect all the way, an additional \$25 bond, or \$75 all
 together -- the first prize! And here's a prize for our second
 class-roamer, a \$25.00 Bond! The remainin' quartet each get \$10.00
 in stamps! All six get a carton of Luckies and then, AND THEN! To
 all you men of the five oceans, for all your loyalty and your
 devotion, a package of better than ever LUCKY STRIKES GIGARETTES!
 (CHEERS)

8. "I KNOW THAT YOU KNOW" ORCHESTRA

WHITMAN: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ... Yes,
 THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL!
KYSER THEME....."THINKING OF YOU"

KYSER: Well chillun' that just about winds up our class session from Catalina Island ^{with the Maritime Service Camp} And I'd like to thank Captain J.L. Beebo, Commander P. Brennan, Lieutenant W.M. Hamer, Ensign Howard Esery ^{Phillips} and all you trainees of the Maritime Service for your courtesies during our visit with you. Next Wednesday night the old college will be holding class sessions with the Desert troops, the gliders and fliers located in and near Palm Springs. From out here in the Pacific, 'way into the desert, we go and we're sure lookin' forward to it. And now, this is Kay Kyser, thinkin' of you. Thanks a lot for being with us...and, so long, everybody.

(APPLAUSE)

"LUCKY THEME".....

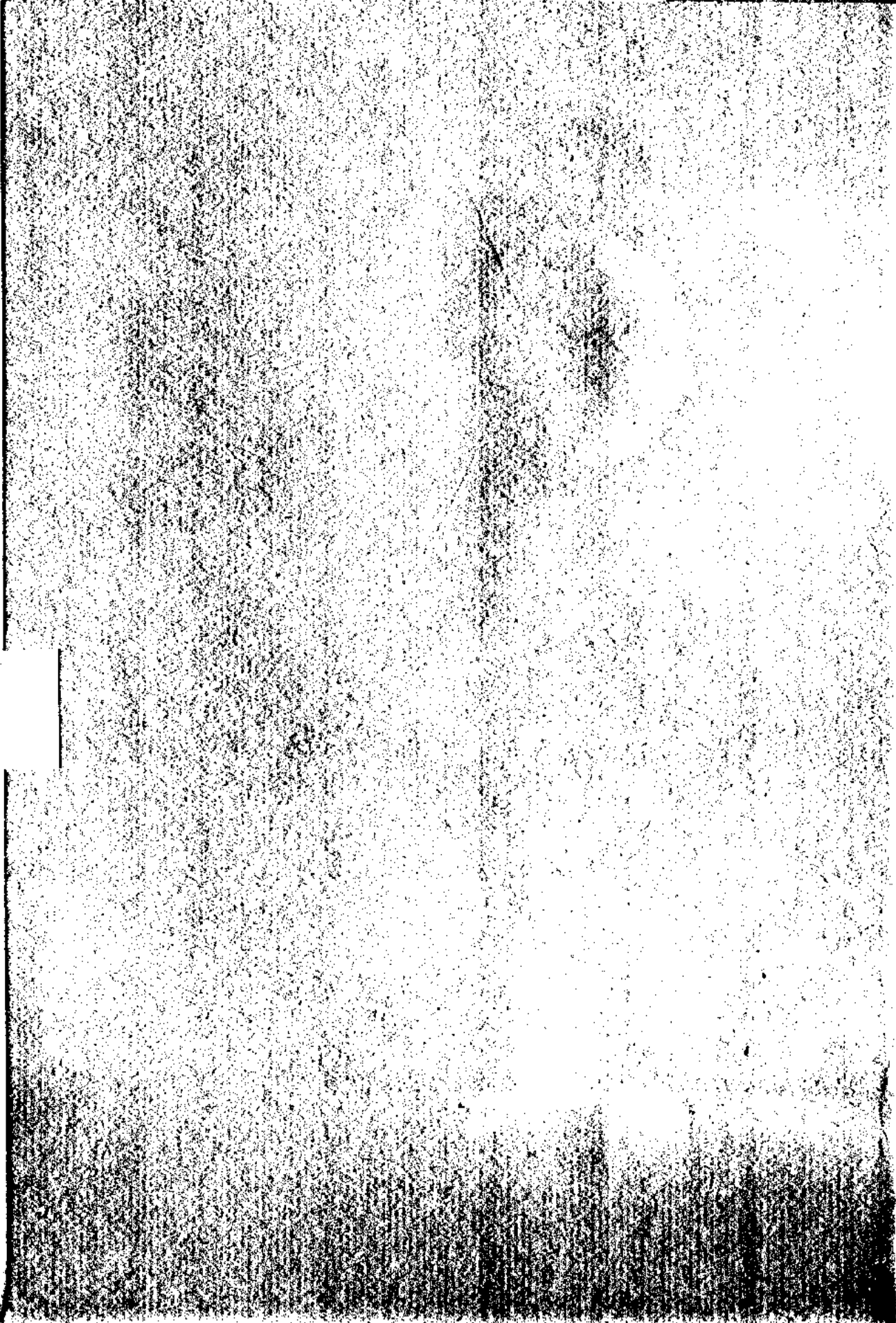
HIESTAND: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL...Yes,
THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

This broadcast was for the entertainment of the men of the Maritime Service and does not constitute an endorsement ^{as the} ~~of~~ ^{the Shipping Administration endorses no products} ~~our product by the Navy Department.~~ The famous tobacco

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

This program came to you from Catalina Island, ~~California~~, and New York.

THIS IS THE NATIONAL BROADCASTING COMPANY.



The Broadcast
®

KAY KYSER LUCKY STRIKE

#254

2/3/43
7:30-8:00 pm PWT

Plaza Theatre
Palm Springs, California

- | | |
|---|---------------|
| 1. MARGIE | ORCHESTRA |
| 2. MOONLIGHT MOOD | GROUP |
| COMMERCIAL ONE | |
| ROUND ONE | |
| 3. CRANKY OLD YANK IN A CLANKY OLD TANK | HARRY & SULLY |
| COMMERCIAL TWO | |
| 4. FOR ME AND MY GAL | HARRY & JULIE |
| STATION BREAK | |
| ROUND TWO | |
| 5. BRAZIL | PRODUCTION |
| COMMERCIAL THREE | |
| 6. SLEEPY TIME GAL | ORCHESTRA |
| 7. THREE DREAMS | TRODY |
| FINAL ROUND | |
| 8. MR. FIVE BY FIVE | ORCHESTRA |

WARM UP REMINDERS:

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

Rehearse audience on signs.

0

ATX01 0114772

THE AMERICAN TOBACCO COMPANY

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

FEBRUARY 3, 1943

Originates at the Plaza Theatre, Palm Springs, California
(With switchovers to NBC, New York, for opening and commercials)

7:00 - 8:00 pm FWT

10:00 - 11:00 pm EWT

WEDNESDAY, FEBRUARY 3, 1943

(FROM NEW YORK)

RUYSDAEL: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ... Yes,
THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

BOCNE: (CHANT ENDING SOLD AMERICAN)

RUYSDAEL: Smoke the smoke tobacco experts smoke. And let that
historic 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.

(FROM PALM SPRINGS, CALIFORNIA)

(OPENING THEME)

HIESTAND: Lucky Strike presents to the boys of the Armed Forces
in and near Palm Springs, California, KAY KYSER'S
COLLEGE OF MUSICAL KNOWLEDGE!

AUDIENCE: "YEA ARMY!" A-R-M-Y! "ARMY!" "HOORAY!"

ORCH: THINKING OF YOU (AUDIENCE APPLAUSE UP BIG)

KYSER: Evenin' folks, how y'all? THE BEST TUNES OF ALL MOVE TO CARNEGIE HALL!!

Yes, THE BEST TUNES OF ALL MOVE TO CARNEGIE HALL!

ISH: When do we leave, professor?

KYSER: When do we leave? I said the best tunes of all move to CARNEGIE HALL!

ISH: Oh! I thought you said the best GOONS of all!

KYSER: Ish, that was a pip, but button your lip. I want to tell all the
chillun that tonight the College of Musical Knowledge has moved to
Palm Springs. This morning we were with the boys out at Torney Hospital
- this afternoon and again tonight the Ferry pilots, Air Force pilots,
glider pilots and the Camp Young Mechanized Forces. Yes - good old Palm
Springs, where every time a bell boy moves your suitcase his palm springs
- but really I love the desert with all its natural beauty - its flowers
- its cactus.....

ISH: Professor, do you know why me sitting on a piece of cactus is like when
I and you go out to dinner and the waiter brings the check?

KYSER: Why, Ish?

ISH: I get stuck with it.

HIRSTAND: Professor, class for today is under way.

KYBER: Thanks, Dean, and now that you've had your say, let's not delay. Here's our first contestant to try for the \$115.00 in war bond prizes. But I see right now he's in a trance, so come on, chillun, yet's dance!!

1. MARGIE ORCHESTRA
(APPLAUSE)

WHITMAN: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ... Yes,
THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL!

2. MOONLIGHT MOOD GROUP
(APPLAUSE)

HIRSTAND: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ... Yes,
THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL!

KYBER MARCH

- 2 -

ISH: Professor, on account of we are here in the desert where ^{there} ~~they~~ is hardly anything but a lot of ground I have wrote an essay in regards to which I would like to read same, entitled....MUD

KYSER: Ish, you may read same.

ISH: Mud...Mud is stuff that if it was looser it would be dust. They are many ~~different~~ kinds of mud including, mud hen Mudd and Jeff, Mississippi Mud, mud pies, just plain mud and G.I. Coffee. It takes water to make mud out of dirt which is the reason they was no mud in Palm Springs until Professor Kyser arrove with his band.

KYSER: Ish! What have I and ^{side} ~~my~~ band in common with water!

ISH: One big squirt and sixteen drips!

(ALTERNATE)-C-

~~ISE:~~ Well, a teacher elevates students, an elevator is a lifter,
a lift is a jack and a jack is a male male!

(LAUGH)

KYSER: Get me out of here!

HIESTAND: THE BEST TUNES OF ALL MOVE TO CARNEGIE HALL!...Yes, the
BEST TUNES OF ALL MOVE TO CARNEGIE HALL. And professor
has finally arrived within the old college walls!

KYSER: And yet's see who our first contestant is. Yes, he's

!

(ADD FIRST EXAM)

2/3/43

1. Here's a little love story from Pvt. Gordon Terry, Camp Pendleton, about a tank-yank who met a gal that was really a dream, - he said "Baby you're a dream so (PLAY) She said "no." He said "Why?" She said (PLAY) She said "I don't want to walk, ^{in the desert it's hot & hot for} I want to go for a buggy-ride." He said "~~There are~~ ^{well there} no buggies here in the Desert, we use (PLAY)

HIESTAND: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL...Yes,
THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL!

2. Since we're in Palm Springs, Shirley Anderson of Toledo, Ohio thinks it appropriate for you to distinguish between Palm Olive, ^{palmistery,} ~~reading~~ and Palm Beach Story. Do you get dates from Palm Trees?

CONTESTANT: I don't know, but I like to have one under a Palm Tree.

2/3/43

3. Around here the natives say it's hot by day and cold by night, so Corporal Ed Belisle of Camp Lura, New Mexico, wants you to tell us what radio personality would be talking if she said "It's very hot when the sun is out, but it will be cold (PLAY) And what radio personality would be out at Hemet Field if he looked at an airplane propeller and said "round and round she goes, and where she stops, nobody knows"? Speaking of _____ we'd like for you to imagine that you're auditioning for Major Bowes on the ~~bass-horn~~^{accompaniment}. The orchestra will play and everytime they stop you fill in on the ~~base~~^{accompaniment}.

HIBSTAND: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL...Yes,
THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL!

4. We'll tell this one from Miss Jean Marie Reilly of Bridgeport, Conn., with sound effects and if you'll identify these sound effects, you'll complete our story. It's about a buck-private who bragged so much he ~~sounded like a~~ ~~buck-private~~, so his sergeant loaded him up with so much equipment, ~~the buck-private looked like a~~ ~~bulk-private~~. ~~Now comes the story.~~ ^{And} The sergeant said "march"! Take it on the (SOUND) He did and he hadn't walked far until he got a charlie (SOUND). He got red in the (SOUND) and his ~~knickerbockers~~^{knickerbockers} got so heavy, he could hardly lift his (SOUND). He staggered back to camp and said "I guarantee that's the last time I (SOUND). The moral of the story is don't brag unless you want your sergeant to give you the (SOUND)

5. Private Harman Kaufman of Camp Berkeley, Texas, proposes we present from Palm Springs, a visiting personality, so pronto...here he is. It's Sam Hinton, ^{who has been here} ~~one of the boys who assisted in the building of~~ Torney General Hospital here. Sam is also the curator of the Palm Springs Desert Museum, and incidently, one of the youngest curators in ~~the country~~. Yet's bring him out here! (APPLAUSE) Sam is going to play some harmonicas ... not one, not two, not three, but four harmonicas ^{at} the same ^{time} ~~time~~! We want you to listen and tell us what he's playing! (PLAY PLAY PLAY) Chillunt, I just learned this afternoon that Mr. Hinton is also recognized as one of the Nation's foremost authorities on snakes. ~~Boy, is he a busy man!~~

ISH: Professor! I would like to talk to Mr. Hinton about a rattler I picked up this morning.

KYSER: You picked up a rattle-snake this morning? Ish! That's impossible. All the rattle-snakes are out in the desert ...there are none around town here.

ISH: Oh no? Well wait til' I show you what's in my shoe. There!

HARRY: (SHAKE THE MARACCAS)

KYSER: Why Ish! Is that a real rattle snake?

ISH: It ain't Cermen Miranda!
(LAUGH)

KYSER: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ... Yes,
THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL!

6. Last week in Los Angeles, I saw the mightiest military extravaganza of all times, and from this song, Miss Mary Higgins of Greenacres, Wash., says you should be able to name the show. (PLAY)
It is written by the fellow who composed such songs as "Alexanders Ragtime Band" "The Easter Parade" "White Christmas" etc. Who is he?
And the fellow who produced it and plays in it used to answer to this on the radio. (KAY)

(APPLAUSE)

SOUND: CLASS BELL

WHITMAN: THE BEST TUNES OF ALL MOVE TO CARNEGIE HALL!...Yes, THE BEST TUNES OF
ALL MOVE TO CARNEGIE HALL!

HEBESTAND: 'Fess, shall I find out who won the first round stakes?

KYSER: You tell 'em Jeep, I've got the shakes!

JULIE: Ah, professor.

KYSER: Well, well, our little desert flower, Julie Conway! What is it Julie?

JULIE: I met the cutest soldier down here last week.

KYSER: Did you fall in love with him?

JULIE: Uh huh.

KYSER: And did he fall in love with you?

JULIE: I think so.

KYSER: How do you know?

JULIE: Well, today he told me that since he met me, he can't gamble, he can't
drink and he can't eat.

KYSER: Why not?

BOBBY: (HOLLERS) The poor guy's broke!

HIESTAND: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ... Yes, THE BEST TUNES
OF ALL - MOVE TO CARNEGIE HALL! Here's the first round champ,
professor!

KYSE: Yet's see. Yes he is _____. Congratulations on your
maneuvers, you've won the first round orr doovers. For a moment, just
put your books on the shelf. Here's a Lucky, enjoy yourself while all
the chillun dance to a song for the mechanized forces!

S. CLANKY OLD YANK IN A CLANKY OLD TANK.....HARRY & SULLY
(AUDIENCE APPLAUSE)

HITMAN: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL... Yes, THE BEST TUNES
OF ALL - MOVE TO CARNEGIE HALL.

KYSE: Now, chillun, let's listen to that dean of common sense, Martin Block.

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

(approx. 1.00)

(FROM PALM SPRINGS, CALIF.)

WHITMAN: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ...
Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.
KYSER: Now, chillun, let's listen to that Dean of Common
Sense, Martin Block ...

(PICK UP FROM NEW YORK)

BLOCK: You know, friends, there's an old saying ^{reference to} ~~that goes~~
"Shoemaker, stick to your last." Can you imagine a
housewife walking into a ^{air} plane factory, and telling
the designers how to build an airplane. Or a tobacco
expert telling a movie director how to produce a
motion picture. ^{it's} ~~No~~, when planes ^{are} ~~must~~ be designed,
it takes specialists in that kind of work to do it.
^{Sound like all} When movies are to be made, experienced directors
must make them. And when you want an opinion of
what it takes to make a fine cigarette, ask a tobacco
expert.

BOONS: (CHANT - SOLD AMERICAN)

BLOCK: Any man who knows his cigarettes, will tell you the
all-important thing in a cigarette is tobacco ... the
finer the tobacco, the finer the cigarette. We've
found that with independent tobacco experts, with men
who know tobacco best, it's Luckies two to one. So,
why don't you smoke the smoke tobacco experts smoke.
Smoke Luckies, so round, so firm, so fully packed -
so free and easy on the draw.

~~RUYSDAEL: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ...~~
~~Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.~~

(PICK UP FROM PALM SPRINGS, CALIF.)

(RETURN CUE:)

BLOCK: So, why don't you smoke the smoke tobacco experts smoke. Smoke Luckies, so round, so firm, so fully packed - so free and easy on the draw.

(SWITCHOVER TO PALM SPRINGS, CALIFORNIA)

4. FOR ME AND MY GAL HARRY & JULIE

(APPLAUSE)

HIRSTAND: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ... Yes, THE BEST TUNES OF ALL * MOVE TO CARNEGIE HALL.

(REPRISE: "LUCKY STRIKE TIME")

ORCH: LUCY STRIKE TIME -- FADE FOR:

WHITMAN: From Palm Springs, California, we pause for station
 identification!

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

ORCH: KYSER MARCH

WHITMAN: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL!
 Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL!

HIESTAND: Professor, we're ready for round number two.

~~(WHIFFLES)~~

~~KYSER: What?~~

~~HIESTAND: (WHIFFLES)~~

~~KYSER: Why Dean? What's the matter with you?~~

~~HIESTAND: Sorry, Professor. I've been eating meat again!~~

~~(HE EXITS, SINGING EMPTY SADDLES IN THE OLD CORRAL, ETC.)~~

KYSER: Well, ^{just a minute} ~~but out the doorway!~~ Where's Little Audrey?

AUDREY: Here I am, professor.

KYSER: It's about time you showed up, my little one, where have you been?

AUDREY: Oh, I've been studying nature and animals of the desert. And professor, why is it that there are so many more papa rabbits than mama rabbits?

KYSER: Why that's not true, Little Audrey.

AUDREY: It is too! Because little baby rabbits only have one mother, but they've all got four paws!

(LAUGH)

KYSER: Well, I just lost the corn-husking championship!...

SOUND: CLASS BELL

KYSER: THE BEST TUNES OF ALL MOVE TO CARNEGIE HALL...Yes, THE BEST TUNES OF ALL MOVE TO CARNEGIE HALL!
And now yet's see which second rounder moves into the Finals Hall! And this time our starter is _____!

(ADD SECOND EXAM)

1. Uncle Sam believes there is no place better to make men rugged than the desert, and believe me, these desert troops and flyers are plenty rugged and ready. Miss Dorothy Booth of Phoenicia, New York, reminds us that out here in the desert many of the first settlers urged their four-legged transportation along with (FLY). And then came along the pioneers who widened the trails with (FLY). Now here in the desert instead of trails and covered wagons, there are (FLY)

2. Speaking of the desert, _____ asks if the following tune is from the "Desert Song" (FLY) Now here's one that's from the "Desert Song". (KAY) And now we'd like to have you sing a bit of that song. All set, go! (FLY) (KAY stops him and says "That's enough - any more and you'd be one alone.")

KYSEE: Ah, very refreshing. As refreshing as the desert with its purple hills and its snow white, rolling sand dunes.

ISH: It'll be a pretty flat desert before long, professor.

KYSEE: Why, Ish?

ISH: Because the best dunes of all move to Carnegie Hall. Yes, the best dunes of all move to Carnegie Hall!

KYSEE: Okay. Ish. Okay.

3. Anne Carson of Philadelphia sends us this one. She says Anthony Quinn was wonderful in the picture "Road to Morocco" playing the part of (PLAY) and Tyrone Power was terrific in "Blood & Sand" when he subdued (PLAY). But now she has found her ideal in one of the Yanks who are putting the screws to the Axis - she calls him her (PLAY).

WHITMAN: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ... Yes, THE BEST
TUNES OF ALL - MOVE TO CARNEGIE HALL!

4. Tonight the College of Musical Knowledge starts its sixth year for Mr. Lucky Strike. In other words, we've just finished 5 years of wonderful association with Mr. & Mrs. America, so George Harriott of Tulsa, Oklahoma, would like for us to dwell on the numbral "5" for a moment. Name three songs with "5" in their titles. As we start our 6th year of Lucky Strike broadcasts, all we can say is "now more than ever we're going to do our best to entertain the chillun all over the land and for listening to us in the east, we thank you from the bottom of our hearts.

Next Wednesday night the old college will be holdin' class for the Army, Navy and Red Cross nurses, from a sound stage at MGM where we are now making a picture. In the meantime, Friday night we will be on Mail Call, a shortwaved program for the boys overseas, Saturday at the Hollywood Canteen, and Sunday with certain service boys at an undisclosed point.

(APPLAUSE)

5. Comes time again for a visit with our unusual musical gadgeteer, Mr. Sam Hinton, so for Walter Howe of North Hollywood, we're going to have him play ... not four harmonicas but three tin whistles at once. (PLAY) Now Sam will whistle and hum at the same time (PLAY) Now back to three whistles. (PLAY)

WHITMAN: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ... Yes, THE BEST TUNES OF ALL. MOVE TO CARNEGIE HALL!

6. As you know, leaders of the United Nations at Casablanca planned the big doings for 1943. We agree with Bob Walker of the Maritime Service at Catalina that our ally, Russia, is really giving the Germans a fit. The Russian guns are singing the Germans a (PLAY). Stalin has said to Hitler, "we'll not only drive you out of Russia, but pretty soon we'll be fighting you (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

HIESEAND: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ... Yes,
THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL!

KYSER: Hurry, Dean, find out who won that second fall!

ISH: Professor, on account of we are with soldiers this here now
week, I have made up a riddle which I would like to ask
some... Give up?

KYSER: No! I don't give up. Ask the riddle!

ISH: Okay. Ready?

KYSER: Yes, yes!

ISH: Okay.....What is it THAT?

KYSER: Hmmmmmm... (what is it that).. (odd question)

ISH: Give up?

KYSER: NO!.. (what is it that..) Is it a duck?

ISH: How many legs?

KYSER: Two.

ISH: Nope, it ain't a duck.

KYSER: Yet's see.. (what is it that..) Is it a cow?

ISH: You mean a black and white cow named Nellie Friedman?

KYSER: Yes!

ISH: Nope, it ain't a cow.....give up?

KYSER: YLS!

ISH: It's a pair of G. I. pants.

KYSER: But, Ish! That answer doesn't fit!

ISH: Neither do ^{Pant} G. I. Pants!

(LAUGH)

KYSER: Oh, me! ~~Sorry~~ me in an eyedropper, I'm a drip!

HIESEAND: And here's second winner, fess! his paper's a pip!

KYSER: Well good for contestant number _____
 Well done, son, smoke a Lucky, ^{+ set right slide} ~~isn't that~~, while we play a
 tune from old Brazil.

HIESTAND: THE BEST TUNES OF ALL MOVE TO CARNEGIE HALL ... Yes,
 THE BEST TUNES OF ALL MOVE TO CARNEGIE HALL!

5. BRAZIL.....PRODUCTION
 (AUDIENCE APPLAUSE)

2/3/43

(FROM PALM SPRINGS, CALIF.)

WHITMAN: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ...
Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

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

(PICK UP FROM NEW YORK)

AUCTIONEER: (CHANT - SOLD AMERICAN)

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 tobacco experts -
^{sir} auctioneers, buyers, and warehousemen who attend the 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.

BOONE: (CHANT - SOLD AMERICAN)

BLOCK: 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.

~~BUYSDALE: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ...~~

~~Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.~~

(PICK UP FROM PALM SPRINGS, CALIF.)

WHITMAN: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ... Yes, THE BEST
TUNES OF ALL - MOVE TO CARNEGIE HALL.

KYSER: Now let's listen to Martin Block.

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

(approx. 1:15)

(RETURN CUE)

BOONE: CHANT - SOLD AMERICAN

BLOCK: 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.

(SWITCHOVER TO PALM SPRINGS, CALIFORNIA)

6. SLEEPY TIME GALORCHESTRA

HIRSTAND: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL. Yes, THE BEST TUNES
OF ALL MOVE TO CARNEGIE HALL.

7. THREE DREAMS TRUDY

(APPLAUSE)

HIESTAND: THE BEST TUNES OF ALL MOVE TO CARNEGIE HALL...Yes,
THE BEST TUNES OF ALL MOVE TO CARNEGIE HALL! And now for
the final round.

TRUDY: Oh, professah!

KYSER: Well! Hello, Daisy-Bell -- been collecting desert
souvenirs, I see.

TRUDY: Oh yes suh, I got some wonderful Indian and ~~Mexican~~
dishes and vases and things. Lyman Gandee showed me
wheran to go. He's a collectah of antiques you know.

KYSER: Yes! I wonder where he got that great big Arapahoe Pot?

TRUDY: ^{Delaware} ~~Ohio~~ ~~isn't~~ ~~that~~ ~~one!~~ His father was built the same way!
(LAUGH)

KYSER: Yet's go! And our first finalist is _____ !

(ADD FINAL EXAM)

~~There are thousands of men in this vicinity training to help protect the 48 stars, so for our final round tonight we'd like to discuss stars.~~

1. Maxine Beecher, of Palm Springs says at night on the Desert, the heavens seem so close you can just reach up and (PLAY) And if you can't reach them with your hand, it wouldn't take long to ~~build~~ (PLAY) How many stars has a Lt. General? Is there a Lt. General named "3 Star Hennesy"?

... the name of the general is "3 Star Hennesy" and he has 3 stars.

2. These fellows training here, are raring for action and are dreaming of the day when they'll get over there. Take a tip from _____ He says their dreams will come true (PLAY) From the following hints, you should be able to name 3 stars of the picture "STAR SPANGLED RHYTHM".

~~THESTAND:~~ THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ... Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL!

3. Rena Sullivan of Atlanta, Ga., asks what a Jap says when a yank socks him in the jaw. Well, when the yank swings, the Jap sings (PLAY) What's star gazing? What gasoline company has a star for a trade-mark?

WHITMAN: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ... Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL!

See program, Hallmark says when the Cap's see the
4. ~~Symbol of the United Nations is a White Star,~~ _____
_____ here's a song the ^{Asians} will never sing. (PLAY) What's the Lone Star State? Our 48 stars will never be alone because we're determined it will be ^{etc} (PLAY)

(APPLAUSE)

SOUND: CLASS BELL

HIESTAND: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL! ... Yes, THE BEST
TUNES OF ALL - MOVE TO CARNEGIE HALL!

(FAKELINE)

HIESTAND: Here are the High men, professor!

KYSER: It is a tie between Sgt. Harry McFarland and Private William Willard,
so they both get a first prize of \$50 War Bond. Sirs, let me shake
your hands, you were grand, simply grand! You're now members of Phi
Be ta Kyser, for spouting answers like a geyser. And to the other
four contestants, you were grand, just grand. You all four got ten
dollars in stamps. All six get a carton of Luckies. And then,
AND THEN! To all you other desert demons for your laughin' and
whistlin' and good natured screamin', a package of better than ever
LUCKY STRIKE CIGARETTES!

8. MR. FIVE BY FIVE ORCHESTR.

KYSER: Well, chillun, looks like the class session is ready to fold up for this week. And believe me, we've had a lot of fun with you fellows down here on the desert. Our thanks to Major W. C. Owen ... Captain Geo. Dailey.... Lieut. Ray Cooper and all of the other personnel for making our visit so enjoyable. Next Wednesday night we'll be holdin' class for the Army, Navy and Red Cross nurses, ^{from AIGM} ~~the girls who are the~~ ^A unsung heroes of the war. 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 BEST TUNES OF ALL - MOVE TO CARNEGIE HALL...Yes,
THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

~~Since the War Department does not endorse any product, this broadcast is not intended as an endorsement of our products by the War Department.~~

The famous tobacco auctioneer, heard on tonight's program ^{was} ~~the~~ Mr. F. E. Boone of Lexington, Kentucky and ~~Mr. E. (Spence) Diggs of Goldsboro, North Carolina.~~

Bud Hiestand speaking.

This program came to you from Palm Springs, California, and New York.

THIS IS THE NATIONAL BROADCASTING COMPANY.

(REVISED)

KAY KYLER LUCKY STRIKE

#255

As Broadcast
4

2/19/43
7:00-8:00 PM PWT

Metro-Goldwyn-Mayer
Studios
Culver City, California

- | | |
|--------------------------------|------------|
| 1. TOUCH OF TEXAS | SULLY |
| 2. MOONLIGHT BECOMES YOU | HARRY |
| ROUND ONE | |
| 3. I DON'T WANT TO GET WELL | SULLY |
| 4. THERE ARE SUCH THINGS | JULIE |
| COMMERCIAL ONE | |
| 5. SERVICE MEDLEY | PRODUCTION |
| STATION BREAK | |
| ROUND TWO | |
| 6. WHISPERING | ORCHESTRA |
| 7. I'VE HEARD THAT SONG BEFORE | GROUP |
| FINAL ROUND | |
| 8. PRAISE THE LORD | GROUP |

WARM UP REMINDERS:

ask audience to remain seated
till show is off the air.

Rehearse audience on signs.

h

RTX01 0114800

THE AMERICAN TOBACCO COMPANY

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

FEBRUARY 10, 1943

Originates at the Metro-Goldwyn, Mayer Studios in Culver City, California. (With switchovers to NBC, New York, for opening and commercials).

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

WEDNESDAY
February 10, 1943

(FROM NEW YORK)

RJYSDAEL: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ... Yes,
THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

BOONE: (CHANT ENDING SOLD AMERICAN)

RUYSDAEL: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL. ~~YES, THE~~
~~BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.~~ TUNE IN NBC,
THIS SAME STATION, ~~FRIDAY~~ FRIDAY NIGHT, LINCOLN'S BIRTHDAY,
FEBRUARY 12th, when THE BEST TUNES OF ALL - MOVE TO
CARNEGIE HALL.

(FROM CALIFORNIA)

(OPENING THEME)

From Culver City Calif *the nurses* *the*
HTESTAND: Lucky Strike presents to ~~an audience~~ of, Army, Navy and Red
Cross Nurses --- KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE!

AUDIENCE: "YEA NURSES!" "HOORAY!"

ORCH: THINKING OF YOU (AUDIENCE APPLAUSE UP BIG)

(Revised)

2/10/43

- 2 -

KYSER: Evenin' folks - how y'all? Here we are on stage 27 at the Metro-Goldwyn-Mayer Studios, before an audience on the world's loveliest gals - a sound stage filled with Army, Navy and Red Cross nurses - and what a colorful sight they present in their white, blue and grey uniforms. Why, any of these girls could be the belle of the ball ---

HIESTAND: ---and, THE BEST TUNES OF ALL MOVE TO CARNEGIE HALL! YES, THE BEST TUNES OF ALL MOVE TO CARNEGIE HALL!

KYSER: Das right!

MAN: Oh no it isn't!

KYSER: What?

MAN: That business about Carnegie Hall. It isn't entirely true! I'm one of the best tunes of all, and every time I stick my nose in Carnegie Hall, I get bopped!

KYSER: Who are you?

MAN: DER FUHRER'S FACE!

SOUND: DOOR SLAM

KYSER: That's one of the silliest things I ever heard.

ISH: Make way for Dr. Kabibble, make way for Dr. Kabibble!

KYSER: Why, Ish! What do you know about nursing and medicine?

ISH: Why, I spent three months at Johns Hopkins.

KYSER: You did?

ISH: Yeah. When I was twenty-nine years old my father discovered a funny looking bump on my neck. So he took me to Johns Hopkins to find out what it was.

- 2 -

ATX01 0114802

-2A-

KYSER: What was it?

ISH: My head.

KYSER: Ish, will you please go away and let us go on with the class!

ISH: Well I got a poem I'd like to read first.

KYSER: What's the title?

ISH: "The Nurse's Revenge". (RECITES)

Oh they was a young wolf named Percy

Got fresh with a beautiful nursesey.

He set her down on his lap, but she gave him a slap.

And he landed on his vicey versey.

(LAUGH)

-2A-

ATX01 0114803

KYSER: Ish, away with your verses, our six little nurses are anxious to try for the prize purses of \$115.00 in war bonds and stamps. But while they cram for the first exam, here's a grand slam of jive and jam. What I mean is --- come on, chillun, yet's dance!

1. TOUCH OF TEXAS.....SULLY
(APPLAUSE)

MERRILL: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL. Tune in NBC, same station Friday night, Lincoln's birthday, February 12th, when THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

2. MOONLIGHT BECOMES YOU.....HARRY
(APPLAUSE)

KYSER MARCH

HIESTAND: Attention classmates, professor's arriving in a big
limousine and Ish is driving!

SOUND: MOTOR UNDER;

KYSER: Ish! Will you pay attention to what you're doing. There's
the M-G-M sound stage right over there...Ish! Where are
you going!

ISH: I'm ~~going~~to drive in the side entrance.

KYSER: Ish! There's no side entrance to this stage!

SOUND: TERRIFIC SMASH -- TEAR THE JOINT TO PIECES

ISH: (PAUSE) There is now!

KYSER: Oh no, things are gettin' worse. Dean, bring on your
first contestant nurse.

HIESTAND: Right here, Professor, let's get under way.

KYSER: And here's our first angel of mercy, all right, nursey...

(ADD FIRST EXAM)

(Revised)
2/10/43

1. This one from Miss Margaret Woodside of Detroit, is about a nurse who had a patient with a black eye and a sour-puss - he never smiled. But he wasn't sick, so the nurse became exasperated, shock him, and said (PLAY). He said "No mam - not me (PLAY). He said "Smiling is what gave me this black eye - I smiled at another fellow's (PLAY)

2. Father John Cregan, Chaplain of St. John's Cathedral Canteen in Cleveland, would like for you to distinguish between Florence Nightingale, Nightingale sang in Berkeley Square, 12th Night and Gale Sondergaard. Was the Swedish Nightingale Jenny Lind or Jenny Wren? If you answer wrong you'll get the hind!

ATX01 0114806

3. Nursey, Nursey, please have mercy and see if you can answer this question from Rose Marie Powers of Youngstown, Ohio. She says that being a nurse you should be able to identify some nursery tunes. For instance who were the characters in this nursery rhyme? (PLAY) Now tell us who was the character in this nursery rhyme? (PLAY) Who needed a nurse cause he fell down and broke his crown and who came tumbling after?

MERRILL: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL. Tune in NBC, same station Friday night, Lincoln's birthday, February 12, when THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

4. Patients have their pet nurses, and Bill Barnett of Kansas City, Mo. points out that nurses have their pet patients too. For instance, one certain nurse was partial to (PLAY). And a favorite of another nurse was (PLAY). Still another nurse said "Well, you can have your _____ and _____, but as for me (PLAY). Speaking of Harry, 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)

5. Especially for you nurses, tonight, we have imported a visiting dean, MGM's youngest star -- he's 6 years old and plays the piano. Pan Fage of Tulsa, Oklahoma wants us to interview him right now. So let's welcome Dickie Hall (APPLAUSE). Dickie, you're the youngest musician that's ever been in the college. How long have you been playing the piano? (Dickie answers) Well, how about playing a little for us now and lets see if this nurse can tell us what you're playing. (PLAY)

6. This one from Virginia Foranis of St. Mary's Hospital, Long Beach 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 babies are allowed to have (PLAY). But suddenly as she was counting noses she let out a cry. One of the babies was gone from his crib. So as the nurse ran around looking for him she said (PLAY). But taking care of babies' health is really a duty of our civilian nurses now, and believe me these 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.) The need for Army and Navy nurses is great. Both branches of the service need 35 thousand nurses for this year, and every Red Cross chapter is their recruiting center. Any registered nurse between the ages of 21 and 40 can apply for an application. There is also a vital need for 100 thousand nurses aids to assist the registered nurses in civilian and military hospitals. And we urge all of you who are qualified to get the information you need from your nearest Red Cross chapter.

HISSTAND: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL. YES, THE
BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

(APPLAUSE)

SOUND: CLASS BELL

KYSER: Well, the first exam's over, Dean, so get the name of the winning queen.

HEISTAND: Yes, sir, right away, sir!

KYSER: Get on with the biz while I give the students a medical quiz.
Now chillun --- (Julie interrupts)

JULIE: Oh, professor! Why try to show what you know about
medicine in front of these nurses. Besides they'd rather
hear about movie stars. Just think: Clark Gable might
have stood in that very spot where you're standing now.

KYSER: Julia, you're always mooring about Clark Gable. What's
so great about him.

JULIE: Well -- for one thing he's taller than you.

KYSER: Yes, but only on top!

JULIE: And he has the cutest little mustache.

KYSER: I wouldn't want that silly little mustache on my lip.

JULIE: I wouldn't mind having it on mine!....Professor, you're
just not the romantic type.

KYSER: Is that so! Julia, you want to know something romantic
about me? Well you know the leading lady in the picture
I'm making here at M.G.M., Miss Marilyn Maxwell - well --
believe it or not, I've got her picture tattooed on my
knee! So there!

JULIE: Geeeeeee! you'd better not let her find it out!

KYSER: Why?

JULIE: Well -- I'd certainly hate to think my picture was
hanging in a broken down joint like that!

(LAUGH)

(FROM CULVER CITY, CALIF.)

KYSER: And now chillun, let's listen to Basil Ruysdael ...

(PICK UP FROM NEW YORK)

RUYSDAEL: Ladies and gentlemen, tonight I want to get right down to the ABC's of smoking - and just to keep things clear, I've brought along my own small dictionary. I've got it open right now to the word, cigarette. Let me read you just what it says here: . "Cigarette - tobacco rolled in thin paper." Yes, here it is in black and white, proving that in a cigarette it's the tobacco that counts - and, smokers, Lucky Strike means fine tobacco. At auctions all over the South, year after year, we consistently select and buy the riper, the lighter, the naturally milder tobacco. (CHANT - SOLD AMERICAN). At these Southern auctions independent experts are always on hand to buy, sell and handle the leaf. Obviously, at auctions they attend, they can't help seeing who buys what tobacco. And sworn records show that among these independent experts - auctioneers, buyers and warehousemen - with men who know tobacco best it's Luckies 2 to 1. (CHANT - SOLD AMERICAN) When you hear that historic chant, remember that in a cigarette it's the tobacco that counts - and Lucky Strike means fine tobacco, so round, so firm, so full packed, so free and easy on the draw. A friendly suggestion: smoke the smoke tobacco experts smoke -- smoke Lucky Strike.

(PICK UP FROM CULVER CITY, CALIF.)

COMMERCIAL TAG

KYSER: Oh what's the use! Dean, on with the show, who's in the know?

HIESTAND: Right here, sir!

KYSER: And she is contestant number _____!
You win my dear Miss _____, you're in! ~~And she~~
~~is the~~ ^{to} light up a Lucky
and rest your chin while all the chillun take a musical
~~spin~~ ^{spin} ~~and~~ ^{take} ~~spin~~ ^{these} all these pretty nurses.

3. I DON'T WANT TO GET WELL.SULLY
(AUDIENCE APPLAUSE)

HIESTAND: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL. Tune in
NBC, same station Friday night, Lincoln's birthday,
February 12th, when THE BEST TUNES OF ALL - MOVE TO
CARNEGIE HALL.

4. THERE ARE SUCH THINGS.JULIE
(APPLAUSE)

KYSER: And now, chillun, let's listen to Basil Ruysdael.

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

(Approx. 1.30)

(approx 1.30)

(RETURN CUE:)

ROYSDAEL: When you hear that historic chant, remember that 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. A friendly suggestion -- smoke the smoke tobacco experts smoke - smoke Lucky Strike.

(SMITHOVOR TO N.G.A., CULVER CITY, CALIFORNIA)

COMMERCIAL TAG

KYSER: And now dedicated to Army, Navy and Red Cross nurses everywhere....a medley of themes of the various branches of our armed forces that love these girls so much. And you know, this is really a preview of the finale of the picture we are making here at Metro-Goldwyn-Mayer because the finish of the picture is a show for these nurses -- they will be photographed themselves -- and to close the scene we play this medley -- so on with the picture! Lights, camera, action!

5. SERVICEMEN'S MEDLEYPRODUCTION
(APPLAUSE)

MERRILL: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL. Tune in NBC same station Friday night. Lincoln's birthday, February 12th, when THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

REFRISE: LUCKY STRIKE TIME

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

(LOCAL NEC STATION SAYS:)

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

(PLEASE TELETYPE THIS TO ALL
STATIONS CARRYING THIS PROGRAM)

KYSER MARCH.....

HRETAUD: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL. YES,
THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

HLESTAND: Shhhh! Quiet, students, before the second examination, the professor's giving a bandaging demonstration.

BAND: (CHATTING IN B.G.)

KYSER: ~~Now~~ Quiet, students, this is very important. Everything in readiness nurse?

JULIE: Yes, doctor.

KYSER: Wait a minute! Is that bandage full of holes, or is it my imagination!

JULIE: I don't know about your imagination, but the bandage is okay.

KYSER: I didn't mean that! Ishkabibble, pay attention!

ISH: Aw I can learn all I want about this stuff from my uncle. He's an M.D.

KYSER: M.D.!? Your uncle's a horse doctor!

ISE: ~~He is not, he's a horse doctor!~~

KYSER: ~~Now~~ ~~pay attention.~~ ~~Now~~ pay attention. This bandaging is very important. Is the patient ready, nurse?

JULIE: Ready, doctor.

KYSER: Okay -- bandage!

JULIE: Bandage, Doctor.

KYSER: Right corner of bandage to center.

JULIE: Right corner to center.

KYSER: Left corner to center.

JULIE: Left corner to center.

KYSER: Pin.

JULIE: Pin, doctor.

BABY: (WHIMPERS)

KYSER: Okay, take the patient back to the nursery.

(LAUGH)

SOUND: CLASS BELL

KYSER: THE BEST TUNES OF ALL MOVE TO CARNEGIE HALL...Yes, THE
BEST TUNES OF ALL MOVE TO CARNEGIE HALL! And our second
round starter is _____!

(ADD SECOND EXAM)

1. This one from Marie Rosenbloom is about a soldier-sheik who spotted a beautiful nurse in the camp hospital. He went in and said "I think I have a fever - I feel like Henry Busse. I've got (PLAY). She took his temperature and said (PALY). He said "Well, I wanted to be near you - so for telling a lie (PLAY).

2. We agree with Dr. James Allen Cooley of Brooklyn, that a nurse is a doctor's right hand, and speaking of doctors, on the screen who is Dr. Christian, who is Dr. Gillespie and who is Dr. Jekyll and Mr. Hyde?

ISH: Professor, can I come out of the closet now? I can't see to read in there anymore.

KYSER: Ish, what's the idea of trying to read in a dark closet.

ISH: Well, you told me to read Dr. Jekyll, and hide!

KYSER: Saturday night we'll be at the Hollywood Canteen, and then Next Wednesday night the old college will hold class for the boys in blue of the Navy, last Sunday we had the thrill of our life - we were the first civilian group, since war was declared, to entertain on the deck of a Man-O-War -- fully commissioned and manned -- out in the Pacific -- and what a crew and what a ship!

(APPLAUSE)

3. Vera Clay of Farrell, Pa. says to give you fifteen seconds to tell us the name of this song (KAY HUMS). Now you're going to have a crazy dream. We want you to dream that you've got a fever - put this ice-bag on your head, this thermometer under your own tongue, hold your own pulse and sing "Three Blind Mice".

MERRILL: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL. Tune in NBC, same station Friday night, Lincoln's birthday, February 12th, when THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

4. Naturally you nurses get patients from all walks of life and if the patients' pulses beat according to their occupations, Sydney Mayley of New Orleans says you should be able to tell us the occupation of your patients from the following sound effects. Who would your patient be if his heart beat in this rhythm (DOWNES)? And what's the occupation of this patient? (SOUND) And if you heard this your patient would be a what? (BAG) Now - what about this one? (Sound)

5. It's time once again for our visiting dean, and this time it's Pee Wee Emerson, a musical gadgeteer from the Metro Goldwyn Mayer musical department. PeeWee plays some of the trickiest instruments you have ever heard, so let's bring him out here! (APPLAUSE) You'll never in the world guess the instruments but we think you should be able to identify the tunes. Go ahead, PeeWee - try to stump the nurses. (PLAY) (PLAY) (PLAY)

By the way, this is Boy Scout week, so we say Happy Birthday to the Boy Scouts everywhere. Keep up the great work you are doing.

6. We agree with Pvt. William Lankin of Guntor Field, Alabama, that nurses have been called upon to double their duties and sacrifices these days and believe me they're doing a grand job (PLAY). They're not only dispensing a lot of medical care, but also lots of (PLAY). And believe me that sunny disposition means as much as medicine to make our boys feel (PLAY).

(APPLAUSE)

MERRILL: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL. YES, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

SOUND: CLASS BELL

HIESTAND: Second round's over, Professor ... that's all!

KYSER: Well find out who picked up that second windfall!

ISH: Professor, on account of it's a good thing to have a nurse around if you feel like you're going to croak, I have writ an essay which I would like to read same entitled "Frogs." *in no course - 5. 1. 2*

KYSER: That ties in nicely, Ish. Read.

ISH: Frog...Frogs is animals about the size of a rock. A frog is longer in back than he is in front and he's got four legs and four feet but he ain't got no between-his toes. A frog ain't got no pretty voice and he ain't got no pretty feathers like a bird, but I never seen a frog leave another frog for a canary. A ~~frog~~ ^{frog} is almost like a toad only you are liable to get warts from a toad which my sister has had a wart on her hands for twenty years, but she didn't get it from a toad, he's my brother-in-law. A frog lays a whole lot of eggs and a chicken only lays one egg a day, but a ~~chicken~~ ^{hen} gits sixty cents a dozen for hern, so if I was a frog I'd rather be a chicken.

(LAUGH)

HIESTAND: Here's the winner, professor!

KYSER: And she is contestant no. _____!

Well bless my soul, honey lamb, you really slammed through that exam. Here's a Lucky, light up, get ready for that final jam, while the chillun dance, yes mam!

6. WHISPERING.....ORCHESTRA
(AUDIENCE APPLAUSE)

MERRILL: THE BEST TUNES OF ALL MOVE TO CARNEGIE HALL.
Tune in NBC, same station Friday night, Lincoln's birthday, February 12th, when THE BEST TUNES OF ALL MOVE TO CARNEGIE HALL.

7. I'VE HEARD THAT SONG BEFORE.....GROUP
(APPLAUSE)

(OR KYSER MARCH)

HIESTAND: And now for our final round!

KYSER: Ah yea, and our first...wait a minute! Little Audrey, you've been fidgeting all day! Will you be quiet or shall professor spank?

AUDREY: Aw gee whiz! I already got one spankin' at home this morning.

KYSER: What for!

AUDREY: Well--all I did was build a little bonfire under grampaw's bed.

KYSER: Why shame!

AUDREY: Well, gee whillickers, I was only trying to help out!

KYSER: By building a fire under your grampaw's bed?

AUDREY: Well, I heard the doctor tell him he needed the benefits of Hot Springs!

(LAUGH)

HIESTAND: Professor, forget childish tittle tattle! Our nurses are eager for the final battle!

KYSER: Right, Dean, right, and our first shining light is Alyce Grabner!

(ADD FINAL EXAM)

1. Since Sunday is St. Valentine's Day, I'm going to be Dan Cupid and discuss sweethearts in our final round. Irving, Star of Hollywood says when you gals go thru the wards it's really (PLAY). Will you distinguish between - love-bird, love-seat, a love set, and a loving cup.

2. Tim Wheelan of Beverly Hills is sure many a patient has turned to you gals and said (PLAY). Was "I Love You Truly" written by Carrie Jacobs Bond? Is this statement right or wrong - "Heart balm is an ointment used by sun-burned sweethearts"? What is Popsy's sweetheart? Who wants to be Lil Abner's sweetheart and never gets a chance?

3. After looking at you lovely girls tonight I'm sure none of you ever sings this song (PLAY).

says love has inspired some of our best-known axioms. I'll start a few and you finish 'em. "It's better to have loved and lost than - " "Faint heart never -" "When poverty comes in the door -"

4. says sweethearts look forward to St. Valentine because that's the day that's dedicated to (PLAY) Love has played an important role all through history. I'm sure you can complete the names of the following immortal love-birds - Antony and (). Napoleon and (). Sampson and ().

MERRILL: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL. ~~THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.~~ Tune in NBC, ~~the~~ same station ~~next~~ Friday night, Lincoln's birthday, February 12th, when THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

SOUND: CLASS BELL

HIESTAND: And now that round three is over, let's see which one of these pretty nurses is going to be in clover.

KYSER: Das right! Das right! And while the judges try to figure out a decision, let's listen to Dean Whitman and 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: Our winner, professor!

KYSER: She is contestant no. _____! Ah, my charming co-ed, you came out ahead, you really put that exam to bed. As the first honorary member of Kitchy Kitchy Koo, allow me to present this \$50.00 bond to you. And second high nurse, your answers were terse,⁸ here's a twenty-fiver ~~so~~ you're none the worse. The other four cuties for attention to duty each get ten dollars in stamps. All six get a carton of Luckies! And then! AND THEN! TO ALL YOU BEAUTIES for your giggles and elation, your wiggles and jubilation, a package of better than ever LUCKY STRIKE CIGARETTES!

(CHEERS)

8. PRAISE THE LORD AND PASS THE AMMUNITION. *faded* GROUP
(APPLAUSE)

~~KYSER: ... "HEARING OF YOU"~~

v

KYSER: Well, Chillun, that's the end of our class session for this week. It's been wonderful playing for all of you Army, Navy, and Red Cross nurses, ^{+ I'm sure I will be enforced being the guests of} We're mighty proud ^{m.g.} of the fine work you are doing for our boys overseas and those here at home. Keep up that great work. Our Nation loves you. Next week we'll be holding class with the boys in blue at the Navy Section Base down in San Pedro. So, until then, this is Kay Kyser ... thinkin' of you. Thanks a lot for being with us, and ... so long, everybody.

(APPLAUSE)

LUCKY THEME

HEISTAND: THE BEST TUNES OF ALL MOVE TO CARNEGIE HALL. ~~THE BEST TUNES OF ALL MOVE TO CARNEGIE HALL.~~ Tune in NEC ~~this~~ same station ~~next~~ Friday night, Lincoln's birthday, February 12th, when THE BEST TUNES OF ALL MOVE TO CARNEGIE HALL. The famous tobacco auctioneers heard on tonight's program were Mr. F.E. Boone of Lexington, Ky., and Mr. L.A. (Speed) Riggs of Goldsboro, N.C.

THE BEST TUNES OF ALL MOVE TO CARNEGIE HALL - Yes, THE BEST TUNES OF ALL MOVE TO CARNEGIE HALL!

Bud Heistand speaking. This program came to you from Culver City, 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
S

KAY KYSER LUCKY STRIKE ROUTINE

#256

2/17/43
7:00-8:00 pm PWT

Navy Section Base
San Pedro, California

-
- | | |
|-----------------------------|---------------|
| 1. CHINATOWN | ORCHESTRA |
| 2. ROSANNE OF CHARING CROSS | HARRY |
| COMMERCIAL ONE | |
| ROUND ONE | |
| 3. BLACK MAGIC | GROUP |
| COMMERCIAL TWO | |
| 4. EMBRACEABLE YOU | GEORGIA |
| STATION BREAK | |
| ROUND TWO | |
| 5. BRAZIL | PRODUCTION |
| COMMERCIAL THREE | |
| 6. GIDDAP MULE | SULLY |
| 7. FOR ME AND MY GAL | HARRY & JULIE |
| 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. Page 1 and 2
" " " " "Hail Hail" Page 10

0

ATX01 0114828

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

#256

Originates at the Navy Section Base in San Pedro, California
(With switchovers to NBC, New York, for commercials and opening)

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

Navy Section Base
San Pedro, California

(FROM NEW YORK)

BOONE: (CHANT ENDING SOLD AMERICAN)

RJYSDAEL: Smoke the smoke tobacco experts smoke! And let that historic 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!

(FROM SAN PEDRO, CALIFORNIA)

HIESTAND: LUCKY STRIKE presents to the boys of the Navy Section Base at San Pedro, California - KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE!

AUDIENCE: "YEA NAVY" -- "N-A-V-Y" -- "HOCRAY"

(THINKING OF YOU - AUDIENCE APPLAUSE UP BIG)

KYSER: Evenin' folks, how Y'all! Is everything okay?

AUDIENCE: AYE, AYE, SIR!

KYSER: Well, Gas fine! Well chillun, tonite we've brought the College of Musical Knowledge to the San Pedro Section Base and once again we're holdin' class with Uncle Sam's Sea huskies. Yes Sir, these sailors are really the boys who ^{give it and} can take it.

ISH: Well, they can't take it no better than I can professor?

KYSER: Well well, look who's talking! What makes you think you can take it, Stuporman?

ISH: On account of when I lived in Saddlesoap, Wyoming, I was the sheriff's posse.

KYSER: Do tell!

ISH: That's what I'm doin'! And as the sheriff's posse, I was shot at from ambush and killed eight times!

KYSER: Ish! How could a sheriff's posse be shot at and killed eight times and still live!

ISH: On account of a posse has nine lives!

KYSER: Next time you get shot at and killed you can play "posse wants a coroner."

(LAUGH)

KYSER: ~~Get out of here! Attention every one, attention! Little Audrey! Will you please pay attention!~~

AUDREY: ~~Aw well, gee whillickers!...You promised to send me a valentine last week and you never did!~~

KYSER: ~~I did too! Ishkabibble!~~

ISH: ~~Yes sir?~~

KYSER: ~~What did you do with that valentine I told you to deliver to Little Audrey last Sunday?~~

a

ISH: Valentine! You mean that fancy pink and green thing
 with the white lace and ruffles all around the edge?
 KYSER: Yes! What did you do with it?
 ISH: I put it on your dresser. I thought it was a pair of your
 shorts!

(LAUGH)

KYSER: Please! Please! Back into your comas. Yet's see who
 wins the \$115.00 diplomas. But while the students prepare
 for their lesson, the rest of the kids want to do some
 messin'. So yet's mess around with old "Chinatown". Come
 on, chillun yet's dance!

1. CHINATOWN.....BAND
 2. ROSE ANNE OF CHARING CROSS.....*group*
~~.....BAND~~
- (APPLAUSE)

2/17/43

(FROM SAN PEDRO, CALIFORNIA)

KYSER: Chillun, how'd you like to step into a tobacco expert's shoes for a minute? Roland Winters has a pair ready and waitin' for you!

(SWITCHOVER TO NEW YORK)

AUCTIONEER: (PADE CHANT IN - OUT - NO SOLD AMERICAN)

WINTERS: Yes, ladies and gentlemen, let's make-believe that you are an independent tobacco expert. You earn your daily bread-and-butter by buying, selling and handling tobacco. So, of course, you're on hand at those auctions down South - you follow the sales year after year - you watch the quality of the leaf - and obviously you can't help seeing who buys what tobacco (CHANT - SOLD AMERICAN)
Now, ladies and gentlemen, let me ask you this: If, year after year at the auctions, you saw that the tobacco "Sold American" is the finer, lighter, milder leaf - wouldn't you just naturally prefer Luckies for your own cigarette? I think the answer's bound to be yes - and, friends, that's just what happens in the case of so many real-life independent tobacco experts. Indeed, sworn records show that, among these experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1! Ladies and gentlemen, a tip from the experts...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...

(SWITCHBACK TO SAN PEDRO, CALIFORNIA)

KYSER: Chillun, how'd you like to step into a tobacco experts shoes for a minute? Roland Winters has a pair ready and waitin' for you!

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

(APPROX. 1.40)

(RETURN CUE:)

(AUCTIONEER - CHEAT - SOLD AMERICAN)

WINTERS: Ladies and gentlemen, a tip from the experts..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.

(SWITCHOVER TO SAN PEDRO, CALIFORNIA)

KYSER MARCH

2/17/43

HIESTAND: Gentlemen, would you like to meet a young man who is tops in radio and a young man who has made the greatest strides of anybody in the film colony this past year? Would you like to meet a genius of wit and humor? You would...? Well, so would we - but we couldn't get Bob Hope so instead, we give you Kay Kyser!

KYSER: Thank you, Bud Hiestand, ~~but you might at least have said as long as we can't get Bob Hope, we give you Kay Kyser,~~ next best.

HIESTAND: Oh, all right -- So instead, we give you Kay Kyser, next best!

KYSER: That's right. That's what all the girls say, anyway.

HIESTAND: What?

KYSER: Kay Kyser necks best!

JULIE: Oh! Are you ~~lucky~~ they're not rationing corn!

KYSER: Why, Julie! Do you think I'm corny?

JULIE: I wouldn't exactly say that, but if you get in the army you'll be the only fellow I know who can be a private and a kernel at the same time.

KYSER: Now you look here, Julie Conway...!

ISH: Oh, professor, don't get so excited! You're getting to be a regular narcotic!

KYSER: Ish! You don't mean narcotic! The word is neurotic! Narcotic is a dope.

~~ISH:lean.....~~

SOUND: CLASS BELL

HIESTAND: ~~Oh I'm sorry~~ professor, ^{let's} quit fooling around, ~~and~~ ^{and} get started with the first question round!

KYSER: Okay, Dean, and our first contestant is _____

(ADD FIRST EXAM)

1. This one from Corporal Henry Headspeth in the Hawaiian Islands is about Ish Kabibble's brother who joined the Navy. His Commander didn't know they made 'em any dumber than Ish Kabibble, but he soon found out (PLAY). When the Commander looked for the anchor and couldn't find it, he said to Ish ~~Kabibble~~'s brother "Where's the anchor"? Ish ~~Kabibble~~'s brother said "Before I can tell you where it is, you'll have to answer this question (PLAY). The Commander said "I told you to weigh anchor". Ish Kabibble's brother replied "sorry - I thought you said to throw the (PLAY)

2. Kay McCarthy of Tuckahoe, New York reminds us of several auxiliary groups in the service. So we're going to tell a little story that includes the names of some of these groups and we want to see if you can pick out four. There was a young sailor who considered himself quite a wag. He met a beautiful girl and started cave man tactics but she knew how to spar so she gave him a wack and sent him rolling like an ocean wave..

3. In this one from Sergeant Robert Malone, Davis Monthan Field, Arizona, let's talk about ships. One of the first iron-clad ships to engage in a Naval battle had the same name as a popular singing group. We'll imitate them for you (PLAY).

Now let's be merry-Mac, and see how well you will fit into that group singing the lead of that song. (PLAY). Maybe

that's a little unfair. By yourself, you sing "Way down upon the Swanee River" while the group sings "THE HUT SUT SONG".

4. You fellows here at the section base will no doubt visit many shores, but Terry Hunt of the Air Transport Command says that of all the shores, he bets you guys would rather go visiting this shore, it's (PLAY).

Who on the radio says "Why shore, why shore". We think you are a pretty versatile fellow so we'd like to hear you say "She sells sea shells by the sea shore". Fine. Now here is a sea shell necklace and a grass skirt. Let's see how well you can do a southseas dance. (PLAY).

5. At the request of Private Sam Dy-ell-o of Fort Bliss, Texas, this section of our section base class session is devoted to a visiting Dean... ~~Seaman Miller~~ one of your own boys located right here at San Pedro. Let's get him out here! (APPLAUSE) Now Seaman Miller is quite a harmonica virtuoso and he thinks he can stump you on the titles of several tunes. See if you can identify the tunes he's going to play. (PLAY PLAY PLAY)

6. Here's a true story from Mrs. Armon Sealey of San Diego, ~~California~~, about a light American cruiser that's named after a town in (PLAY). That's right, the cruiser Boise. When she got into action it was taps for the Japs. Five of their ships went down, but Captain Mike Moran wasn't satisfied. He said "I'm going to (PLAY). He did! Bringing the total to 6! In 27 minutes, the Boise and her crew sank 6 Japanese war ships. Captain "Iron" Mike Moran and his crew, like the rest of the boys in blue, are determined that we'll always be (PLAY).

APPLAUSE

SOUND: CLASS BELL

HIESTAND: Professor, first round's over for the navy.

KYSER: Well, Dean, find out who is in the gravy!

JULIE: Professor, I thought you were going to take me to a movie last night.

KYSER: Well, Julie, I can't use gasoline and you know the government has just rationed shoes. I didn't want to come over to your house barefooted.

JULIE: That's all right, Professor. I don't mind having shoes without heels, but I certainly wouldn't want to be seen running around with a heel without shoes.

(LAUGH)

HIESTAND: Professor, the first round winner!

Kyser: And he is #3 Bruce Kelly! Seaman Kelly, you really showed fight. Light up a Lucky, here's a light, and while you're waitin' just sit tight! The final exam won't be so tragic -- put your mind at ease with a little "Black Magic"!

3. THAT OLD BLACK MAGIC GROUP

(AUDIENCE APPLAUSE)

2/17/43

(FROM SAN PEDRO, CALIFORNIA)

KYSER: Now here's Roland Winters who places the facts right on the line.

(SWITCHOVER TO NEW YORK)

WINTERS: Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw... Ladies and gentlemen, that is a statement of fact - and you can easily prove it to yourselves! Let me just show you... I have here in my hand a package of Lucky Strike cigarettes - Luckies in their smart new uniform! Now I open my package (BUSINESS) and take out a cigarette - it doesn't matter which cigarette - the first - the tenth - the twentieth - Luckies are identical! Now I hold the cigarette up and look at the end of it - (BUSINESS) Perfectly round - it's like a circle drawn with a compass. So I look at the other end of it - and (BUSINESS) it's just the same. So round! Now I roll this Lucky between my fingers to see how firm and fully packed it is. And, yes - from end to end - it's so firm, so fully packed. And ladies and gentlemen, here's the final proof. (BUSINESS) Now I'm lighting a Lucky. (BLOWS OUT SMOKE) My first puff shows me conclusively that it's free and easy on the draw. And you can prove to yourselves as well the full truth of this simple statement of fact: Lucky Strike means fine tobacco, so round, so firm, so fully packed, so free and easy on the draw.

(SWITCHBACK TO SAN PEDRO, CALIFORNIA)

KYSER: Now here's Roland Winters who places the facts right on the line.

(SWITCHOVER TO NEW YORK...PICK UP COMMERCIAL NO. 2)
(Approx. 1.25)

(RETURN CUE:)

WINTERS: My first puff shows me conclusively, that it's free and easy on the draw and you can prove to yourselves as well, the full truth of this simple statement of fact -- Lucky Strike means fine tobacco, so round, so firm, so fully packed, so free and easy on the draw.

(SWITCHOVER TO SAN PEDRO, CALIFORNIA)

(COMMERCIAL TAG)

KYSER: And now chillun, it's a pleasure to present a lovely lady. We've known she's pretty for a long time cause we've seen her on the covers of so many magazines, in advertisements, and in movies. In fact, she's called the most photographed girl in America. However, it was not until a few weeks ago at a camp show - quite by accident - we found out she has a lovely voice. We finally persuaded her to sing for us tonight, so let's welcome our guest Miss Georgia Carroll.

4. EMBRACEABLE YOU.GEORGIA CARROLL

(APPLAUSE)

REPRISE: ANCHORS AWEIGH

2/17/43

ORCH: REPRISE "ANCHORS AWEIGH"...FADE FOR

HIESTAND: To you fighting sons of the Navy blue,
To you seamen and to you officers too,
We salute you with pride across the whole Nation,
As we pause for our station identification.

LOCAL NBC STATION SAYS:

"Station X X X salutes the Navy!"

(Please teletype this cue to all stations carrying 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: Well, Dean Hiestand, are we ready for the second round?

HIESTAND: Right, professor, yet's go to town!

KYSER: Ish, don't you think our guest student, Miss Carroll is a beautiful singer?

ISH: Yeah, but beautiful singers don't affect me none, professor, not when a guy like I once had Madame Butterly crawling at my feet!

KYSER: You once had Madame Butterfly crawling at your feet?

ISH: Yes. -- Of course in them days she was only a caterpillar!

1. This one from Engineers Al Vessels, John McDonald and Anthony Lamagne, somewhere with Uncle Sam's Fleet, is about a seaman first class who was standing watch one night when a shadowy figure came up over the side of the ship, snuggled up to him and said (PLAY). He said "It's so dark I can't see you, but you have a mighty pretty voice, so I'll bet (PLAY). Just then the moon did come out and wham - who was standing there but Alice the Goon. He said "I heard there was a woman in the world as homely as you and so (PLAY).

2. Here's a letter from Brooklyn Beulah that contains many Navy Terms and Helen Ames of Lansing, Michigan is sure you can pick out at least four of those terms. "Dear professor, G.I. sure got a boot out of a handsome sailor I met. He was stern and not forward. So when he told me I was the only gal 'e loved, did I beam! He became our star-boarder, drank all our port, and then bowed out. Oceans of love, Beulah. P.S. These sailors shore leave you! Ain't they the bunks?

3. Sergeant Paul Anderson in North Africa says from the following theme you should be able to tell us who's leading the Coast Guard Band nearby. (PLAY)

Now for a moment we want you to imagine that you're trying out for Rudy's orchestra, take this saxophone and let's see how good an audition you can give. He's quite a saxophone player himself, so you'd better make it mighty good.

4. Evelyn Arden of Cicero, Illinois is sure you sisters are sufficiently seasoned in seamanship to distinguish between a sea dog, a sea horse, a seasaw and a "C" card. Is this statement right or wrong "a porpoise is called a sea-hog." Now we'd like to see how good a sea-hog caller you'd make - Go ahead honey, call the hogs.

We'll be doin' another kind of calling next week. Yes sir, we'll be calling on the fightin' Leathernecks at the San Diego Marine Base to ~~celebrate the start of our 3rd year playing for the boys in the~~

~~service.~~ It was there in February 1941, we did our first service show, so we're going back for our anniversary ^{next} week. ^{pleasing for the Command 7:00} Meanwhile we'll be at the Hollywood Canteen Saturday night and ^{and take to the} ~~Sunday~~ ^{the command performance will be given over seas} we'll be with service boys at an undisclosed point.

5. Comes time now for another San Pedro Professor of Surprises and this time our visiting Dean is Bill Borzage the Rachmaninoff of the squeak bellows. Let's get Bill Borzage out here! (APPLAUSE) Bill has a lot of funny sounding gadgets incorporated in a small accordion. He's going to play some tunes and we want you to tell us the names of them. (PLAY PLAY PLAY)

6. This one from Private William Hennel of Medical Division in the Desert, is about a young wave taking her first trip over the waves. The sea was rough and her cabin was stuffy. So pretty soon she started (PLAY) As the cabin rolled from side to side she got dizzier and dizzier and weaker and weaker. Finally she said to herself (PLAY) She dashed up on deck to catch some fresh air - She ran into the skipper so she said "I'm sea sick - no doubt you'll razz me about it tomorrow" but the skipper was green around the gills too and had that helpless look, so he said "Don't worry girlie, I'll never live to (PLAY).

You know it's somewhat of a novelty to have these Waves in our class session, but the organizations, the Waves and Spars, are ^{not} a novelty. They are serious and important new branches of the Navy, and they are doing a great service alongside our men in blue. They are doing practically every type of non-combatant work now being done by men such as book-keepers, cashiers, cooks, messengers, photographers, radio-operators, secretaries, printers, etc. So what say, gang, how about a cheer for the Waves and Spars.

APPLAUSE

SOUND: CLASS BELL

ISH: Professor, on account of these here now sailors have treated us with the milk of human kindness I have writ an essay in regards to which I would like to read same entitled..The Cow.

KYSER: Wait until I get in the mood, Ish....Okay, read!

ISH: The Cow...Oh the cow is a large animal about the size of a buffalo, only a cow ain't got no hump like a buffalo, but a buffalo ain't got no pump like a cow. Cows is all females which is the reason they call them "bossey!" Now...

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

ISH: All cows is milked from away back!

HIESTAND: 'Fess, here's the second round winner and she's a dandy!

KYSER: Well, howdy, you win the second round candy! And while we're waiting for the next joke or two, here's a package of Luckies have a smoke or two, while the chillun have their dancin' fill to the strains of a good neighbor tune... "Brazil".

5. BRAZIL.....PRODUCTION
(APPLAUSE)

2/17/43

(PICK UP FROM SAN PEDRO, CALIFORNIA)

KYSER: Now Roland Winters asks you to picture a big room - a great big room - filled with three thousand baskets of tobacco.

(SWITCHOVER TO NEW YORK)

WINTERS: Three thousand baskets - or even more! - and no two of them alike! That's the picture tobacco experts see, when they step into one of the big tobacco warehouses down South. Yes, ladies and gentlemen, tobacco experts know how important it is to pick and choose - to select and buy the riper, lighter, milder tobacco. And, as the independent tobacco experts at the auctions can see for themselves, your Lucky Strike tobacco buyer is one of the choosiest people on earth. He never forgets to examine the tobacco carefully. He often digs deep down into a basket, pulls leaves out, holds them up to the light - carefully feels their texture and inhales their fragrance - in short, he knows the tobacco's fine before he bids. (CHANT - SOLD AMERICAN) Ladies and gentlemen, is it any wonder that Luckies have won the overwhelming preference of independent tobacco experts - experts who can't help seeing the care with which we pick and choose fine tobacco for Luckies. Remember, with these independent experts - auctioneers, buyers, and warehousemen - with men who know tobacco best, it's Luckies 2 to 1. A friendly suggestion: smoke the smoke tobacco experts smoke - Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw.

(SWITCHBACK TO SAN PEDRO, CALIFORNIA)

KYSER: Now Roland Winters asks you to picture a big room - a great big room - filled with three thousand baskets of tobacco.

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

(Approx. 1:35)

(RETURN CUE:)

WINTERS: Remember, with these experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies two to one. A friendly suggestion - smoke the smoke tobacco experts smoke - Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw.

(SWITCHOVER TO SAN PEDRO, CALIFORNIA)

- 6. GIDDAP MULE SULLY
- 7. FOR ME AND MY GAL HARRY & JULIE

(AUDIENCE APPLAUSE)

ORCHESTRA REPRISE: KYSER MARCE

HIESTAND: 'Fess, the final bluejackets are ready to go!

KYSER: Well stop the racket, Dean! Yet's try for the dough!

~~AUDREY: Professor, I studied my geography lesson like you said.~~

KYSER: That's good, little Audrey.

AUDREY: But gee whillickers, it looks like the world is going to stop turning around pretty soon.

KYSER: Why do you say that, little Audrey?

AUDREY: Well, gee whiz, the geography book says the world revolves around the axis, but if the Russian soldiers keep on goin' there ain't going to be any Axis any more!

(LAUGH)

(FANFARE)

KYSER: Das's right, little Audrey, dat is right!

~~HIESTAND: But let's get on with the final fight!~~

KYSER: ~~Quite!~~ And our first finalist is _____!

(ADD FINAL EXAM)

1. Monday the 22 is George Washington's birthday - So we'd like to dedicate our final round tonight to the Father of our Country. Pvt. Edwin Nyden of Camp Adair, Oregon wants us to tell you our song story version of that famous legend - you know the one. Well first of all the orchard was situated right near a (P.L.Y) Well, when George's father saw what had happened - you know the cherry tree, the hatchet, and little George, the old man went into a (P.L.Y) Before we go on with the story, tell us was Washington's home at Monticello, Mount Vernon or Hyde Park?

2. Continuing our cherry tree story for Lt. Jim Schullinger with Uncle Sams' Flyers overseas, George's dad went to little George and said "George I'm going to ask you a question and I want you to (P.L.Y) He said to his son "Did you cut down the cherry tree?" George replied "I know it's going to hurt to tell you the truth, but I must say I did because (P.L.Y) Is George Washington's face on a one dollar bill, a five dollar bill, or a ten dollar bill.

3. Father Washington said "I'm glad you told me the truth, son, but you'll have to be punished just the same so will somebody (PLAY). Father raised his cane and raised cane with little George who cried and said "I'll never do it again, daddy (PLAY). Are the Washington Monument and George Washington Bridge both in Washington?

4. We agree with Private Paul Andrisani somewhere in the Southwest Pacific, that as we approach Washington's birthday, we all pledge to him and our forefathers that no one will ever take from us the freedom they fought for. No sir (PLAY). And like our forefathers rallied 'round our first President to fight for freedom, 130 million of us are rallying 'round our 32nd President, ^{in presence of} determined that it will always be (PLAY).

APPLAUSE

SOUND: CLASS BELL

HIESTAND: Professor, professor, class is out and here's the winner of the final bout!

(FANFARE)

KYSER: And it is Bruce Kelly. That was a tight race, all right, with both contestants missing just a wee bit, but Mr. Kelly came out on top by a shave.

~~KYSER: And it is.~~

Well, _____, you made a fine showin'. Congratulations, that was nice goin'. You win the \$50.00 U.S. War Bond! And to Number Two we give to you _____, this \$25.00 Bond. And to the remainin' quartet, don't go away yet, you each get \$10.00 in War Stamps. All six get a carton of Luckies and then, AND THEN! TO ALL YOU SEAMEN for your shouts and screamin' a package of better than ever LUCKY STRIKE CIGARETTES!

(CHEERS)

S. AFTER YOU'VE GONE. ORCHESTRA

~~(FANFARE)~~ ~~(CUE AUDIENCE SONG)~~

e

HIESTAND: Now, at the request of the United States Government, and speaking for the United States Government, Kay Kyser brings you the following message. ^{Subject: American women in the} Time ... less than a minute and a half... Mr. Kyser.

KYSER: ~~Clinton, Uncle Sam has asked me to speak to you tonight about American women and the war.~~
 With the armed forces and in the production forces alike, American women are now contributing their energy and skills alongside their men. They are speeding the day of Victory, but there's an urgent need for more women to serve with the armed forces and in production plants, and there are all kinds of jobs in all kinds of organizations - and they are all important.

In order to release men for sea duty Uncle Sam needs 35,000 Waves for the Navy and Spars for the Coast Guard - to fill jobs in radio and storekeeping, for important posts in mechanics and aviation ground work, for various special technical positions. ^{And} All you women who are American citizens are eligible if you ^{are between 20} ~~are between the~~ ^{36 years of age} ~~following requirements: You must be at least 20 years old and under 36, married or single, with no children under 18, and you must have at least 2 years of high school or business school education.~~

If ~~you sign up with the Waves or Spars~~ you'll receive free training at leading colleges with full Navy pay starting at \$50 and going as high as \$126 per month, with additional allowances for living expenses. Also \$200 worth of uniforms free - and ~~besides, you'll get all the other fine treatment Uncle Sam gives all of his fighting forces.~~ (MORE)

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KYSER:
(Cont'd)

If you are eligible, apply today at any Navy recruiting station or office of Naval Officer Procurement. Girls, you can perform a very real and vital service for your country, and if you are the sort of woman who loves America and honors the brave men fighting to keep it free, you'll be proud to be a member of the Waves or Spars. So what about it, Miss America?

APPLAUSE

KYSER THEME "THINKING OF YOU"

KYSER:

Well, chillun' ... it looks like das all for this week's class session. And right now we'd like to say "Thanks" to Lieutenant Commander ~~L...~~ ^{Commanding Officer of the school} Gwinn, Ensign James Brown and to all you boys and gals for the swell time we've had during our visit here. Next week we'll be celebrating the start of our third year playing at the camps when we return to the scene of our first service show ... the Marine Base at San Diego, California. Yes, sir, we'll be with the fightin' Leathernecks again next Wednesday night! And remember, chillun, every Friday night Lucky Strike brings you the best tunes of all from Carnegie Hall on your "Alltime Hit Parade."

And now, this is Kay Kyser ... thinkin' of you. Thanks a lot for being with us ... and so long, everybody!

(APPLAUSE)

LUCKY THEME

HIESTAND: Since the Navy Department does not endorse any product, this broadcast is not intended as an endorsement of our products by the Navy Department.

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

This ~~program is being broadcast from San Francisco, 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 _____

LAY KESER LUCKY STRIKE ROUTINE

As Broadcast
a

#257

2/24/43
7:00-8:00 pm PWT

Marine Corps Base
San Diego, California

- 1. I KNOW THAT YOU KNOW ORCHESTRA
- 2. MOONLIGHT MOOD GROUP

COMMERCIAL ONE

ROUND ONE

- 3. DON'T GET AROUND MUCH ANY MORE JULIE

COMMERCIAL TWO

- 4. PLEASE THINK OF ME GEORGIA

STATION BREAK

ROUND TWO

- 5. LILYHOUSE BLUES PRODUCTION

COMMERCIAL THREE

- 6. TOUGH OF TEXAS SULLY

- 7. YOU'D BE SO NICE TO COME HOME TO HARRY

FINAL ROUND

- 8. ~~ON THE ALAMO~~ *as for time* ~~ORCHESTRA~~

WARM UP REMINDERS:

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

Rehearse audience on signs. Page 1 and 2

0

ATX01 0114859

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

#257

Originates at the Marine Corps Base in San Diego, California
(With switchovers to NBC, New York, for commercials and opening)

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

Marine Corps Base
San Diego, California

(FROM NEW YORK)

BOONE: (CHANT ENDING SOLD AMERICAN)

RUYSDAEL: Smoke the smoke tobacco experts smoke! And let that historic 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!

(FROM SAN DIEGO, CALIFORNIA)

ORCHESTRA: OPENING THEME

PIESTAND: LUCKY STRIKE presents to the boys of the Marine Corps Base at San Diego, California -- KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE!

AUDIENCE: "YEA ~~SAVINGS~~" - "HOORAY"

(THINKING OF YOU - AUDIENCE APPLAUSE UP BIG)

KYSER: Evenin' folks, how y'all? Ever'thing all right?

AUDIENCE: Yessir, Professor!

KYSER: Well, ding how! And chillun, tonight we're holdin' class at the Marine Base in San Diego, the first spot at which the old College of Musical Knowledge ever hold a services class session. Yes sir, we're back here with the devil dogs, the leathernecks and chillun, you should see this place since we were here two years ago! What they've accomplished! From a little small theater to this great big beautiful, magnificent place with thousands of men in front of me now. And you should see this base, how it's grown and expanded! What a wonderful base! Well, that explains to me why Marines never order a rare steak in a restaurant -- they like to get things done! And they're doin' it! How about it fellahs?
(APPLAUSE)

KYSER: Well, yet's get on with the classes.....

ISH: Just a minute, professor.

KYSER: Well, well, Ishkabibble -- what's on your mind, Knucklehead?

ISH: Well, professor, I have figgered out a riddle in arithmetic. Would you like to hear same?

KYSER: Yes, Ish, tell me same.

ISH: Okay, same. Oh, if Farmer Jones had fourteen apples and he give three of them to Farmer Brown and four of them to Farmer Green and sold the rest of them to Farmer Smith for six and seven eighths cents a half an apple, what's the name of the Marine sitting third from the right in the second row? Give up?

KYSER: Yes! What's his name?

ISH: Joe Thomas!

2/24/43

KYSER: How do you know?

ISH: I asked him!

~~KYSER: Ish! You're crazy!~~

ISH: I know it -- that's what makes me so stupid! ...I got another one about apples.

KYSER: Ish! Go away! I spend half my time with you and I'm just about half goofy!

ISH: Well, how do you think I feel! I got to spend all my time with myself!

KYSER: Ish...read...your other...riddle!

ISH: Yes sir. Why is a mean Marine Corps sergeant like a bum apple? Give up?

KYSER: YES!

~~ISH: Because he's not good to the corps!~~

KYSER: Oh, Ish! Stop your gibberish! Dean Hiestand!

HIESTAND: Yes sir?

KYSER: Are our six contestants ready to try for the \$115.00 in war bond prizes?

HIESTAND: Almost, Professor Kysor, almost!

KYSER: Well, while they're gatherin' at the post, yet's start the chillun dancing from coast to coast!

1. I KNOW THAT YOU KNOW.....ORCHESTRA

2. MORNIGHT MOOD.....GROUP

(AUDIENCE APPLAUSE)

(FROM SAN DIEGO, CALIFORNIA)

KYSER: Now chillun, let's listen to Roland Winters ...

(FROM NEW YORK)

(GEANT - SOLD AMERICAN)

WINTERS: Let that historic chant remind you that in a cigarette it's the tobacco that counts and Lucky Strike means fine tobacco ... Ladies and gentlemen, I wonder if you noticed in your newspapers Tuesday, February 23rd, mentions of a report about the manufacture of cigarettes issued by the War Production Board of the government. ^{Now} I have right here a complete copy of this report and I'd like to read one important sentence to you. (BUSINESS) Now here it is ... quote - The real factor in maintaining the quality of cigarettes has been the quality of the tobacco itself - end quote - Yes, ladies and gentlemen, that's how this Government agency states the simple facts about smoking that we have said so often on this program - we say "in a cigarette it's the tobacco that counts!" The War Production Board in this release says -- "the real factor -- the quality of the tobacco itself". Doesn't this help to make clear how important has been Luckies' year-in, year-out concentration on fine tobacco?

MORE

WINTERS:
(contd)

Remember that at market after market all over the South we consistently select and buy the ripper, the lighter, the naturally milder tobacco. Remember that with independent experts - auctioneers, buyers, and warehousemen - with men who know tobacco best it's Luckies 2 to 1. Yes, remember and act upon this clear-cut fact: Lucky Strike means fine tobacco, so round, so firm, so fully packed, so free and easy on the draw.

(PICK UP FROM SAN DIEGO)

-3-

KYSER: Now, chillun, let's listen to Roland Winters.

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

(Approx 1:30)

(RETURN CUE:)

WINTERS: Remember that with independent experts - auctioneers, buyers, and warehousemen - with men who know tobacco best it's Luckies two to one. Yes, remember and act upon this clear-cut fact --Lucky Strike means fine tobacco, so round, so firm, so fully packed, so free and easy on the draw.

(SWITCHOVER TO SAN DIEGO, CALIFORNIA)

(KYSER MARCH.....)

-3-

P

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1. This same week in February two years ago, right here at the Marine Base, we held our first class session for the armed forces. The following is the first question we ever asked a service man, and how two years later for old times sake, we're going to ask that same question all over again. The boys of Class 43-C Napier Field, Alabama, ask do you know what the chassis song is? Well, the chassis song is (PLAY) Do you know what the jack-pot song is? Well the jack-pot song is (PLAY) When a husband claims he's worked late at the office, what's his alibi song? His wife says it's (PLAY) Did Morgenthau write "It all Comes Back to Me Now"? No, but he'll sing it March 15th!

2. Adrienne Reeves of Providence, Rhode Island, believes you can quickly detect the title of the following ditty. (KAY HUMPHIS) Now we'd like to have you sing a bit of that song. (CONTESTANT SINGS) Which of the three sisters loves a marine? A certain sizzling sister who played Kitty Foyle loves a marine - who is she?

I know a Marine who loves a Marine, It's Maureen O'Hara that
loves Marine Will Fries!

3. Speaking of girls' names for the boys of Company B. QM, Shreveport, we're going to have our musical cross-word puzzle. First across a girl's name in 7 letters that starts with "D" and ends in "S" Maybe this will help you. (PLAY) Continuing our cross-word puzzle, the next word in 10 letters is a boot's impulse to give a Second Lieutenant the hot foot - Maybe this will help you (PLAY) And now I can't resist the temptation to ask you to put on these girls clothes and pretend you are a girl. Here are the words to a lovely song. Sing it to me in your best girlish voice. All set? Let's go! (PLAY)

4. We agree with Pvt. Orville Williams and the Wilson Fire Company boys of Peckville, Penn. that you Marines are familiar with the Islands and places in the South Pacific area, so I'm going to read a little skit that includes the names of lots of them, and we want you to pick out 4 - here we go - a Marine called on his gal late one night and said Let's go out for a cup of java - this is your sweet papua. She said I don't care wetter you are or not - I'm not even awake - So guam home and come around Thursday. You know this is sarong hour to call, you yap, and sumba dese days I'll bataan your hide - boy what a bali laugh!

5. The boys of the U.S. Naval Air Corps say it would be magnificent if we could maneuver a Marine into a musical maneuver. So here's our visiting team, one of your own boys who impersonates a lot of well known trumpet players. Let's get him out here! He's Sergeant _____!
_____! (APPLAUSE) Now Sergeant _____ without the aid of anything but his larynx is going to impersonate some well known trumpeters. Listen and see if you can tell us who they are. (PLAY PLAY PLAY)

5. ~~Daisy Shapiro of Brooklyn, N.Y.~~ is sure you'll get a boot out of this one concerning a Marine boot. He didn't like to drill very much so when the Sergeant bawled him out, he said "Sergeant you're being (PLAY) Of course the Sergeant apologized, put his arm around the boot and said (PLAY) All I can say is if you chillun believe that ^{you're} you're (PLAY).

APPLAUSE

SOUND: CLASS BELL

HIESTAND: Professor! First round's over, little chum!

KYSER: Well, dean, find out who won the slum!

HIESTAND: I'll be back in a flash with the bash!

JULIE: (DRAMATIC AS ALL GET OUT) Gerald! Don't leave me! ...
No, no! You can't go now ...

KYSER: ... Now what...!

JULIE: ~~You love me! You know you love me! Come to my arms,~~
Gerald!

KYSER: Julie!

JULIE: You're so big and strong and I'm...well I'm just...take me
in your arms, Gerald!

KYSER: Julie!

JULIE: Take me in your arms, I say!

KYSER: JULIE! For the love of Mike! What are you doing!

JULIE: I'm practising a play I wrote -- the Girl and the Marine!
This is the love scene!

KYSER: Julie, if you performed like that, the audience would get
up and walk out!

JULIE: ~~That's right~~ ^{That's right} -- when I make love to a Marine, I don't
want any audience!

(LAUGH)

HIESTAND: The first round winner, professor!

KYSER: And he is contestant no. _____, Well,
congratulations old fellow, your answers were mellow.

You're goin' to be a final round vet, so light up a
Lucky Strike cigarette while romantic Julie Conway turns
~~from the lyrics of "Weep No More My Lady"~~
on the lyrics of "~~Weep No More My Lady~~".

3. ~~WEEP NO MORE MY LADY~~ ^{Don't get around here no more} JULIE

(AUDIENCE APPLAUSE)

2/24/43

(FROM SAN DIEGO CALIFORNIA)

KYSER: Now chillun, our Dean of Common Sense, Martin Block, has something mighty important to tell us ...

(FROM NEW YORK)

BLOCK: Friends, for the past two and a half weeks, it's been my pleasure and privilege to get away from the usual routine of life, and to bring entertainment to the men in the United States Naval Training Stations ⁱⁿ ~~in~~ the South, and I have had lots of time to think, and one of the thoughts that occurred to me was that at times in the past on this broadcast, I ~~have~~ taken a pack of Lucky Strike cigarettes in my hand before this microphone, ^{and I} ~~and then I~~ ^{removed the cigarette from the pack} opened them, ~~taken~~ out a cigarette, split it down the middle, as I'm doing now, and emphasized that the all-important thing in that cigarette is the tobacco. Tonight I want to admit quite frankly, that there's something else in every Lucky that's very important. The only difference is that it's something that you ~~cannot~~ see, or feel, or touch. It's what's known as intangible. The natural goodness of Lucky Strike cigarettes is primarily due to that inherent something in our tobacco buyers which I would call "Knowledge". And this finer tobacco that rests now in my hand is merely the tangible expression of the knowledge of our buyers.

(MORE)

ATX01 0114870

2/24/43

BLOCK:
(CONT)

Friends, never lose sight of the fact that while in a cigarette, it's the tobacco that counts, it's the good judgement, the careful selection of the finer, lighter, milder leaf by our buyers at public sales that makes possible this finer tobacco in Luckies. Buying the right tobacco is what makes Luckies the right cigarette. That we do buy that right tobacco is clearly demonstrated by the fact that with independent tobacco experts, with men who know tobacco best it's Luckies two to one. We ~~we~~ ^{we} have spent a life-time to put that better tobacco into Luckies. It takes only a few moments and a few words for you to reap the benefits. Next time, say "Luckies, please."

(CHANT - SOLD AMERICAN)

(PICK UP FROM SAN DIEGO, CALIFORNIA)

KYSER: Now chillun, our Dean of Common Sense, Martin Block, has something mighty important to tell us.

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

(Approx. 2:10)

(RETURN CUE)

BLOCK: We have spent a lifetime to put that better tobacco into Luckies. It takes only a few moments and a few words for you to reap the benefits. Next time, say, "Luckies, please".

AUCTIONEER - CHANT SOLD AMERICAN)

(SWITCHOVER TO SAN DIEGO, CALIFORNIA)

(COMMERCIAL TAG)

KYSER: Chillun, last week we introduced a new singing guest on the old college. She was swell, so we have asked her to appear with us again this evening. She is lovely to look at and delightful to hear - it's Georgia Carroll.

(APPLAUSE)

4....("PLEASE THINK OF ME".....GEORGIA CARROLL)

(APPLAUSE)

ORCH: REPRISE: "HAPPY BIRTHDAY TO YOU"

GLEE CLUB: "HAPPY BIRTHDAY TO YOU"

HAPPY BIRTHDAY TO YOU,
 HAPPY BIRTHDAY TO YOU,
 HAPPY BIRTHDAY DEAR TEACHER,
 HAPPY BIRTHDAY TO YOU.

HIRSTAND: On this, the second anniversary of Kay Kyser's College of Musical Knowledge originating from service camps for the entertainment of our armed forces, we wish to extend to all of our fighting men wherever they may be, success and God speed on the field of battle...as we pause for our station identification.

LOCAL NBC STATION SAYS:

"STATION SALUTES OUR ARMED FORCES!"

(Please teletype this cue to all stations carrying this program)

SOLDIER: Professor Kyser, the boys here at the Marine Base are very happy that you are back here on your second anniversary of playing for the service men and in appreciation of the fine work you are doing entertaining all of the men in the armed forces, we'd like to present you with this cake, baked by assistant Cook Gregg Coker of the San Diego Marine Base.

KYSER: Well, thank you very much. It's a beautiful 5 decker with 2 candles. It's certainly beautiful and I appreciate it very much. Thanks a lot to all the Marines for the spirit I know goes with that cake.

ORCH: MARINE HYMN -- 1 FULL CHORUS

(CHEERS)

HIESTAND: Well, well, professor, everything's jake. Now let's find out who wins the cake.

ISH: Now just a minute, I have writ a play!

KYSER: You have writ a play, Ish?

ISH: Yes sir. On account of they is quite a meat shortage, I have writ a play entitled....Bacon!

KYSER: I'd like to hear it, Ish. Dean, set the scene.

HIESTAND: Ladies and gentlemen, Ish K. Bibble and his Thirsty Thespians present a brand new play from the Little Theatre Off Balboa Park entitled "Who's Little Zoo is Oo" or "Bacon!"...Curtain going up!

ORCH: LIGHT MUSIC FADE FOR: (WHO'S YOUR LITTLE WHOSIS)

KYSER: Well, well! If it isn't old Ish K. Bibble; We haven't seen each other for 'lo those long years.

ISH: Yeah -- long time no see.

KYSER: I haven't heard you talk for 'lo those long years.

ISH: Yeah -- long time no say.

KYSER: I understand you gave up your job as a carpenter last year.

ISE: Yeah -- long time no saw.

KYSER: Last time I saw you, we were just kids! Remember the tector totter we used to play on?

ISH: Yeah -- long time no see saw.

KYSER: How's your father? I understand since the pork shortage he sold his hog ranch.

ISH: Yeah -- long time no sow!

HIESTAND: And so we bring to a close another gripping episode in the life and loves of Ish K. Bibble. For the benefit of those who tuned in late, let us say "you lucky people!" And now on with the examinations!

SOUND: CLASS BELL

KYSER: And our first second rounder is _____!

(ADD SECOND EXAM)

2/24/43

1. This one from Pvt. Edward Hicks of Camp Pendleton, is about an ever-loving leather-neck who had too many gals. He was in love with (PLAY) He got fed up decided to be a woman-hater, called all three of 'em ~~up~~ and said (PLAY) Of course that woman-hating routing didn't last long. He tried to ~~call on~~ each one of them and as he did, they kicked him out of the house. He said to them - "how about that - you used to get a boot out of me, and now (PLAY)

Yes sir! That was a great hit back in 1934 and you'll hear a lot more of those great hits from the past, when you listen to "Your All-Time Hit Parade" on this station every Friday night!

2. Since you Marines walk a lot and since shoes are rationed, Carol Price of Denver, Colorado wants us to devote this question to shoes. In what fairy story did they try shoes on a lot of gals to find out which one could wear a certain slipper? In a certain nursery rhyme, a certain woman lived in a shoe. What did she have so many of she didn't know what to do? Name a lucky kind of shoe? Who is Foo-man-shoo? Since you know so much about shoes, here's a pair size 16 1/2. We want you to put 'em on and see how well you can dance with Julie Conway. (PLAY) Wonderful! And you know, chillun' next Wednesday we'll be putting on our seven league boots and jumping over to March Field to hold class sessions with Uncle Sam's fliers. Meanwhile, we will be with the Service boys at the Hollywood Canteen
Saturday night.

ATX01 0114876

3. Here's another question we used in our first class session for the service men right here two years ago. The question deals with an apiary and an aviary. For Bill Black of Camp Carson, Colorado, name the following two tunes and tell us which reminds you of an Aviary. (PLAY) (PLAY) Now for a moment we're going to imagine we're in an Aviary and we'll do a few bird calls. We'd like for you to imitate the ones you hear. For instance, (PLAY PLAY PLAY)

4. In looking thru the pamphlet on leather-neck lingo, we found some very interesting Marine terms, for instance - canned milk is armoured heifer, and Laura Thomas of Cincinnati, is sure you know all of them. For instance what do the Marines call ketchup? Will you name a song with that word in its title? And to a Marine coffee is what? Sugar and cream is what? Name a song with Joe, side, or arm in its title. A letter from your sweetheart is a what? And in private you fellows refer to the commanding officer as whom - what expression? Will you name a song with old man in its title?

5. Comes time now for our visiting dean again, the one-man brass section without the brass. Let's bring him out here again. Sergeant W. L. Rafford. (APPLAUSE) Now Sergeant Rafford is going to give us 3 bugle calls familiar to all the boys here and we think you should be able to tell us what they are. (PLAY)
(PLAY) (PLAY)

6. This one from Sgt. Tom Manning of Albuquerque, N. M. is about a detachment of Marine Paratroopers who landed on a South Pacific Island. They cleaned out an enemy position so quickly that the surprised Japs thought it was (PLAY) One of the Marines cornered a tough-looking Jap and let go with a string of language that wouldn't be quite appropriate for drawing room society. He said "Those words are (PLAY)

(APPLAUSE)

SOUND: CLASS BELL

HIESTAND: Profess, that second round was really a honey!

KYSER: Well, Dean, find out who's in the money!

ISH: Professor, did you hear what the Marine said to the Hula dancer when he was first introduced to her?

KYSER: Well, Mr. Bones, what did the Marine say to the hula dancer when he was first introduced to her?

ISH:Shake!

(LAUGH)

KYSER: Well, we certainly pounded that joke into the script with a sledge hammer. Anyone else have a joke that doesn't fit?

JACK: Yeah, I got one!

KYSER: All right, Jack, what is it?

JACK: My sister is navy minded so she joined the Waves. My aunt is army minded so she joined the Waacs. I got a dog that joined the Dogs' Auxiliary Corps, he thinks he's a Wag. Guess why my wife joined the cavalry?

KYSER: Why did your wife join the cavalry?

JACK: Because she's a "NAG!"

2/23/43

(FROM SAN DIEGO, CALIFORNIA)

KYSER: Now Roland Winters has a suggestion to make ...

(FROM NEW YORK)

WINTERS: The next time you step up to a tobacco counter to purchase a package of cigarettes, you'll find it much easier to select a cigarette that will give you a maximum of smoking enjoyment, if you'll just stop a moment and realize that what you are actually paying your money for ... what you are actually depending on for greater smoking pleasure is quality tobacco. You can't make a fine cigarette with anything but fine tobacco. And your choice will be further helped if you will remember that Lucky Strike means fine tobacco. Our buyers never lose sight of the fact that only through their selection of finer, lighter, milder leaf can we give you a cigarette designed for your maximum smoking pleasure -- Lucky Strike -- so round, so firm, so fully packed, so free and easy on the draw. Independent tobacco experts, auctioneers, buyers, and warehousemen, men who know tobacco best, have signified their preference for Luckies, by an overwhelming majority. Your personal proof that finer tobacco is in Luckies lies in the smoking. Remember that next time, and ask for the smoke tobacco experts smoke, Lucky Strike -- the cigarette that means fine tobacco.

(CHANT - SOLD AMERICAN)

(PICK UP FROM SAN DIEGO, CALIFORNIA)

ATX01 0114880

JACK: Because she's a "WAG!"

(LAUGH)

~~SULLY: (DOES THE SULLY MASON LAUGH)~~

~~KYSER: Sully Mason! What are you laughin' at!~~

SULLY: I just got it! (LAUGHS)

KYSER: You just got what! the joke?

SULLY: No! My Four H eard! (LAUGHS)

HIESTAND: Professor! Second round winner!

KYSER: And he is _____.

My boy, congratulations to youse,

The way you answered you couldn't lose.

Light up a Lucky, get your dancin' shoes,

~~and you'll go to town with "Lane House Blues!"~~

5 LINEHOUSE BLUES. PRODUCTION

(APPLAUSE)

KYSER: Now Roland Winters has a suggestion to make.

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

(Approx. 1:20)

(RETURN CUE:)

WINTERS: Your personal proof that finer tobacco is in Luckies lies in the smoking. Remember that next time, and ask for the smoke tobacco experts smoke, Lucky Strike - the cigarette that means fine tobacco.

(AUCTIONEER - CHANT SOLD AMERICAN)

(SWITCHEOVER TO SAN DIEGO, CALIFORNIA)

6. ~~TOUCH OF TEXAS~~ *cut the time*SULLY

7. YOU'D BE SO NICE TO COME HOME TO.....HARRY

(AUDIENCE APPLAUSE)

ORCHESTRA REPRISE: KYSER MARCH

~~HIESTAND: Well, let's decide who's the winning Marine.~~

KYSER: Fine, Dean, okay, Dean, you're right, Dean!

ISH: Jest a second professor, on account of spring is almost here, I have writ a poem which I would like to read same entitled, "I Am the Voice of Spring!"

KYSER: Read, Ish!

ISH: I'm the blossoms in the trees tra la!
Where the little robins nap.
I'm the leaves, the limbs the trunk, tra la!
I wonder if I'm the sap.

KYSER: Wonderful!

ISH: I'm the dewdrop on the vine, tra la!
That the little birdies sip.
I'm the raindrop in the sky, tra la!
Boy, am I a drip!

(LAUGH)

(FANFARE)

HIESTAND: Professor, let's finish the quiz, ~~tra la!~~

KYSER: Okay, let's give 'em the biz' ~~tra la!~~ And our first finalist is _____! ~~tra la!~~

(ADD PENAL EXAM)

1. Since we're here in San Diego we'd like to dedicate our final round tonight to the word "sand". ~~Irving Starr of Culver City~~ is sure you can tell us the name of this popular song that starts with the word "San". (PLAY) What Marine was the male star of the picture "Blood and Sand"? Speaking of movie stars, ~~was~~^{is} baby Sandy a boy or a girl?

2. The word "san" is so prominent in this song that _____ is sure you can name it. (PLAY) Will you distinguish between ~~San Luis Obispo~~^{San Luis Obispo}, San Quentin, and ~~San San~~^{San San}.
(~~San San~~)

3. Ensign James Brown of San Pedro reminds us that the word "sand" ends the title of this ditty. (PLAY) Is Earl Sande a boxer, an announcer, a jockey, or a ventriloquist? In leatherneck lingo sand is the slang name for what?

And speaking of sand, I heard a couple of Marines around here a little while ago saying they wished their friends would sand them more letters than they've been sanding. How about it you folks at home?

4. Here's a long song with a short title, so tell Private Jim Fonda of Camp Cooke what it is. (PLAY) In what kind of timepiece is time determined by sand? What is made out of sand you can see through? What is meant by the expression, "Til The Sands Of The Desert Grow Cold?"

(APPLAUSE)

SOUND: CLASS BELL.

SIESTAND: Professor, the winner, ~~two is, two is!~~

KYSER: Well who won the blue plate dinner, ~~two is!~~ Oh! ~~it~~ is ~~is~~

Nice goin', Leatherneck!. Your answers were all correct! So you win the \$50.00 United States War Bond! And to the second devil dog, you weren't exactly in a fog, so you get the \$25.00 Bond. You other four in the Marine Corps each get ten dollars in stamps. All six get a carton of Luckies and then...AND THEN! To all you rootin' tootin' Yanks, for your cheerin' please accept our thanks and a package of better than ever LUCKY STRIKE CIGARETTES!
(CHEERS)

8.

~~ON THE BEACH~~ *Send 7 letters* *Lu. Sky*
..... ~~ORCLESTRA~~

~~(APPEASE)~~

~~KYSER THEME....."THINKING OF YOU"~~

KYSER: Well, chillun'...it's been wonderful celebratin' the start of our third year of service men shows...with the leathernecks here at the Marine Base. And thanks gang for the wonderful anniversary oaks you baked for us. Hop you'll help us eat it in a few minutes. Also our sincere thanks to Brigadier General James L. Underhill, commanding general of the base here. Thanks also to his staff, and all you hard hitting, hard fighting Devil Dogs for the swell treatment you gave us today. Next week we'll be holding class sessions with Uncle Sam's fliers over at March Field. And remember chillun, every Friday night Lucky Strike brings you the best tunes of all from Carnegie Hall..... on "Your All-Time Hit Parade"! And now, this is Kay Kysar...thinkin' of you. Thanks a lot for being with us and so long, everybody!

(APPLAUSE)

LUCKY THEME

HIESTAND: Since the ~~Marine Corps~~ ^{Army Staff} does not endorse any product, this broadcast is not intended as an endorsement of our products by the ~~Marine Corps~~ ^{Army Staff}.

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.

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 _____

TRACE



A. B...

KAY KYSER LUCKY STRIKE ROUTINE

(REVISED)
3-3-43

#258

7:00-8:00 pm PWT

March Field
Riverside, California

-
- | | | |
|------------------|------------------------------------|---------------|
| 1. | GIDDAP MULE | SULLY |
| 2. | AS TIME GOES BY | HARRY |
| COMMERCIAL ONE | | |
| ROUND ONE | | |
| 3. | WEEP NO MORE MY LADY | JULIE & GROUP |
| COMMERCIAL TWO | | |
| 4. | I'M SAVING MYSELF FOR BILL | GEORGIA |
| STATION BREAK | | |
| ROUND TWO | | |
| 5. | BRAZIL | PRODUCTION |
| COMMERCIAL THREE | | |
| 6. | WHY DON'T YOU FALL IN LOVE WITH ME | HARRY & TRUDY |
| FINAL ROUND | | |
| 7. | THIS IS THE ARMY | ORCHESTRA |

WARM UP REMINDERS:

Ask audience to remain seated
till show / is off the air.

Rehearse audience on signs. Pages 1 and 2

ATXO1 0114890

WEAF

THE AMERICAN TOBACCO COMPANY

3/3/43

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

#258

MARCH 3, 1943

10:00 - 11:00 pm E.M.T.

WEDNESDAY

Originates at March Field, Riverside, California
With switchovers to NBC, New York, for commercials and opening

(FROM NEW YORK)

BOONE: (CHANT ENDING SOLD AMERICAN)

WINTERS: Smoke the smoke tobacco experts smoke! And let that historic 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!

(FROM MARCH FIELD, CALIFORNIA)

ORCHESTRA: OPENING THEME

HIESTAND: LUCKY STRIKE presents to the boys at March Field, California -- KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE!

DAVE: HIP HIP

AUDIENCE: "HOORAY"

DAVE: HIP HIP

AUDIENCE: "HOORAY"

(TROMBONE ZOOM)

AUDIENCE: "AIR CORPS" "RAH RAH RAH"

(THINKING OF YOU - AUDIENCE APPLAUSE UP BIG)

KYSER: Evenin', folks, how y'all? Ever'thing all right?

AUDIENCE: YAY, KAY!

KYSER: YAY, KAY....well hallelujah das fine, and chillun, tonight the old college of Musical Knowledge is flyin' high at March Field with Uncle Sam's Fightin' Flyers. You know they're very strict about letting strangers in this place. I never would have gotten in if I hadn't met a military policeman coming down the road. He traded coats with me so I could get in the gate. I knew he was a policeman because he had a great big capital "P" on the back of his coat.

HIESTAND: Professor, that was a prisoner.

KYSER: Prisoner? I thought they took me to an awfully small theatre.

(AUDIENCE LAUGH)

Well, our six contestants are ready to compete for their \$115.00 in war bond prizes so let's get on with the contest.

JACK: (WILD LAUGH SUSTAINED)

KYSER: Just a minute, Jack. What are you so tickled about?

JACK: I was just presented with a slab of bacon....I'm very happy (LAUGH)

KYSER: Wait a minute...you're happy 'cause you got a slab of bacon?

JACK: Yeah...I'm slab-happy. (LAUGH)

(AUDIENCE LAUGH)

ISH: Just a minute professor

KYSER: Why my goodness, it's Ish KaBibble.

ISH: See on account of so many of these here now fellahs have gone across the sea, I have made up a snappy crack about oysters.

KYSER: Oh you made up a crack about oysters?

ISH: Yeah I'm an oyster cracker.

(AUDIENCE LAUGH)

KYSER: Look misfit -- we're at March Field. Haven't you got something that will fit here.

ISH: Yeah -- on account of there is a aeroplane called the aero-cobra, I have writ a poem in regards to which I would like to read same entitled "I'm glad I ain't a Boa Constrictor."

(AUDIENCE LAUGH)

KYSER: Ish -- read the poem.

ISH: The Boah Constrictor...

Ooooooh I'm glad I ain't a boa constrictor
He is a very unfortunate snake
'Cause every time he eats green apples
He gets 30 feet of stomach ache.

(AUDIENCE LAUGH)

HIESTAND: Come, come, good master! Let's be faster! Let's not let the students wait...

KYSER: Just a short wait while we synocopate. So come on, chillun, yet's dance!

1. GIDDAP MILESULLY

(INTERRUPTION BY NEWS ROOM WITH BULLETIN)

2. AS TIME GOES BYHARRY

(AUDIENCE APPLAUSE)

(FROM MARCH FIELD, CALIFORNIA)

KYSER: Now, chillun, let's listen to Roland Winters ...

(FROM NEW YORK)

(CHANT - SOLD AMERICAN)

WINTERS: Let that historic chant remind you that in a cigarette it's the tobacco that counts and Lucky Strike means fine tobacco ... Ladies and gentlemen, last week on this program, I spoke to you about a recent report on the manufacture of cigarettes, issued by the War Production Board of the Government. Now I think one fact brought out by this government agency report is so important that it deserves to be called to your attention again. Let me read it to you - quote - The real factor in maintaining the quality of cigarettes has been the quality of the tobacco itself - end quote ... Yes, ladies and gentlemen, that's how this Government Agency states the simple facts about smoking that we have pointed out so often on this program - we say - "in a cigarette it's the tobacco that counts!" The War Production Board in this release says - "the real factor - the quality of the tobacco itself." Doesn't this help to make clear the importance of Luckies' year-in, year-out concentration on fine tobacco?

(MORE)

WINTERS:
(CONT'D)

Remember that at market after market all over the South we consistently select and buy the riper, the lighter, the naturally milder tobacco.

Remember that with independent experts - auctioneers, buyers and warehousemen - with men who know tobacco best it's Luckies 2 to 1. Yes, remember and act upon this clear-cut fact: "Lucky Strike means fine tobacco, so round, so firm, so fully packed, so free and easy on the draw."

(PICK UP FROM MARCH FIELD, CALIFORNIA)

KYSER MARCH.....

HIESTAND: Attention, students! Comes now the old professor to conduct our examinations. Let's all smile, shall we? Let's show our pretty teeth! By the way, have you ever noticed Professor Kyser's smile? Have you seen his teeth?.....Well if you have please send them back to him, he's going to have meat tonight!

(AUDIENCE LAUGH)

KYSER: Dean Hiestand! Please no more cracks about my mouth!

BOBBY: BROTHER THAT MOUTH OF YOURS IS NO CRACK!

(AUDIENCE LAUGH)

KYSER: Quiet! And children, as for my teeth, don't believe any rumors you may hear -- they're absolutely false! Now let's get on with the examinations.

JACK: Oh professor since the government has rationed canned goods, my house is haunted.

KYSER: Your house is haunted?

JACK: Yeah! It's UNCANNY!

SOUND: CLASS BELL

KYSER: Jacky, you're wacky! Dean where's our first contestant in khaki?

HIESTAND: Right here, sir!

KYSER: All right. And here is Staff Sergeant Wm. Henry of Chicago Brother Henry!

(ADD FIRST EXAM)

1. All right Sergeant Williams. This one from Private Neal Smith of San Francisco is about a general who went dancing with a beautiful gal. He left their table for a moment. When he came back the gal was gone. So, the general stood right up and screamed. (SOMEBODY STOLE MY GAL.) He rushed out on the street and there was his gal with an army flyer from March Field. The general looked at the flyer and he said (SO YOU'RE THE ONE.) He turned to the gal and said "Explain yourself young lady". She replied, "Well, you see it's this way, general. You only wear stars. I go for this guy because (HE WEARS A PAIR OF SILVER WINGS). And what gal wouldn't take a pair of silver wings instead of a star. (AUDIENCE CHEER)

2. Now here's Private Floyd Muller of Los Angeles, California. Now, Private Muller, you any kin to the fat-faced boy?
MULLER: Not any. KYSER: Not any kin to Fats Waller. But you can sing like him can you? CONTESTANT: I'll try.
KYSER: All right now let's see what the question is here. Now Floyd Muller, speaking of generals, Betty Bond of Salt Lake City reminds us that America now has four four-star generals and we wonder if you can name at least three of them (GENERAL MACARTHUR, PERSHING, EISENHOWER and MARSHAL). Very well, will you distinguish between Eisenhower, Isinglass, and I's in love. Eisenhower, who is he? (A GENERAL.) (LIKE GLASS.) (PLENTY OF LOVING.)
(AUDIENCE CHEERS)

3. Here's Sergeant Dick Russell of Cleveland, Ohio -- Sergeant Dick Russell of Cleveland. Now say, Dick, Private First Class Harold E. Hughes of New Paris, Ohio says all you fellows are fans of one orchestra or another so tell us whose fan you would be if you went around humming this theme song. Who would you say it is? (GUY LOMBARDO.) And whose fan would you be if you started jiving on this theme. And, he's packing them in at the Palladium in Hollywood. (BENNY GOODMAN.) Now speaking of fans, here are a couple of fans and we'd like for you to give us a wonderful interpretation of a fan dancer. All right, now he'll do a fan dance to the orchestral accompaniment. All right, here we go Sally..... are you ready (AUDIENCE LAUGH) Oh, wasn't she just fascinating?

4. And now it's Staff Sergeant William Henry of Chicago again. Say Sarge -- we agree with Helen Boardman of Amarillo, Texas, that you fellows learn to fly planes with two hands -- one hand and no hands at all. Now Lyman Gandee can't play the piano with no hands at all, but we want you to listen, look straight ahead and tell us whether you think he's using one or two hands. Now listen. (ONE HAND.) Now let's listen again. (TWO HANDS.) All right we'll listen once more for good measure. (ONE HAND.) We have a toy piano here and we'd like for you to imagine that you are Lyman Gandee. Now, the band is going to play a song and we want you to accompany them on the piano. Now stand right up here when the orchestra stops playing, we want you to play the piano.
- You ready (PLAY)
- (AUDIENCE CHEERS)

5. Now here's Private First Class Muller again. Come up here General Muggin.... er... no, no. Now listen brother Muller, I want you to listen closely to your last question. For Anthony De Angelo of Cicero, Illinois we present our visiting Dean from the University of Musical Diversity. He is one of your own boys from right here at March Field. It's Private Preston Mitchell from Whittier, California. Let's get him out here (APPLAUSE) All right Private Mitchell, Private Mitchell, will play a sweet potato. We want you to listen and tell us the names of the songs you hear. Now here's the 1st one. (WILLIAM TELL OVERTURE.) Now let's listen to another one. Here we go. All right now just a minute private, he did that with humming one tone in his mouth and blowing another tone on the ocarina, Now let's just do the single tone on the ocarina so we can hear the melody real clear. (GOING HOME.) Let's listen to the third one. Here we go. (THE PARADE OF THE WOODEN SOLDIERS).

6. Here we go...here Sergeant Dick Russell of Cleveland. For your last question. Say Dick, we feel sure you know our air corps song, but Arnold Bachman of Little Rock, Arkansas wants us to play an air corps song of one of our closest allies. Now listen and tell us whether you think it identifies the Royal Air Force, the Royal Canadian Air Force, the Russian Air Force, or the Chinese. Listen. (THE ROYAL CANADIAN AIR FORCE.) That was "Captain of the Clouds". Yes sir, and we're very proud of our brother flyers from Canada. Now listen will you distinguish between R.A.F., E.A.F., R.C.A.F., and CALF. (ROYAL AIR FORCE.) (AMERICAN EXPEDITIONARY FORCE.) (ROYAL CANADIAN AIR FORCE.) (CALF)

APPLAUSE)

SOUND: (CLASS BELL)

HIESTAND: 'Fess, first round's over, it was really mellow.

KYSER: So discover who won it, my good fellow.

HIESTAND: Right away sir! All right fine.

JULIE: (DRAMATIC) So I've come back, back to you -- fool that I am!

KYSER: Now you look here, Julie Conway! If you've written another play, I'm going to be in it.

JULIE: Well, all right! Here's your part! Let's go.

KYSER: All right....

JULIE: (IN FAST) I might have known better than to marry you -- you squandered my fortune!

KYSER: Why the only money I ever spent of yours was PIN money!

BOBBY: AND BOY HAVE THOSE EARL CARROLL GIRLS GOT BEAUTIFUL PINS!

JULIE: (IN FAST) So I've come back to you -- fool that I am

KYSER: But I...

JULIE: I left you once and went to Tahiti where I had to listen to the drip drip drip of the rain! Night and day, nothing but the drip of the rain! Drip drip dri

KYSER: Yes, but now you're back with me again!

JULIE: Yes! And what did I come back to! Just another drip

(LAUGH)

KYSER: Well a fine play. The play is over! Play is over!
Dean who's in the first round clover!

HIESTAND: Here's your man, sir.

KYSER: And he is contestant number one Staff Sergeant
William Henry of Chicago. That was nice going there
Sergeant. Well, sir your answers were breezy, your
answers were fancy. So light up a Lucky, wait for
the final ding dong. Right now jivin' Julie sings
us a swell song!"

3. (WEEP NO MORE) JULIE & GROUP.

(AUDIENCE APPLAUSE)

KYSER: Swell Julie....chillen how you gonna work with
singing like that going on.

3/3/43

(FROM MARCH FIELD, CALIF.)

KYSER: And now, ~~children~~, let's listen to our Dean of Common Sense ... Martin Block.

(FROM NEW YORK)

BLOCK: Friends, I'd like to tell an experience I mentioned on last Saturday's Your Hit Parade. Returning ~~a few days~~ ~~ago~~ from an extended trip to ~~many~~ ^{several} of the United States Naval Air Training Stations in the South, where it was my pleasure and privilege to put on shows for the men in the Service, my train pulled into Penn Station, New York, ^{at} about noon, and in a hurry to get to ^{my} office, I jumped into a taxi, and gave the driver ^{the} my address.

As I traveled uptown through the crowded business streets, I ~~became very~~ ^{cautiously held my} ~~conscious~~ ^{notice} of the thousands of folks pouring in and out of the office and factory buildings ... tens of thousands of people going to lunch or to work, ^{or} going home or shopping. And suddenly, I became conscious of something that had never occurred to me before ... All those people milling about me ... in fact, practically, 130 million people in this country ... I work for these people. They are really my bosses! Because to each and everyone who is a Lucky Strike smoker ... Lucky Strike is their cigarette, their brand of cigarette.

(MORE)

ATX01 0114905

3/3/43

BLOCK: ^{I asked myself} And then ~~the thought occurred to me,~~ "But Where does
the American Tobacco Company, makers of Luckies, fit
into that picture?" And instantly, ^{I had} ~~there was~~ the answer
as clear as daylight. ^{think,} Lucky Strike means fine tobacco,
the lighter, the finer, the naturally milder tobacco ...
Lucky Strike, so round, so firm, so fully packed - so
free and easy on the draw. And the manufacturers of
Lucky Strike have a great obligation to the consumers
of Lucky Strike ... to those people who smoke Luckies...
who speak of Luckies to each other as "MY cigarette."
The ^{business} ~~manufacturers~~ assume the obligation of maintaining
that same high quality in Luckies year in and year out. (PAC)
^{my} The next time you step up to a tobacco counter,
^{think of} ~~remember that~~ Luckies ^{are} YOUR cigarette! Luckies
belong to you. They're made to please your taste, and
with these thoughts in mind, say to the man behind the
counter, "Luckies, please."

(PICK UP FROM MARCH FIELD, CALIF.)

ATX01 0114906

KYSER: Well once again chillun, it comes time to hear our lovely vocal guest again....she's tall, blond and beautiful. It's Georgia Carroll. Georgia, I know the chillun are mighty anxious to hear you sing Vick Knight's beautiful song. So how about it Georgia?

4. (I'M SAVING MYSELF FOR BILL. . . . GEORGIA CARROLL)
(APPLAUSE)

ORCH: REPRISE "ARMY AIR CORPS SONG"

KYSER: Beautifully done Georgia. Mighty proud of you.

ORCH: REPRISE "ARMY AIR CORPS SONG"

HIESTAND: To you men assembled here at this mighty air base, March Field, California....for your ability, skill and fighting spirit....for your courage and unflinching 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 AIR CORPS!"

(Please teletype this cue to all stations carrying this program)

ORCH: KYSER MARCH

HIESTAND: Professor, the second round pupils are tense.

KYSER: Well, yet's get started and end this suspense!

ISH: Just a minute professor while I read my poem about a soldier.

KYSER: Well, hurry up.

ISH: Yes sir... ohhh breathes there a soldier with soul
so dead who never has turned his head and said:
(LONG WHISTLE)
(AUDIENCE LAUGH)

KYSER: Say, Ish, I'm afraid you don't know very much about poems. Well, professor, like I always say...no matter how much you know about one thing, there's always something else you ain't as good at as, because if you was, you wouldn't be as good at the thing you are at now..... because if you're as good at two things as you are at one, chances are it's the one you ain't as good at, as you are the other if you are, but you ain't.....nearly ever'time
(LAUGH)

SOUND: CLASS BELL

HIESTAND: Time for the second round, professor!

KYSER: And our first second rounder is Staff Sgt. Allen Zeltzer of Detroit, Michigan.
(ADD SECOND EXAM)

1. All right Sergeant Allen Zeltzer. Say Sergeant...this one from John Neilson of Pensacola, Florida, is about an Indiana lad who was given leave to fly home. Well, he headed for Indiana and said "Oh boy, pretty soon I'll be (BACK HOME IN INDIANA.) But this flyer miscalculated, so he got lost and pretty soon he was headin' towards (BRAZIL.) So he radioed home and said, I'll see you in Indiana later. Right now I'm (FLYING DOWN TO RIO.) Yes sir, that was a great hit back in 1933. And if you want to hear more of those grand all-time hits listen to "Your All-Time Hit Parade" on this station every Friday night. (AUDIENCE CHEERS)

2. Here we go Staff Sergeant Fred Baer of Hollywood, California. Say Fred, that pilot that got lost, that's one kind of a pilot. Now tell Marion Grayson of Chicago what kind of pilot you would think of if you heard this (HARRY SAYS "AND DO YOU TAKE THIS WOMAN TO BE YOUR LAWFULLY WEDDED WIFE?") What kind of pilot would you call that. (SKY PILOT - A MINISTER.) And what kind of pilot does this bring to your mind? (JACK SAYS "NOW YOU'RE COOKING WITH GAS".) (GAS PILOT.) All right what kind of a pilot is this (HARRY SAYS "TESTING 1-2-3- WOOF. TESTING 1-2-3 WOOF".) (TEST PILOT.) Now watch this one. This is a tough one. How about the pilot that might say this (HARRY says "Pass the buoy. Close aboard on your starboard end. Set it at 12 knots and northwest by west by southeast by five by five.") (HARBOR PILOT.)

(AUDIENCE CHEERS)

3. Here's Tech Sergeant Frank E. Kirby of Boston, Massachusetts. (AUDIENCE CHEERS) Well come in here. All right brother Kirby You know the March Field band is wonderful but - both of them. They've got two swell bands here....but I agree with Captain Joe Thompson of Greenwich Village that here is one orchestra all you fellows would like to have permanently here at March Field. (PHIL SPITALNY'S ALL-GIRL ORCHESTRA.) Say, could you name two of the soloists...featured soloists with him. Two girls. (EVELYN WITH HER MAGIC VIOLIN AND KATHRYN - MAXINE.) Now, for a moment let's imagine you are one of the HOUR OF CHARM girls and together with our three girls we want you to sing "A Pretty Girl Is Like A Melody" - (SINGS)
4. Here we go now with Staff Sergeant Allen Zeltzer. Say Allen, Major Harry Maynard of San Diego Marine Base is sure any of you fellows who fly a plane can distinguish between a monoplane, "The Plainsman", an aquaplane and "Just Plain Bill" (A MONOPLANE IS WITH ONE WING ON EACH SIDE, (A MAN FROM THE PRAIRIE - THE TITLE OF A MOVIE STARRING GARY COOPER AND JEAN ARTHUR). (A KIND OF A SURFBOARD). (RADIO SHOW). Say chillun, next Wednesday night we'll be flyin' over to Camp Santa Anita to hold class sessions with the boys of the Army Ordnance Training Center. Meanwhile we'll be with all the Service Boys at the Hollywood Canteen on Saturday night as usual. We hope to see a lot of you gang there.

5. And now here we go with Staff Sergeant Fred Baer of Hollywood Fred, once more it's time for our visiting dean ... the chap who plays a looney tune on the corn horn. He is here again to stump you. His name is Private Preston Mitchell. So find out here Private Preston Mitchell while the boys encourage you. (APPLAUSE) Say now listen now...listen Staff Sergeant Baer, Private Mitchell is going to play a duet with himself. In other words, he is going to play two tonets at the same time. Tonets are a kind of variation of a tin flute. He puts both in his mouth, plays one with one end one with the other in harmony. Now listen to the song he plays and tell us what it is. (CHOPSTICKS.) Try another one. Go ahead. Let's do another one. I can feel the second one coming on. (MERRY-GO-ROUND GOES ROUND). All right try the third tune. He is going to do three at the same time. He's got one red and two blues. (SHORTENIN' BREAD). (AUDIENCE CHEERS)
6. All right here's Frank E. Kirby from Boston. Say Frank, it's thrilling to see how thoroughly you fellows are all being taught to fly planes and we agree with Major Fred Donaldson of Luke Field that you are the ones who can fly 'em in any kind of weather. Not only when there are blue skies but you fly 'em when there is (STORMY WEATHER). And not only in the daytime but you fly 'em (ALL THROUGH THE NIGHT).

6. (continued)

Now you fellows can meet any emergency - you bring 'em in with a wing and a prayer with one motor missing but one thing you can't handle is that gremlin. Ooh that gremlin. The fellow that gets in the oil line, clogs the gas tanks, breaks the rudder, wire, etc. All you can say to him is (YOU'RE DRIVIN' ME CRAZY).

APPLAUSE

SOUND: CLASS BELL

(FROM MARCH FIELD, CALIFORNIA)

KYSER: Now Roland Winters tells us the facts behind a very familiar phrase.

(FROM NEW YORK)

(CHANT - SOLD AMERICAN)

WINTERS: "With independent tobacco experts, with men who know tobacco best, it's Luckies two to one." That statement of fact, ladies and gentlemen, is of extreme importance to you as a smoker of cigarettes. It's the business of the independent tobacco experts to attend public tobacco sales. So these experts are in a position to see who buys what tobacco, long before that tobacco has been blended into a cigarette. Wherever and whenever tobacco is sold, they naturally see our buyers purchase the finer, lighter, milder tobacco to go into Luckies. You appreciate this finer tobacco once you light a Lucky. For it can't help but make itself evident in a finer, lighter, milder smoke. Once you become acquainted with the finer tobacco in Lucky Strike cigarettes, you will understand why with independent tobacco experts, auctioneers, buyers, warehousemen, with men who know tobacco best, Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined. Yes, friends, in a cigarette it's the tobacco that counts, and Lucky Strike means fine tobacco, so round, so firm, so fully packed, so free and easy on the draw. No wonder that with men who know tobacco best, it's Luckies two to one!

(PICK UP FROM MARCH FIELD, CALIFORNIA)

ATX01 0114915

HIESTAND: Professor, second round decision's nigh!

KYSER: Well Dean, find out which flyer is high.

AUDREY: Oh, professor!

KYSER: What is it, Little Audrey?

AUDREY: Professor do you know why the price of eggs is so high?

KYSER: No, Little Audray, why are the price of eggs so high?

AUDREY: Because all the hens are working in munitions plants making shells.

(AUDIENCE LAUGH)

KYSER: Oh murder!

HIESTAND: Second round's high man, Professor.

KYSER: Thank you. And he is Contestant #3, Technical Sergeant Frank E. Kirby of Boston, Massachusetts. Yessir brother Kirby. You won the second round bet, light up a Lucky Strike Cigarette! Final round's just over the hill so yets get melodic with old "Brazil"!

5. BRAZIL.....PRODUCTION
(APPLAUSE)

KYSER: Oh thank you gang!

6. WHY DON'T YOU FALL IN LOVE WITH ME.....HARRY & TRUDY
(AUDIENCE APPLAUSE)

ORCHESTRA REPRIS: KYSER MARCH

HIESTAND: Professor, third round, let's begin 'er!

KYSER: Yes, Dean we've got to pick the winner!

ISH: Just a minute, professor! On account of we have seen so many shavetails lately, I have writ an essay in regards to which I wouldst like to read same entitled "Lather".

KYSER: Ish, you could have thought of something closer to the subject than lather.

ISH: Well, you don't have to rub it in.

(AUDIENCE LAUGH)

KYSER: Oh fine....read your essay.

ISH: Lather. Lather is stuff that when it dries up they ain't any. There are many interesting kinds of lather includ: lather, "lathernecks" and step-lathers. If you don't see soap sergeants they get into a lather and give you the brush. If you take lather apart you get a bubble but wh wants a bubble.

KYSER: What is a bubble?

ISH: A puffed-up drip.

(AUDIENCE LAUGH)

(FANFARE)

HIESTAND: Professor, time is fleeting! Let's get on with the final competing!

KYSER: Righto, Dean and our finalist is Staff Sgt. Wm. Henry of Chicago.

(ADD FINAL EXAM)

RTX01 0114917

1. Now William Henry, since we are at March Field and this is the start of March, let's steal a march and talk about March in our final exam. Mary Anne Burke of Provo, Utah, is sure you can remember this catchy ditty with "March" in it's title (MARCH WINDS AND APRIL SHOWERS.) Will you distinguish between Frederick March, March Hare and Marsha Hunt. (FREDERICK MARCH IS A MOVIE ACTOR.) (A CHARACTER IN ALICE IN WONDERLAND.) (MARSHA HUNT IS IN MOVIES.) Do you know why soldiers are so tired on April 1st? Because on April 1st, they have just finished a march of 31 days. (AUDIENCE LAUGH)

2. Staff Sergeant Frank E. Kirby of Boston you won the second round. Oh, here's A Pretty Girl Whose Like A Melody. Well well well. Say Brother Kirby, George Franchesi of New York says when you fellows first get to March Field you spend a lot of time (MARCHING ALONG TOGETHER.) Say, there are some mighty important dates in March. For instance, what is March 17th? (ST. PATRICK'S DAY.) None of us had better forget about March the 15th. What's the significance of that day? (THE IDES OF MARCH.) The ides of March is right but what else happens on March 15th? Who sings "I got a touch of taxes in my talk". (UNCLE SAM.) That's called Morgenthau's holiday, March 15th. And March the 21st is what? (SPRING.)

3. Staff Sergeant William Henry. Say William Henry, here's a famous march and Alice Dwyer of Camp Lockett, California, wants you to tell us whether it's the "Wedding March", "The March of the Toys", "The Washington Post March", or "Sweethearts on Parade". (MARCH OF THE TOYS.) Say, March winds are not only great for flying airplanes, but also for flying kites. What famous person flew a kite with a key tied to it? (BENJAMIN FRANKLIN.) Speaking of winds that fly the kites and the airplanes, distinguish between woodwind, Ed. Wynn and windbag. (A CLARINET, ANY OTHER WOODWIND OR REED INSTRUMENT.) (A RADIO COMEDIAN.) And what about a windbag. What are you looking at me for? Get him out of here!!
4. Now Frank E. Kirby, the last contestant. Say Frank, here's a fine march written by Arthur Fryor and Michael Elbing of San Rafael, California, wants you to name it. (THE WHISTLER AND HIS DOG.) They say March comes in like a what and goes out like a what - or vice versa? (COMES IN LIKE A LION AND GOES OUT LIKE A LAMB.) Name a famous radio program with the word march in its title. (MARCH OF TIME.) Say, did you know between March and September the nights are longer than the days. (NOT IN THE ARMY.)

(APPLAUSE)

SOUND: CLASS BELL

KYSER: Well chillun, that looks like the end of class session for tonight. But before we go, for a swell time here at March Field, we'd like to say thanks to Commanding Officer, Colonel Joseph H. Davidson...to Major L. J. Doyle, Captain Hasker and to all of you boys here for your many courtesies and your hospitality. Next week we'll be with the boys at the Ordnance Training Center at Camp Santa Anita. We'll greet you right from the grandstand where the horses used to run by and now where Uncle Sam is doing a wonderful job of training his fighting forces.

And remember Chillun, every Friday night Lucky Strike brings you the best tunes of all from Carnegie Hall... on "Your All-Time Hit Parade". And now, this is Kay Kyser...thinkin' of you. Thanks a lot for being with us...and...so long, everybody!

KYSER: Now let's have that tobacco laureate address.

HIESTAND: 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)

KYSER: All right....and here's the winner -- it's -- well it's a tie between Staff Sergeant Wm. Henry from Chicago and Technical Sergeant Frank E. Kirby from Boston. Both of them tied for first place and therefore they both get a first prize of a \$50.00 United States War Bond for comin' right in on the beam....they are both on the winnin' team....both of them get a first prize. Now the other four fellahs each get \$10 in stamps. All six get a carton of Luckies! And then! AND THEN! To all you flyin' Yanks, please accept our thanks and a package of better than ever Lucky Strike Cigarettes!

(CHEERS)

7. THIS IS THE ARMY ORCHESTRA

KYSER THEME....."THINKING OF YOU"

(APPLAUSE)

LUCKY THEME

HIESTAND: Since the War Department does not endorse any product, this broadcast is not intended as an endorsement of our products 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.

This program came to you from March Field, California and New York.

THIS IS THE NATIONAL BROADCASTING COMPANY.

FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE, NEW YORK • WICKERSHAM 2-6600

CLIENT: AMERICAN TOBACCO CO.

REVISION: _____

NETWORK: NBC

PRODUCT: LUCKY STRIKE

APPROVAL: _____

BROADCAST: 10:00-11
PM EDT

DATE: MARCH 10, 1943 - #259

REPEAT: _____

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

ROUTINE

As Broadcast
&

- | | |
|-------------------------------------|-------|
| 1. WHY DON'T YOU DO RIGHT | JULIE |
| 2. YOU'D BE SO NICE TO COME HOME TO | HARRY |

COMMERCIAL ONE

ROUND ONE

- | | |
|--------------------------------|-------|
| 3. I'VE HEARD THAT SONG BEFORE | GROUP |
|--------------------------------|-------|

COMMERCIAL TWO

- | | |
|---|---------|
| 4. I JUST KISSED YOUR PICTURE GOODNIGHT | GEORGIA |
|---|---------|

STATION BREAK

ROUND TWO

- | | |
|-------------------|------------|
| 5. TOUCH OF TEXAS | PRODUCTION |
|-------------------|------------|

COMMERCIAL THREE

- | | |
|----------------------|-----------------|
| 6. FOR ME AND MY GAL | JULIE AND HARRY |
|----------------------|-----------------|

FINAL ROUND

ATX01 0114923

WEAF

THE AMERICAN TOBACCO COMPANY

3/10/43

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

#259

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

MARCH 10, 1943

WEDNESDAY

Originates at Camp Santa Anita, Arcadia, California
With switchovers to NBC, New York, for commercials and opening.

(FROM NEW YORK)

AUCTIONEER: (CHANT ENDING SOLD AMERICAN)

WINTERS: Smoke the smoke tobacco experts smoke! And let that
historic 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!

(FROM ARCADIA, CALIFORNIA)

ORCHESTRA: OPENING THEME

HIRESTAND: LUCKY STRIKE presents to the boys at Camp Santa Anita,
California -- KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE!

AUDIENCE: "YEA ARMY" "FIGHT-FIGHT-FIGHT" "ARMY" "HOORAY"

(AUDIENCE APPLAUSE UP BIG)

(THINKING OF YOU - KYSER THEME)

KYSER: Evenin' folks, how y'all?

AUDIENCE: Okay, Kay!

KYSER: Okay? Well, das fine...and tonight, chillun, we're holdin' class with the men of the Ordnance Training Center at Camp Santa Anita,... Yes sir, where the chillun used to buy race tickets and sit in this same grand stand, betting on win, place and show. Now they're buyin' bonds and stamps to be sure our boys will win, put the Axis in their place, and show 'em where to get off. Where are you, gang.

AUDIENCE: Yea! Yea! (APPLAUSE)

KYSER: Oh man, right here in the grand stand...ah, the fillies that used to run on this track. They used to be fillies - now they're fillets. (LAUGHTER) But seriously I'm certainly glad to get back to Santa Anita. I just found the shirt I lost here last season (LAUGHTER)

HIESTAND: Oh, happy fun gang! But I surmise, Professor, we should get on with the classes if I'm correct in my surmises.

KYSER: Well, that's right, Dean Hiestand. Let's see who's going to win that hundred and fifteen dollars in War Bond prizes.

HIESTAND: Right, Professor, the contestants are ready to advance.

KYSER: Well, just as soon as the chillun have a little dance.

- 1. "WHY DON'T YOU DO RIGHT".....JULIE
- 2. "YOU'D BE SO NICE TO COME HOME TO.....HARRY

AUDIENCE: (APPLAUSE)

COMMERCIAL

(FROM ARCADIA, CALIFORNIA)

(AMID APPLAUSE)

KYSER: Well-done, gang ... That's swell.

(FROM NEW YORK)

WINTERS: Quiet please! ... Tobacco Asleep! ... (SNEAK IN MUSIC -
VERY SOFT AND SOOTHING). The riper, lighter, milder
Lucky Strike leaf that we select and buy at auction
after auction is put to bed in Lucky Strike's great
storage warehouses - immense airy buildings set among
wide open grounds at Richmond, Virginia - or Durham,
or Reidsville, North Carolina - or Lexington, Kentucky -
or elsewhere in the tobacco country. And then (MUSIC)
this fine tobacco sleeps and sleeps. (MUSIC). Days,
months, years pass - the tobacco sleeps on, unhurried,
tranquil. (MUSIC) Quiet Please ... Tobacco Asleep!
(MUSIC) Actually this "beauty sleep" of Lucky Strike's
fine tobacco continues from two to four years, as the
precious leaf acquires the rich mellowness that only
the magic of Time (MUSIC OUT) can contribute.

(CHANT - SOLD AMERICAN)

(MORE)

WINTERS: Yes - Ladies and gentlemen, many hundreds of millions of pounds of fine tobacco that's "Sold American" lie aging and mellowing for your Lucky Strike. Doesn't this fact help to illustrate how important fine tobacco is to your smoking enjoyment. Before you light your first Lucky Strike, just stop and think that it took two to four years for that Lucky to be born. Then light up your Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw - and enjoy to the full the mildness and mellowness of fine tobacco - carefully selected, patiently aged, perfectly blended. Remember, Lucky Strike means fine tobacco.

(CHANT - SOLD AMERICAN)

(PICK UP FROM ARCADIA, CALIFORNIA)

(MUSIC)

HIESTAND: Students, have you ever seen a man with the same fighting heart as a Kentucky Thoroughbred? - a man with the stamina of CHALDON? -The speed of KHIACK the Second? - The strength of EQUIPOISE? and the sensational form of WHIRL-A-WAY? Well, whether you have or not, we bring you that broken down plug - Professor Kyser!

AUDIENCE: (APPLAUSE)

KYSER: Thank you, Dean! Anybody else in class like to insult me?

AUDREY: Yes sir, I would, Professor.

KYSER: Well, go right ahead, Little Audrey, go right ahead!

AUDREY: Thank you! (RECITES)

Higgledy Piggledy, My black hen,

She lays eggs for gentlemen,

And she'll keep laying eggs until she dies, sir.

Cause her mother was frightened by Professor Kay Kyser.

(LAUGH)

KYSER: Well thank you, thank you. I don't get it. I'm a long ways from the point.

HARRY: All pin-heads are a long way from the point.

SOUND: CLASS BELL

KYSER: Well, let's get on here with some results and stop these insults.

HIBSTAND: Here's your first contestant, Professor.

KYSER: Thank you! It's Sergeant William L. Hughes from Dallas, Texas.

AUDIENCE: (APPLAUSE)

1. Hello there, Sarg! Say, Sergeant Hughes, those cheers you hear from the grandstand here at Camp Santa Anita are Uncle Sam's Service boys, and Fred Berryhill of Dallas, Texas, says not so long ago the grandstand was filled with civilians who were cheering the (HORSES). And as exciting as that was, it's even more thrilling now to see these men parade past the post because...(THERE'S SOMETHING ABOUT A SOLDIER).... (APPLAUSE) In those days the important thing was the horse race, and now it's the preservation of the human race, and for the wonderful job these boys are doing, all America says....(HIP HIP HOORAY). (APPLAUSE AND CHEERS)

2. Here is Private Walter H. Manning, Junior, from Chicago.....(APPLAUSE AND CHEERS) Say, Brother Manning, Private Robert A. Wilson of the Marines reminds us that quite a few racing terms are similar to the terms you boys are using here at Camp Santa Anita right now. For instance, we'd like you to distinguish between a furlough and a furlong...
CONTESTANT: A furlough is...KYSER: Something you don't have for long...(APPLAUSE)...KYSER: Excuse me, what is a furlough? CONTESTANT: A furlough is a leave from camp. KYSER: A furlough is a leave from camp. You've heard about that, haven't you? And what about a furlong? CONTESTANT: A length in racing! KYSER: 1/8 of a mile. Then can you distinguish between a sentry and an entry? CONTESTANT: A sentry's a guy that walks a post, and an entry...when you walk in and make an entrance....(APPLAUSE) KYSER: Say could you tell us the difference between a bangtail and a shavetail? (APPLAUSE) CONTESTANT: In some cases there's very little. (APPLAUSE) KYSER: I know you fellows got that, but for the benefit of some of our civilians, a bangtail is a horse that's had it's tail cut even in the back like Ish's bangs, and a shavetail is a second Lieutenant.

3. Here is Technical Sergeant Bob Shizzle from St. Joseph, Missouri. All right, come on Tech Sergeant Bob Shizzle and don't you chisel either. We're about to play the theme of an orchestra leader who is now doing a grand job in the Special Service Division of Uncle Sam's Army. Nurse Lecta Gibson of Camp Lockett is sure you can tell us who he is, because his theme is well-known. Here it is (GLENN MILLER) Now speaking of Glenn, will you distinguish between Glenn Cunningham, Glen Island Casino, Eleanor Glynn and Glendale. What about Glenn Cunningham? (He's quite a MILLER) What about Glen Island Casino? You've heard that on the radio, I'm sure. (Yes sir, GLEN GRAY'S CLUB). What about Eleanor Glynn (AN AUTHOR). What about Glendale? (THAT'S A TOWN NEAR HERE). And speaking of orchestra leaders, you know Harry Owens opened at the Cocconut Grove last night in Los Angeles, and we wish him a swell engagement there. And by the way, March the fifteen the Waldorf Astoria Hotel in New York celebrates its fiftieth birthday and I know we wish them all a very Happy Birthday at the Waldorf Astoria. (APPLAUSE AND CHEERS). It's our own Alma Mater. Hello, Mr. Boomer! Happy Birthday!

4. And now here's Sergeant William L. Hughes again from Dallas, Texas. Everythin's fine, fine, fine! Say, Serg, as I understand it, you boys in the Ordnance Department specialize in mechanics. You maintain and repair guns, tanks, trucks, and so forth. In other words, Corporal Harris Brown of March Field says your business is shootin', tankin' and truckin' (Trucking) Say, would you call an Ordnance Camp a Truck Farm? (No Sir) What is a truck farm? (THAT'S WHERE YOU GROW BEETS AND CABBAGE) Say, speaking of truckin' we'd like to have you do a little bit of truckin' with Julie Conway, so let's get into it. (APPLAUSE & CHEERS)
5. Say, Private Manning, Lieutenant Ozzie Webb of Camp Santa Anita says we shouldn't go one step farther without introducing our visiting dean, so let's do it right now, He's one of the boys stationed right here. It's Corporal Mike Falcone of Seattle, Washington! (APPLAUSE) Corporal Falcone plays a mess of accordian and right now he's going to mess around with a few tunes and we want you to guess the mess. What's this first one? (YOU AND I) Now we're ready for the second one...(CIRI-CIRIBIN) Here we go...(IN THE MOOD) Thank you, Corporal, for that accordian.

6. Here is Tech Sergeant Bob Chizzle again from St. Joseph, Missouri. Say Bob, you know, Lieutenant Deke Kalgate of Las Vegas Gunnery School says you are favorite sons with guns so we'd like you to identify this song from the show "Sons of Guns". Listen....(WHY) Speaking of guns, what is the difference between a Beebe Gun and a Flit Gun? What's a Beebe Gun? (WELL, YOU SHOOT IT) What about a Flit Gun? (YOU KIND OF PUMP IT) Say, Sergeant, speaking of guns, will you name two stars of the picture "Gone With the Wind" - "Gun With the Wind". (CLARK GABLE AND HATTIE MCDANIEL). Say were the people that were shot in "Gun With the Wind" shot with an air rifle? (NO, NOT AS FAR AS I KNOW.)

SOUND: CLASS BELL (APPLAUSE)

HIESTAND: Professor, professor, first round's through!

KYSER: Well, find out who won it, Dean, please do!

JULIE: Oh, Professor, forgive me, but I've fallen for a soldier here at Santa Anita.

KYSER: Oh, Julie! Why, Julie, you're always doing that. Why don't you notice me once in a while?

JULIE: Well, I never thought of it before, Professor, but you do have lovely eyes.

KYSER: Hmm, do you really think so, Julie?

JULIE: Oh yes, they're so piercing, so commanding with just a touch of the East...Siamese, I'd say.

KYSER: Oh, Julie, you mean my eyes are like a Siamese cat's?

JULIE: No, like the Siamese twins. There's nothing between them.

HIESTAND: Professor, the first round winner!

KYSER: And here he is the contestant number one with a perfect score - Sergeant William L. Hughes of Dallas, Texas...the Winnah! (APPLAUSE) Ah yes, the good news for Hughes - he sure did refuse to miss an answer. You knew your stuff so light up a Lucky, and have a puff while all the boys of the Ordnance Corps listen to a song they've heard before.

3. "I'VE HEARD THAT SONG BEFORE".....GROUP

KYSER: You sure know your songs, kids!

(COMMERCIAL)

(FROM ARCADIA, CALIFORNIA)

KYSER: Now chillun, let's listen to Roland Winter ---

(FROM NEW YORK)

(CHANT - SOLD AMERICAN)

WINTERS: Let that historic chant remind you that in a cigarette it's the tobacco that counts and Lucky Strike means fine tobacco ... Ladies and gentlemen, last week on this program I spoke to you about a recent report on the manufacture of cigarettes, issued by the War Production Board of the Government. Now I think one fact brought out by this government agency report is so important that it deserves to be called to your attention again. Let me read it to you - quote - The real factor in maintaining the quality of cigarettes has been the quality of the tobacco itself - end quote. The War Production Board in this release says - "The real factor - the quality of the tobacco itself". And, ladies and gentlemen, Lucky Strike has told you again and again - "in a cigarette it's the tobacco that counts!" Doesn't this help to make clear the reason for Luckies' year-in, year-out concentration on fine tobacco? Remember that, at market after market, we consistently select and buy the riper, lighter, milder tobacco. Yes, remember and act upon this clear-cut fact: "Lucky Strike means fine tobacco, so round, so firm, so fully packed, so free and easy on the draw."

MUSIC: KYSER MARCH

KYSER: The lights are lowered, the spotlight falls on a lovely lady with a lovely voice. It's Georgia Carroll. (APPLAUSE) I'm sure Georgia's song is a message from all you men in uniform to all your sweethearts. Sing it for 'em, Georgia!

4. "I'VE JUST KISSED YOUR PICTURE GOODNIGHT"....GEORGIA

ORCHESTRA: (FEW STRAINS OF MUSIC)

HIESTAND: To these American fighting men
We bow in admiration.
These tough, but laughing warriors
Are the pride of a mighty Nation.
We pause at this time to salute them
Give thanks for their creation.
So fellows, here's a greeting to you
From every NBC Station!
(LOCAL NBC STATION SAYS:)
"Station XXX Salutes the United States Army!"

MUSIC: KYSER MARCH

HIESTAND: Professor, I think we've had enough rest. Let's get on with the second test.

KYSER: All right, Dean and our first.....

BOY: Professor, we just received a telegram from Ishkabibble. He's in bed with a cold.

KYSER: Yes, I know. What does Ish say?

BOY: He says... quote ... Dear Students - stop - As you no doubt know, am in bed with a cold - stop - looking at beautiful nurse - can't stop - just heard you telling some jokes - stop - Stop - STOP! (LAUGHTER)

HIESTAND: Professor, Professor, let's not dally. Here's the first round man for the second round rally!

1. All right! He is Private Robert E. Leer from Greenville, South Carolina. (CHEERS)

Say, in this one from Geraldine Moss of Akron we make a report on army food. A recruit writes home about his diet and he says.. Dear Mom, the food here is wonderful. In fact, they serve.... ("EVERYTHING I LOVE") And Mom, you know, it doesn't matter whether you're on time for your meals or not. If you get there late the Mess Sergeant graciously meets you at the door with a big smile and he says ..."Come right in," and he cheerfully yells to the chef (DINNER FOR ONE, PLEASE JAMES) And then the Mess Sergeant always asks personally whether you've had enough or not. If you decline a second helping he says... Aw come on, Pal(LET'S HAVE ANOTHER CUP OF COFFEE AND LET'S HAVE ANOTHER PIECE OF PIE). Yes sir, that last song was an all-time champion in 1932. And if you'd like to hear more of those grand all-time champions, listen to "Your All-Time Hit Parade" over this station every Friday night. Thank you very Much, Private Leer!

2. Here is Corporal Thomas E. Zito, from Brooklyn, New York. (APPLAUSE) Hello, Corp. Hello! (LAUGHTER) Say Corporal Zito, Lieutenant Bill Murray of San Francisco is sure you fellows listen to radio consistently enough to pick out the names of four programs in the following story. Now this is the story of ONE MAN'S FAMILY. He was CONTENTED and every HOUR WAS ONE OF CHARM until TIME MARCHED ON and he started QUIZZING HIS KIDS. He said, Kids, tell me the TRUTH OR TAKE THE CONSEQUENCES. His wife objected so the sexes started BATTLING, which was LIGHTS OUT and they had to call in the DISTRICT ATTORNEY.

3. Here's Corporal John W. Patterson from Detroit, Michigan. Say, Corporal Patterson, we're going to play the middle strain of one of the biggest recordings we made in 1942, and Dorothy Barnes of Memphis is sure from hearing the middle part you can quickly tell us the name of it. Now listen...(PRAISE THE LORD AND PASS THE AMMUNITION) Say, speaking of records, we'd like for you to imagine that you were a big recording star right now and we're actually going to make a recording of your singing. This is on the level and we'll give you the record right after the class session. Now sing your best because it's going on wax for all posterity to hear. Introducing the great recording artist Corporal John W. Patterson singing "ROSE O' DAY". (CHEERS).
4. Here is Private Robert E. Leer again from Greenville, South Carolina. Now Private Leer, Military strategy involves a lot of movements ... flank movements, counter-attack, pincer, reconnaissance, and so forth, and we agree with Lieutenant Gregory of March Field that in the Army (EVERY NEW MOVE HAS A MEANING ALL ITS OWN). And speaking of movements, the band is going to play the (RAYMOND OVERTURE) and we'd like to have you accompany the band on this trombone. Every time the band stops you'll have a solo to play. All right, turn right around this way. When the band stops you play the trombone.

5. Well, here is Corporal Thomas E. Zito from Brooklyn...(CHEERS)
Say, speaking of movements, there will be a big movement on foot next Wednesday night when the old college moves in on the men at the Navy Destroyer Base at San Diego, California. Meanwhile, we'll be playing for all the boys on leave over the week-end at the Hollywood Canteen, as usual! And on Sunday a big show for the boys at Camp Anslar at Oregon. We're looking forward to seeing a lot of Uncle Sam's fighters this week. (APPLAUSE) Brother Zito, it's time for our visiting windbag squeezer again - Corporal Mike Falcone. Get Mike out here with that portable piano. Come on, Mike! (APPLAUSE) Mike is going to squeeze a few more tunes out of his flexible radiator and we want you to listen and see if you can identify them. All right, Mike! (HAWAIIAN WAR DANCE) Let's listen to another one. Go ahead! (STARDUST) Now the last one...(TWELFTH STREET RAG).
6. Say Corporal John Patterson, here's your last question now. No matter what this means in the Army, what does this bugle call mean at a race track...(BUGLE)... (CALLING THE HORSES TO THE POST) Now let's assume that the bugler got sick the other day here at the camp, and you had to have the camp band give the various signals. When it came time for taps the band played... (LET'S PUT OUT THE LIGHTS AND GO TO SLEEP) Say, Private Jerry Hausner of Los Angeles says the next morning when it came time to get up, instead of first call the band played....(RISE AND SHINE)
(APPLAUSE)

SOUND: CLASS BELL.

HIESTAND: Professor, there's the end of Round two!

KYSER: Well, bring me the name of the winner right now!

HIESTAND: Me?

KYSER: Yes!

HIESTAND: Ah rapture! Ah Bliss! Ah Happy Day!

BOBBY : Ah nuts!

KYSER: Hurry Dean! Hurry, Dean!

KRAMER: Wait a minute, here, not so fast.

KYSER: Oh, pardon me, how do you do!

KRAMER: Are you Georgia Carroll?

KYSER: Georgia Carroll? Of course, not, I'm Kay Kysler!

KRAMER: Well, pardon me, I always forget a face, but I never remember a name....(LAUGHTER)

KYSER: Just a moment. Who are you?

KRAMER: Don't change the subject. What's your name?

KYSER: Kay Kysler!

KRAMER: Well, that's different. Why didn't you say so in the first place? Or did I see you in the first place? No, it was the second place, and what a dump!

KYSER: Say, what are you doing here?
 KRAMER: I want to meet the head man of this outfit.
 KYSER: Well, you're lookin' right at him.
 KRAMER: Who are you?
 KYSER: I'm the Conductor!
 KRAMER: That's fine! Let me off at Pasadena! (LAUGHTER)
 KYSER: And a happy Pasadena to you, too.
 HLESTAND: Here's the winner of the second exam!
 KYSER: It is Contestant NUMBER THREE with a perfect score...
 Corporal John W. Patterson of Detroit, Michigan!
 (APPLAUSE) All right, Corporal Patterson, boy you're
 winnin' by a nose, so light up a Lucky, keep on
 your toes...while all the chillun dance and scream
 to a Western tune that's on the beam!

5. "TOUCH OF TEXAS".....PRODUCTION

(AUDIENCE CHEERS)

(COMMERCIAL)

(FROM ARCADIA, CALIFORNIA)

KYSER: Now chillun, our Dean of Common Sense, Martin Block, gets right down to fundamentals ...

(FROM NEW YORK)

BLOCK: One and one make two. Two and one make three. Simple facts, ladies and gentlemen, that no one can dispute. And I would like to call your attention to three more simple facts which when added together really make sense. One: Millions of people daily have achieved the ultimate in smoking pleasure through the use of Lucky Strike Cigarettes, depending upon the finer, lighter, naturally milder tobacco in Luckies for their smoking enjoyment. Two: The War Production Board of the Government in a recent report said, and I quote: 'The real factor in maintaining the quality of cigarettes has been the quality of the tobacco itself.' And three: With independent tobacco experts, with men who know tobacco best, with men undoubtedly qualified to judge tobacco, Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined.

(MORE)

BLOCK: In a cigarette, it's the tobacco that counts. One and one make two and one makes three. And these three facts prove this statement ... "In a cigarette, it's the tobacco that counts." It's this fact that compels our buyers at public tobacco sales to exert their every effort to buy the kind of tobacco that makes Luckies a better smoke. Beginning with the original purchase of the tobacco on through the years of aging and mellowing, and finally to that package containing twenty fine Luckies, so round, so firm, so fully packed - so free and easy on the draw, the emphasis of Lucky Strike is always on fine tobacco. For your greater smoking enjoyment, smoke the smoke tobacco experts smoke. Smoke Lucky Strike, the cigarette that means fine tobacco.

(PICK UP FROM ARCADIA, CALIFORNIA)

6. "FOR ME AND MY GAL".....JULIE AND HARRY
(APPLAUSE)

ORCHESTRA: KYSER MARCH

HEISTAND: Say, 'Fess, let's get the contestants to the post and see which one wins the most.

JULIE: Oh, Professor!

KYSER: Don't bother me, Julie, I'm figuring out my Income Tax. Let's see...two by four, column six, bring down nine, scramble three... Say Jack, do you know anything about Taxes?

JACK: Sure, biggest state in the union....(LAUGHTER)

JULIE: Well, that's what I wanted to talk to you about, Professor! These soldiers at Santa Anita are so nice, I just happened to mention that I didn't have enough money to pay my Income Tax and one of them said he'd try to borrow some money for me.

KYSER: Borrow some money for you? Well, did he say that?

JULIE: Well, he said he was going to do his best to get me alone.....(LAUGHTER)

- KYSER: 1. Well, let's forget the taxes, Julie. It's time for the finals, honest and truly. And the first finalist is Sergeant William L. Hughes from Dallas, Texas. Say, Sarg, holding class session here in the grandstand at Camp Santa Anita with Uncle Sam's boys is a perfect setting for a discussion of horses, and so let's devote our final round to those worthy steeds. We agree with Frank Moore of St. Louis who says that one of the greatest horses to ever run here was very light-colored but since time has marched on,...(THE OLD GRAY MARE - SHE AIN'T WHAT SHE USED TO BE). Who in American History made the first ride on horseback? (PAUL REVERE) Say, who in legend rode through the streets of Coventry on a White Horse (LADY GODIVA) (APPLAUSE)
2. Now, here's Corporal John W. Patterson of Detroit who won the second round. Say, Corp., Betty Johnson of Montreal reminds us that a phenomenal pony named Spark Plug was ridden by a jockey named...(BARNEY GOOGLE). Now we all know that horses have paces like walk, trot, gallop, canter and so forth, so we're going to put you through the paces and ask you to distinguish between Eddie Cantor, John Scott Trotter, and Dr. George H. Gallup. (EDDIE CANTOR IS A FAMOUS RADIO COMEDIAN), John Scott Trotter...(JOHN SCOTT TROTTER IS AN ORCHESTRA LEADER), Dr. George H. Gallop...(HE'S THE MAN WHO CONDUCTS THE GALLOP POLL.) (APPLAUSE)

- KYSER: 3. Now we'll ask Sergeant William L. Hughes his last question. Here at Camp Santa Anita, the fellows who rode the ponies were called jockeys, but Charles E. Polan, on a United States sub-chaser 716 reminds us that in the days of the Pony Express the rider was called... (PONY BOY). Say, you know the names of three of the greatest horses of all time are Navy terms, but I am sure that you being a soldier can give us the definition of War Admiral, Sea Biscuit, and Man O'War. What is a War Admiral? (WAR ADMIRAL IS AN ADMIRAL IN CHARGE OF A FLEET). What About Sea Biscuit? (IT'S A BISCUIT THAT'S HARD TACK). What about Man O' War? (A BATTLESHIP).
4. Corporal John W. Patterson, here's your last question. Say, Corporal, tell Sergeant Merle Alderman of Luke Field what kind of horses are in this song. (HOBEY HORSES All right, what is a Horse Opera? (A HORSE OPERA IS A WESTERN OR COWBOY PICTURE). Say, what is horse play? (HORSE PLAY IS WHAT WE DO IN THE BARRACKS AT NIGHT.... (APPLAUSE AND LAUGHTER). Say, do you know how to tell the horse power of an automobile? It's simple - just pick up the hood and count the plugs,

SOUND: CLASS BELL - (APPLAUSE)

HIESTAND: The final round's over. It's anyone's guess!

KYSER: Well, we'll know right after the Tobacco-Laureate address.

HIESTAND: 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 winners, Professor. Let's all take a guess.

KYSER: Guess nothing! The winner is...well, it's a tie, both with perfect scores all the way, and therefore Sergeant William L. Hughes of Dallas, Texas, and Corporal John W. Patterson of Detroit, Michigan, each get not only a fifty dollar War Bond which is the first prize, but an additional twenty-five dollar bond for having a perfect score all the way... seventy-five dollars each. (APPLAUSE AND LAUGHTER). And General, well you can be proud of your boys. That's the highest honor we can confer upon them. A perfect score for both of them all the way. They didn't say narry a word wrong. Thank you! Ah, my good men, you won by a nose, you certainly knew your deez and doze, so you get the first prizes we just gave you, and the other four for movin' up, they each get a lovin' cup with ten dollars in War Stamps. And all six get a carton of Luckies and then and THEN, to all you men in this big grandstand, who cheered and laughed to beat the band a package of better than ever Lucky Strike Cigarettes!

(CHEERS)

MUSIC: (THEME)

So Chillun, it looks like we've come to the end of another class session in the old college, and believe me, it's been a lot of fun. I want to say thanks right now to Commanding Officer, General B. W. Simpson, a swell guy, and to Colonel W. S. Broberg, another one, and Lieutenant A. R. Edwards, and to all of you fellows of the Ordnance Training Center for your wonderful treatment during our visit with you. Next Wednesday night we'll be with the men of the United States Navy Destroyer Base and Receiving Station at San Diego.

And remember, Chillun, every Friday night your All-Time Hit Parade brings you your All-Time All-Time Favorites from Carnegie Hall. And now, this is Kay Kyser.... thinkin' of you. Thanks a lot for being with us and.... so long everybody! (APPLAUSE AND CHEERS)

ORCHESTRA: (THEME MUSIC)

HIESTAND: Since the War Department does not endorse any product, this broadcast is not intended as an endorsement of our product by the War Department. It's presented for the entertainment of the boys here, at Camp Santa Anita. The program came to you from Camp Santa, California and New York.

THIS IS THE NATIONAL BROADCASTING COMPANY.

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PRODUCT: LUCKY STRIKE

DATE: MARCH 17, 1943 - #269

REVISION:

APPROVAL:

As Broadcast

NETWORK: NBC

BROADCAST: 10-11 PM
EWT

REPEAT:

"KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE"

ROUTINE

1. CAN'T GET STUFF IN YOUR CUFF SULLY

2. MOONLIGHT BEGGERS YOU HARRY

COMMERCIAL ONE

ROUND ONE

3. WHY DON'T YOU FALL IN LOVE WITH ME TRUDY AND HARRY

COMMERCIAL TWO

4. I'M IN THE MOOD FOR LOVE GEORGIA

STATION BREAK

ROUND TWO

(Following Question #1 - Mention of
"Your All-Time Hit Parade")

5. BRAZIL PRODUCTION

COMMERCIAL THREE

6. THAT OLD BLACK MAGIC GROUP

FINAL ROUND

(Question #1 - Mention of "Your All-Time Hit Parade")

7. ON THE ALAMO (cut for time)

CLOSING

(Mention of "Your All-Time Hit Parade")

ATX01 0114951

WEAF

THE AMERICAN TOBACCO CO.

3-17-43

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #269

10:00-11:00PM EWT

MARCH 17, 1943

WEDNESDAY

(Program originates at the U. S. Navy Destroyer Base, San Diego, California - with switchovers to NBC, New York, for commercials and opening)

(FROM NEW YORK)

BOONE: (CHANT ENDING SOLD AMERICAN)

ANNOUNCER: Smoke the smoke tobacco experts smoke! And let that historic 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!

(FROM SAN DIEGO, CALIFORNIA)

ORCHESTRA: OPENING THEME

HIESTAND: LUCKY STRIKE presents to the men of the Navy Destroyer Base in San Diego, California -- KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE!

AUDIENCE: "YEA NAVY" (WHISTLE-BOOM-AH!) "NAVY" "HOORAY"
(AUDIENCE APPLAUSE UP BIG)
(THINKING OF YOU - KYSER THEME)

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

AUDIENCE: Fine, Kay!

~~KYSER~~ Oh, you're fine, eh? Well, that's fine. Chillun, look at us way down here in San Diego at the Navy Destroyer Base, just thousands of men in front of me. And boy are they friendly. ' You never saw such a friendly lot of fellows in your whole life. Why, I'll tell you. They're so friendly that lots of the fellows have cards on their chests, and written on it is Pal - P A L - Pal. Say, you know, they gave me one of those cards and I was flattered till they told me that P A L means Prisoner At Large. Well, Chillun, as I was saying, here we are at San Diego, and is this town crowded! I had an awful time trying to get a room last night, so I had to share a pool table with a sailor. He kept tossing all night - some tossing ... seven naturals in a row! Seriously though, he kept me awake until six o'clock this morning. He said he didn't like to sleep on a pool table. After sleeping on a Navy hammock, he couldn't get used to that thick, green mattress. (LAUGHTER)

(MORE)

- 2)

ISH: Say, Professor!

KYSER: Oh, it's Ishkabibble! Glad to have you back with us. But, Ish, what happened to you last week?

ISH: Oh, I was out with a cold!

KYSER: Oh, Ish, don't try to fool the old 'fess, you were out with a blonde!

ISH: No, sir! I was out with a cold!

KYSER: Blonde!

ISH: Cold!

KYSER: Blonde!

ISH: All right, we'll compromise. I was out with a cold blonde!

KYSER: Ish, go back to your place. Go sit down while the chillun go to town. What I mean is ... come on here, yet's dance!

1. "CAN'T GET STUFF IN YOUR CUPP" SULLY
(AUDIENCE APPLAUSE)

2. "MOONLIGHT BECOMES YOU" HARRY

BLOCK: COMMERCIAL ONE

(MORE)

3/17/43

(FROM SAN DIEGO, CALIFORNIA)

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

(FROM NEW YORK)

BLOCK: You know, friends, it's funny how habits formed in childhood are seldom broken. This was brought home to me most forcibly last Sunday morning. One of the first things I do when I wake up is go to the front door for the Sunday paper. Of course, in these times, I guess we all read the front-page news first, but as soon as I'm through with it ... bingo ... I reach for the funnies ... And that's nothing more or less than a reversion to childhood habits. I can remember when I was a little kid, just barely able to read ... how I used to lie on my tummy on the living room rug, and pour over the funny papers. Yes, sir, I can remember Buster Brown - remember that - and the Katz 'n' Jammer Kids. And there was one particular comic strip that used to fascinate me. That was the one that showed those crazy inventions. You 'member. Well, the cartoonist who drew it, he could figure out more difficult ways of doing an easy thing than any man who ever lived... and he got paid for it, too! We get a big laugh out of very complicated mechanisms set up for doing such a simple thing as shining your shoes. Or watering the flowers.

(MORE)

-2-

ATK01 0114955

3/17/43

BLOCK: But, ^{really} I wonder if that's ~~really~~ any funnier than the very complicated reasons that are given for anything as simple as selecting a cigarette. The reason why Lucky Strike cigarettes are so good can be told in one simple sentence. In a cigarette, it's the tobacco that counts, and Lucky Strike means fine tobacco. ^{There's} nothing complicated about that. It's a straight-forward statement of fact ... a fact which seems to be borne out by the independent tobacco experts, auctioneers, buyers, warehousemen, men who earn their living in the handling of tobacco. With these men, who know tobacco best it's Luckies 2 to 1. ^{now} You as a smoker of cigarettes, without any special knowledge of tobacco, can prove to yourselves that in a cigarette it is the tobacco that counts, by simply trying Luckies. Your very first puff of that finer, lighter, milder tobacco is the simplest proof that Luckies are made for you. You'll find that every time you light a Lucky, you'll like a Lucky.

(PICK UP FROM SAN DIEGO, CALIFORNIA)

HIESTAND: Attention, students! Before presenting the master, let me briefly sketch his recent triumphs. Did you know that he was recently appointed head air raid warden in his block? For 'lo these many months, he has been head fire watcher in his block. Yea, with his vast knowledge and kindly ways, he has been long looked to as the head of his block. So we give you - we give you that old block head, Professor Kay Kyser. (APPLAUSE)

KYSER: Say, Dean Hiestand, you're getting mighty fractious lately. You'd better stop eating horse meat.

HIESTAND: Oh, that doesn't affect me any!

KYSER: Horse meat doesn't affect you, huh?

HIESTAND: Not in the least! (WHINNIES) (LAUGHTER)

KYSER: I thought so!

SOUND: (CLASS BELL)

KYSER: Ah, yes, yes, yes, there it is ...

HIESTAND: Professor, I'm sorry, I hate to annoy yer, but we'd better get started quizzing the first destroyer ...

(MORE)

- 4 -

1. Yes, sir, and he is Electrician Third Class Lester Rahnish of Philadelphia, Pennsylvania ... (APPLAUSE)
Now, brother Rahnish, this one from Bud Lowe of San Pedro Section Base is about a sailor who took a young lady for a midnight motorboat ride. Well, it was so romantic that the gal said ... (WHY CAN'T THIS NIGHT GO ON FOREVER). Now the sailor said ... the sailor said ... Oh, it's cold out here. If we stayed out on this lake forever you would turn ... (DEEP PURPLE). He said to the girl you'd turn deep purple. She said ... Oh, no, I wouldn't. I could keep warm if you'd ... (CUDDLE UP A LITTLE CLOSER) Well, that's the way it is with all the girls. They want the sailors to hold their hands ...
(APPLAUSE AND LAUGHTER)

2. Now we come to Boatswain's Mate ... This is Boatswain's Mate First Class Pat Sawyony of Youngstown, Ohio ...
(APPLAUSE) Say, you know the Women's Auxiliary Organizations are growing so fast we can't keep track of 'em. The Marines have theirs, the Navy has the Spars, and the Waves, but Nurse Beatrix Jones of Des Moines wants you to tell us what a WOW is - a WOW.
(C: I Know a Wave that was a Wow!) (LAUGHTER)

(MORE)

- 5 -

ATX01 011495B

- 2.(CONTD) Now wait a minute here. Yes sir, you go to the head of the class for that one. I know, but what does WOW stand for? ... WOW ... What women's organization? W-O-W (WOMEN'S ORDNANCE WORKERS) Now what are the WAFS - W-A-F-S, the WAFS? What are the WAFS? What organization - Women's Auxiliary Organization? (WOMEN'S AUXILIARY FERRYING SQUADRON) And the WAGS are the War Aid Group. What are the WIG WAGS? The Wigwags! What is that? (PART OF THE SIGNAL CORPS)
3. Here is Storekeeper Third Class J. D. Harper of Decatur, Illinois. (APPLAUSE) Mr. Harper, everybody, including ^{Marine}/Henry Shelley of San Diego, admits the head of our Fleet - of our Fleet - is a great Admiral, and everybody can learn a lot about Naval warfare if everybody could be ... (KING FOR A DAY) Admiral King for a day. Yes, sir, and this should bring to mind the name of another great Admiral ... (ADMIRAL BYRD) And the Governor of New York has the same name as a great Admiral in the Spanish-American War, who said ... (Bobby yells - "I'LL TAKE MANILA!") (ADMIRAL DEWEY) And with men like you guys in front of me tonight in our service, we'll take Manila again! What about it, fellahs?
(CHEERS AND APPLAUSE)

(MORE)

- 6 -

4. Here's Electrician Third Class Lester Bahnish again. Say, Lester, naturally, you fellows are familiar with the ship's bells, but Miss Mary Lou Buck of Nashville, wonders if you'll recognize these bells ... (BELLS OF ST. MARY) Speaking of bells, we'd like you to identify a few. Look straight ahead and listen ... (TELEPHONE) Now let's try another one ... (COW BELL) And what bell is this? Listen ...

GIRL: Why, of course, I'd like to dance with you, but if you expect me to be your belle ... (THE BELLE OF THE BALL)

KYSER: Who is Daisy Bell? (COMIC STRIP)

5. All right, here is Boatswain's Mate First Class Pat Sawyony. Say, Corporal Tommy Bateman of Fort Sill says you have a great musical personality here at the San Diego Destroyer Base, so what are we waiting for ... Let's get him out here right now! It's Ozzie Godson of New Orleans! (APPLAUSE) Let's get Ozzie out here. Now Ozzie Godson really plays music on a vibraharp and we've asked him to hammer out a few tunes. You listen and tell us what they are! All right, Ozzie! ... (STOMPING AT THE SAVOY) Let's listen to another one. Go ahead! (SWEET LILANI) Here's your third tune! (I KNOW THAT YOU KNOW).

(MORE)

6. Here is Storekeeper Third Class J. D. Harper. Say, J. D., we know you fellows are familiar with all kinds of ships, but Hazel North of Fort Dodge, Iowa, wants you to listen to the following two songs and tell us what kind of boats they bring to your mind. Listen.
- (FERRYBOAT SERENADE) What was the second one?
- (HERE COMES THE SHOW BOAT) Say, Charles Winninger was the Captain of the Show Boat on the air. Was he called Captain Bill, Captain Henry, or Captain Head?
- (CAPTAIN HENRY)
- SOUND: (CLASS BELL)

(MORE)

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ATX01 0114961

HIESTAND: 'Fess, first round's over. It was fast and sporty!

KYSER: Well, who's on the long end and who's on the shorty?

JULIE: What's that bunch of papers you're carrying, Professor?

KYSER: Oh, Julie, those are some old navigation maps I picked up out here at San Diego!

JULIE: Old maps?

KYSER: Yeah, that's my hobby! I go in for old maps!

BOBBY: Boy, you must have gone in a gopher hole for the one you're wearing. (LAUGHTER)

JULIE: Professor, I have a hobby! I'm studying Jiu Jitsu.

KYSER: Jiu Jitsu?

JULIE: Yes, just in case that big handsome sailor in the third row should get too close to me, I can break his leg.

KYSER: Oh, now, Julie. That's going a little too far. Why break the man's leg?

JULIE: You think I want him to get away? (LAUGHTER)

HIESTAND: Professor, the first round winner!

KYSER: It is Contestant number one, Lester Rahnish of Philadelphia. Here he is! (APPLAUSE) You, sir, that's right! Ah, the Keystone Kid from Pennsylvania. Ah, my man, your answers were right, so have a Lucky. Here's a light! Prepare yourself for the final flight while we play a tune that is really all right! Here we go!

(MORE)

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ATX01 0114962

3. "WHY DON'T YOU FALL IN LOVE WITH ME"... TRUDY AND
HARRY

KYSER: Hold everything ... stay right where you are.
Yes, sir, and just now we said Daisy Belle ...
it should have been Daisy Mae. It was the
comic strip character. But the fellow who had
the question won anyway so everything is peaches
and cream. The phones are ringing all over the
place to tell me it's wrong. Hallelujah! I'm
glad people are listening to us! Oh, yeah,
phones are ringing everywhere!

BLOCK: COMMERCIAL TWO

(MORE)

3/17/43

(FROM SAN DIEGO, CALIFORNIA)

KYSER: Now Martin Block points out that one of the first words you learn is also one of the most valuable ...

(FROM NEW YORK)

BLOCK: That's right, Kay. You know, friends, I think that one of the first words I learned as a child was the word "why". And if you mothers and fathers listening to me right now have a child in the family, I bet that word, "why" very often drives you to distraction. Say, as a kid, I can remember that to nearly everything that was said to me, I'd always ask, "Why?" But, you know if the word "why" can prove upsetting to parents of young children, I think that the word "because" can prove just as distracting to the child. Yes, sir, I can remember lots of times, Mother'd say, "Martin, seven o'clock ... time to go to bed." And then I'd say, "Why, Mother?" And Mother'd say, "Because." Personally, I feel that the question "Why" from a child or a grown-up deserves a more convincing answer than just the word "because." For example, I say to you, in a cigarette, it's the tobacco that counts, and Lucky Strike means fine tobacco. You come right back at me and say, "Why?" Now, if I were to answer you by simply saying, "Oh, just because," I'm afraid that would never convince you that Lucky Strikes are the cigarette you should smoke.

(MORE)

-4-

ATK01 0114964

BLOCK: But when I explain carefully that the makers of Lucky
(CONTD) Strike cigarettes have always felt that the only way to
make a fine cigarette is through the use of fine tobacco,
and that we maintain a special department consisting of
one hundred and fifty-eight trained special buyers of
tobacco...men born and bred in the tobacco business....
men who can tell by examining and looking at tobacco
how it will smoke, and at auctions throughout the South,
these men are in attendance to get our share of fine
tobacco to go into Luckies, then the answer to your "why"
becomes evident.

(CHANT)

BLOCK: Remember A tobacco expert certainly knows what kind
of tobacco he'd want to smoke, and when these independent
tobacco men, buyers, warehousemen, and auctioneers,
attend public tobacco sales and naturally see the makers
of Luckies consistently buying fine tobacco, it's pretty
easy to understand why with these men who know tobacco
best, it's Luckies two to one. Yes, friends, the
answer to the why Lucky Strike means fine tobacco is
because we do everything that's humanly possible to
place that fine leaf...that finer, lighter, golden
leaf into every Lucky you light. That's why ~~we~~^I 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 SAN DIEGO, CALIFORNIA)

KYSER: Ah! Chillun, comes now the soft, sweet voice of beautiful, blonde Georgia Carroll ... (APPLAUSE)
 What a picture! A lovely lady looking into the fine faces of thousands of Uncle Sam's boys in blue, and singing ...

4. "I'M IN THE MOOD FOR LOVE" GEORGIA
 (AUDIENCE APPLAUSE)

ORCHESTRA
 AND CHORUS: "ANCHORS AWEIGH"

HIESTAND: To you fighting sons of the Navy Blue
 Who have made the tradition, "The Navy Comes Through"
 We salute you with pride across the whole Nation
 As we pause for our station identification.

LOCAL ANN.: Station WEAJ salutes the United States Navy!

ORCHESTRA: ("HAIL, HAIL, THE GANGS ALL HERE!")

AUDIENCE: Hail, Hail, the gangs all here,
 What the heck do we care
 What the heck do we care,
 Hail, Hail, the gangs all here,
 What the heck do we care now!
 (AUDIENCE CHEERS)

(MORE)

HIESTAND: Professor, our second team seamen are beamin'!

KYSER: Well, let's stop our dreamin' and start the teamin'!

ISH: Just a second, Professor!

KYSER: What now, Ish?

ISH: Well, on account of this week we're beside the beautiful sea, I've writ a poem in regard to it which I would like to read same ... entitled, "The Clam!" (LAUGHTER)

KYSER: Well, I can hardly wait, Ish. Read same!

ISH: Poem! The Clam! ...
Mary had a little clam
It's shell was dark and hollow
And everywhere that Mary went
The Navy was sure to follow! (APPLAUSE AND LAUGHTER)

SOUND: (CLASS BELL)

(MORE)

KYSER: That's enough, my charming wretch! Yet's get into this second stretch. Let's go! Ready for the first question is Seaman First Class Ray Barker of Rockford, Illinois. Brother Barker, come up here ... (APPLAUSE) Say, you know, Brother Barker, we agree with defense worker, Lillian Hubes of Long Island, that this Destroyer Base is really something. Now, the skipper took us all around today. In the galleys the chefs were singing "Home On The Range," and in the sick-bay, the gold bricks were singing "I Don't Want To Get Well, I'm in Love With A Beautiful Nurse." Well, where was I visiting when all the fellows were singing this? (IN THE BRIG) Say, I asked one sailor why he was in the brig and he said I had Shore Leave but I (I WENT AWAY TOO FAR AND STAYED AWAY TOO LONG). I asked another fellow why he was in and he said, Well, I showed a Petty Officer a monkey on a string dressed up like a Petty Officer, and I showed him a picture of Gargantua with a Petty Officer's cap on, and then I sang to him ... (THESE FOOLISH THINGS REMIND ME OF YOU) Well, no wonder he was in the brig. And that tune we just played was on the "Hit Parade" back in 1935, and stayed there a long time. And if you want to hear more of those grand all-time hits, listen to "Your All-Time Hit Parade" over this station every Friday night. (APPLAUSE)

(MORE) - 14 -

ATX01 0114968

2. Here is Seaman Second Class Clarence Deane of Van Nuys, California. Say Second Class Clarence Deane ... Yes, sir, a nice brunette. Boy, that hair is really red. It's a good thing we're on the Red Network. Say, Clarence Deane, we know that moving pictures are great entertainment for you fellows, so Corporal McGowan of Camp Elliott, San Diego, is sure that you can pick out four movie titles in the following letter which a sailor's girl wrote him. She wrote ... "Dear Johnny Eager: I'm glad your captain's courageous have given you seven days' leave. You know, you're my Yankee Doodle Dandy, Johnny, but when it comes to third finger left hand, I keep asking myself, are husbands necessary? Mrs. Miniver says I'll change my mind once we're upon a honeymoon. Lovingly, Kitty Foyle. P.S. When you get in town call before you come over - if a man answers, the Fleet's in!" Four movie titles - go ahead!
(JOHNNY EAGER: THE FLEET'S IN! CAPTAINS COURAGEOUS!
KITTY FOYLE!)

3. Now it's Chief Yeoman Leslie Rice of St. Charles, Missouri. By the way, just a second - I've just got two scoop flashes here!

(MORE)

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ATX01 0114963

KYSER: Captain Melvin B. Kilbourne, United States Marine Corp, somewhere in the South Pacific ... your wife, Virginia, just had a nine and a half pound boy at Memorial Hospital in Trenton, Missouri. Congratulations ... (AUDIENCE CHEERS) Ah, yes, I hope his buddies listening in will tell him about it. And First Lieutenant James Taylor Holly, B-25 pilot, in North Africa, had a little junior, too. His wife's name is Greta and he is the signet of one of our fraternity brothers. Well, congratulations to you, too! (AUDIENCE CHEERS)

3.
(CONTD)

Now Chief Yeoman Leslie Rice, speaking of The Fleet's In, Miss Ann McGreery of Springfield, Missouri, wants us to play the theme song of an orchestra featured in the picture, The Fleet's In, and you tell us who the leader is. Here's the theme ... (JIMMY DORSEY) Is his girl vocalist now Kitty Carlisle, Kitty Kallen, Kitty Foyle, or Kitty Hawks? (KITTY KALLEN) Now for a moment we want you to imagine you're Jimmy Dorsey. Take this saxophone and we want you to play the way Jimmy would on that famous recording of his, "Amapola" ... Now, come on, Chief Yeoman, every time the orchestra stops, you be Jimmy Dorsey. (APPLAUSE)

(MORE)

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4. Here is Seamen First Class Ray Barga of Rockford, Illinois. Say, Barga, we agree with Karl Nelson of Panama City, Florida, that a destroyer is heavily plated, and speaking of plates, we'd like you to distinguish between blue-plate, upper-plate, home-plate and gold-plated. All right, what's a blue-plate. (A BLUE-PLATE SPECIAL) What about an upper plate? (FALSE TEETH) What about home plate? (WHAT THE PITCHER THROWS THE BALL OVER IN BASEBALL) What about gold-plated? (JEWELRY) You know, you juggled those plates very nicely! Now while the band plays "Hold Tight," we'd like to see how well you can juggle these plates here. Now listen, you be careful with the plates because if you don't drop them you'll get to kiss Georgia Carroll... (CHEERS) ... And if you do drop them ... well, we'll tell you your punishment later ... (LAUGHTER) Now here comes the band and you juggle the plates and don't drop them if you want to kiss her ... Wait a minute, you didn't get through the first juggle. You dropped all of them almost. Well, now that you've dropped the plates, here is your punishment. You have to kiss all three of the girls. (APPLAUSE AND CHEERS) Speaking of kissing, you know we'll be kissin' this part of the country goodbye next Wednesday when the old College packs up and travels to Santa Barbara to hold class session with the Marine Flyers up there. In the meanwhile,

(MORE)

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ATX01 0114971

4.
(CONTD) we'll be with the boys at the Naval Hospital here in San Diego again tomorrow morning, and tomorrow afternoon with the Marine Paratroopers at Camp Gillespie. Saturday as usual with all the Service men at the Hollywood Canteen. Sunday in San Bernardino with the show for the men of Army Air Depot, also the men of the Base General Supply Depot. Next Wednesday night the Marine Flyers at Santa Barbara, and after the class session tonight, we hope to see the guys in the sick-bay here at the Navy Destroyer Base. We're looking forward to being with Uncle Sam's fighters all this next week. (APPLAUSE)

5. Here is Seaman Second Class Clarence Deane. Say, Clarence Deane, comes time again for our visiting Deane. It's old Ishkabibble himself playing one of the greatest musical instruments of all time -- the Ish Bone. Now the Ish Bone is composed of broken down ~~music~~ rack and a half dozen pieces of junk. Now, Ish, bring that glorified piece of destruction over here. Ish is going to destroy two songs at the Destroyer Base and we defy you to tell us what they are. He stands with his instruments poised. He is ready to accompany the orchestra and ... (POET AND PEASANT OVERTURE) Now let's listen to Ishkabibble again. (THE MUSIC GOES ROUND AND ROUND)

(MORE)
-17-

6. Chief Yeoman, Leslie Rice, since this is St. Patrick's Day, and we're at a destroyer base, the boys of Barracks 203, Army Technical School at Sioux Falls, South Dakota, want us to combine the two occasions, so we're going to scramble up bits of a couple of Irish tunes and couple of sea chanties, and we'd like for you to tell us which are the Irish and sea chanties as we go along ...

SOUND: (CLASS BELL)

(MORE)

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ATX01 0114973

HIESTAND: Professor, the end of the second heat!

KYSER: Well, Dean, get the name of the man that beat!

HIESTAND: Yes, sir, right away, sir! Here it is!

KYSER: Well, well, it is Contestant number three, Leslie Rice, with a perfect score. Contestant number three ... (APPLAUSE) Ah, Leslie Rice. Yes, sir, Chief Yeoman Leslie Rice. Well my good man, you really came through. Here's a chair and a Lucky for you. You have more questions comin' still. Meanwhile yet's dance a little to "Brazil."

5. "BRAZIL" PRODUCTION

WINTERS: COMMERCIAL THREE

(MORE)

3-17-43

(FROM SAN DIEGO, CALIFORNIA)

KYSER: Now let's hear from Roland Winters.

(FROM NEW YORK)

WINTERS: Ladies and gentlemen, in the files of the Federal Bureau of Investigation, at Washington, D. C., repose many million finger prints...finger prints recorded there for the purpose of identifying different people. From all these millions of finger prints, there are no two alike. ^{xxx} What have finger prints to do with cigarettes? ^{will} Simply this... Just as there are no two finger prints in this world alike, so there are no two baskets of tobacco in this world exactly alike. And just as it takes a finger print expert to note the differences in individual finger prints, so it takes a tobacco expert to note the differences in tobaccos. The buyers of tobacco for Luckies, because of their vast experience are able to select the finer grades of tobacco when offered for sale, and then buy that tobacco to make your Luckies, so round, so firm, so fully packed-so free and easy on the draw. It's this expert knowledge in the selection of tobacco that makes us say that in a cigarette, it's the tobacco that counts, and Lucky Strike means fine tobacco. A finger print expert can select one person out of all others in this world by his finger prints.

(MORE)

ATX01 0114975

3-17-43

WINTERS: You can select an outstanding cigarette for your
smoking pleasure by asking next time for Luckies,
the cigarette that means fine tobacco.
(CHANT - SOLD AMERICAN)

PICK-UP
(FROM SAN DIEGO, CALIFORNIA)

6. "THAT OLD BLACK MAGIC" HARRY AND JULIE
ORCH.: KYSER MARCH
HLESTAND: Say, time for the final tussle, Profess!
KYSER: Well, come on, Dean, let's progress!
ISH: What?
KYSER: I said Progress. Ish, do you know what progress is?
ISH: Oh, sure! Progress is stuff you can't see how
there can be any more of. Because right now
there's something you can't see how you can get
any farther than unless you look back to some place
where you was, and didn't think you would then,
either, but did, because you are, but probably
won't be for long. (LAUGHTER)
ORCH.: FEW STRAINS OF MUSIC
HLESTAND: Professor, Professor, let's not dally.
Here's the first contestant in the final rally.

(MORE)

KYSER: Ah, yes, it is Mr. ... Electrician Third Class Lester Rahnish of Philadelphia, who won the first round. Now on your toes. You only get one question. You sink or swim on one question. You know, we're going to devote our final round tonight to St. Patrick's Day, March 17th. In other words, Bunny Edwards of Camp Santa Anita says today is the day for ... (THE WEARIN' OF THE GREEN). And speaking of green, name a branch of the Service which has uniforms called green ... (MARINES AND NAVAL AVIATOR) On your All-Time Hit Parade there's a lady with a glorious voice named Green. Is it Mitzie, Marie, Emerald, or Olive Green? (MARIE) (APPLAUSE)

2. And now here we go, Chief Yeoman Leslie Rice, with your last and only question. And of course, you know no tribute to the Irish would be complete unless you named this song for Eileen Calkins of New York City ... (WHEN IRISH EYES ARE SMILING) Can you name another song with the word Irish in its title ... (IRISH WASHERWOMAN) Who were known as the Fighting Irish? (NOTRE DAME FOOTBALL TEAM) Most Irish jokes are hung on what two famous characters? (MIKE AND PAT) Will you distinguish between Tam-O-Shanter and Tim-O-Shenko? (TAM-O-SHANTER IS A HAT) And Tim-o-Shenko ... (RUSSIAN GENERAL)

(MORE)

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ATX01 0114978

2. And you know, Timoshenko isn't any St. Patrick,
(CONTD) but boy is he doing a beautiful job of chasin'
 the snakes out of Russia!

(AUDIENCE CHEERS)

SOUND: (CLASS BELL)

(MORE)

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HIESTAND: Shall I get the name of the winner, Profess?

KYSER: Well, right after the tobacco laureate address.

HIESTAND: 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!

F A N F A R E

HIESTAND: The final winner, Professor!

KYSER: And it is with a perfect score all the way, Chief Leslie Rice of St. Charles, Missouri, the winner all the way. That's fine! For havin' a perfect score all the way, he not only wins a fifty-dollar War Bond, first prize, but an additional twenty-five dollar Bond for havin' a perfect score all the way, or seventy-five dollars for Chief Leslie Rice, and to our second man ... he wasn't hibernatin', he did some mighty fine contemplatin', so he gets the twenty-five dollar Bond. The other four, for their calculatin' each got ten dollars in War Stamps. All six get a carton of Luckies. And then, and THEN: To all you men in Navy Blue, for your spirit, genuine and true, a package of better than ever Lucky Strike cigarettes! (CHEERS)

7. "ON THE ALAMO" ... (cut for time) HARRY

(MORE)

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HIESTAND: Now, at the request of the United States Government, and speaking for the United States Government, Kay Kyser brings you the following message. Subject ... The Red Cross War Relief Fund. Mr. Kyser ...

KYSER: Folks, I'm sure a lot of us have come to think of the Red Cross as just a symbol instead of an organization of doctors, nurses, and members of many professions and trades. A lot of us don't realize that Red Cross Field Directors and their staffs are with America's fighting men wherever they go ... yes, they're in the front lines with them at all times. The Red Cross also operates 150 Service Clubs and Recreation Centers behind the Lines. And did you know that Red Cross Volunteer Workers have already turned out five hundred and twenty million surgical dressings for our Armed Forces and their technicians and volunteers have collected a million and a half units of blood plasma. The Red Cross is continuously training volunteer Nurses Aides, to replace thousands of nurses who are joining the Armed Forces and they are conducting classes for civilians in First Aid, Home Nursing, and performing many other services. Yes, the Red Cross is doing a most magnificent and merciful job, and of course, it takes money for them to function.

(MORE)

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For this money they must depend on the voluntary contributions from all the citizens of our country. I know you've just paid your Income Tax, and this is a most inopportune time to ask for money, but the Red Cross is facing its obligations to humanity and we must face our financial obligation to the Red Cross. The Red Cross War Fund needs \$125,000,000 to carry on, and I'm sure we can all give some cash now and we can pledge to give a lot more before the year is through. Folks, this is our means of giving direct and immediate assistance to the fathers, and brothers, and husbands who are on the fighting front. And in spite of everything, I know we can and we will find a way to raise this money. I know our people will not fail the greatest symbol of mercy that the world has ever known ... the Red Cross. And let's do it now, folks! What about it, America? (APPLAUSE)

ORCH.: THEME MUSIC

(MORE)

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ATX01 0114982

KYSER: Well, chillun, looks like that just about winds up another session in the old college, and believe me, it's been wonderful being with you. Our thanks to Commanding Officer, Captain McCandless, a great fellow, and to Lieutenant Ralph Carter, and all you men for the many courtesies you've shown us here. Next week we'll be flying up to Santa Barbara, to hold our class session with the men at The Marine Air Station. And remember, chillun, every Friday night your All-Time Hit Parade brings you your All-Time, all-time favorites from Carnegie Hall. And now, this is Kay Kyser ... thinkin' of you. Thanks a lot for being with us and so long, everybody! (APPLAUSE)

ORCH.: THEME MUSIC

HIESTAND: Since the Navy Department does not endorse any product, this broadcast is not intended as an endorsement of our product by the Navy Department. It is presented for the entertainment of the men here at the Navy Destroyer Base. The famous tobacco auctioneers heard on tonight's program were Mr. L. A. "Speed" Riggs of Goldsboro, North Carolina, and Mr. F. E. Boone of Lexington, Kentucky.
THIS IS THE NATIONAL BROADCASTING COMPANY.

FOOTE, CONE & BELDING

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CLIENT THE AMERICAN TOBACCO CO.

REVISION: _____

NETWORK: NBC

PRODUCT: LUCKY STRIKE

Brooklyn Broadcast

BROADCAST 10-11PM

DATE: MARCH 24, 1943 - #261

REPEAT: EWT

"KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE"

R O U T I N E

- | | |
|--------------------|-------|
| 1. TOUGH OF TEXAS | GROUP |
| 2. AS TIME GOES BY | HARRY |

ROUND ONE

- | | |
|----------------------------|-------|
| 3. TAKING A CHANCE ON LOVE | JULIE |
|----------------------------|-------|

COMMERCIAL TWO

- | | |
|---------------------------|---------|
| 4. SAVING MYSELF FOR BILL | GEORGIA |
|---------------------------|---------|

STATION BREAK

ROUND TWO

- | | |
|----------------------|------------|
| 5. TIN WHISTLE STOMP | RANDY HALL |
|----------------------|------------|

COMMERCIAL THREE

- | | |
|--------------------------------|-----------|
| 6. SOMEBODY LOVES ME | ORCHESTRA |
| 7. I'VE HEARD THAT SONG BEFORE | GROUP |

FINAL ROUND

RTX01 0114984

WEAF

THE AMERICAN TOBACCO CO.

3-24-43

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #261

10:00-11:00PM EWT

MARCH 24, 1943

WEDNESDAY

(Program originates at the Marine Air Station in Santa Barbara, California - with switchovers to NBC, New York, for commercials and opening)

(FROM NEW YORK)

BOONE: (CHANT ENDING SOLD AMERICAN)

ANNOUNCER: Smoke the smoke tobacco experts smoke! And let that historic 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!

(FROM SANTA BARBARA, CALIFORNIA)

ORCHESTRA: OPENING THEME

HIESTAND: LUCKY STRIKE presents to the men of the Marine Air Station at Santa Barbara, California -- KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE!

AUDIENCE: "YEA MARINES" (TROMBONE EFFECT-RIM SHOTS) "FLYERS"
"HOORAY"

(AUDIENCE APPLAUSE UP BIG)

(THINKING OF YOU - KYSER THEME)

KYSER: Thank you! Evenin', folks, how y'all? Ever' thing all right?

AUDIENCE: YES, PROFESS!

KYSER: Yes, Profess! Well! Das fine. And once more, chillun, we're with the Marines ... this time with the Marine Flyers at Santa Barbara. Ah! The Marines are a great institution. Why, did you know that they're a hundred and sixty-seven years old this year?

JULIE: The Marines are a hundred and sixty-seven years old?

KYSER: That's right, Julie!

JULIE: Hmm! For fellows that old, they've certainly got young ideas.

(LAUGH)

KYSER: Please, please! Julie, you ... eh ... like Marines?

JULIE: Oh, I certainly do! But I guess it's no use thinking about marrying one ... you see, Professor, I'm a red head. And it seems like red heads always marry meek, silent, dopey men.

KYSER: Julie! Julie, they're not meek, silent and dopey when they marry red heads ... they just get that way. (Woo hoo!) Well, I finally got my joke in. Thank you! Anyone else have any trivia he'd like to get off his chest before we proceed?

ISH: I have, Professor!

KYSER: Talk, Ish.

ISH: Do you know the difference between a private and a general taking a twenty-mile hike?

KYSER: No, what's the difference?

ISH: General tires.

(AUDIENCE LAUGH)

KYSER: Ish! Will you please realize once and for all that vaudeville is dead?

BOBBY: YES! YOU MURDERER!!

KYSER: Oh, me! Dean! Dean, bring on our first marine, get him on his feet ready to compete for the \$115.00 in War Bond prizes, while all the chillun get gay ... with a tune that's great ... it's called, "A Touch of Texas." Here comes Charlie, Diane, Julie, Jack, Max, Harry ...

1. A TOUCH OF TEXAS GROUP

KYSER: What a beautiful song and what a handsome lad with a beautiful voice to sing it for you. It's Harry Babbitt!

2. AS TIME GOES BY HARRY
(APPLAUSE)

KYSER: Ah! Nice going there, Harry!

HIESTAND: Students, have you ever seen a man with a mind as quick as a P-38 and as maneuverable as a P-40? Have you ever seen a man with the staying power of a Flying Fortress, the untiring carrying power of a Liberator and the deadly accuracy and determination of a Mitchell Bomber? ... Well, whether you have or not, we bring you that old "Jenny" ... Professor Kay Kyser!

KYSER: Dean Hiestand! If you have to pile it on, why don't you say that old broken down Jenny? Professor Kyser?

HIESTAND: I'm sorry, Professor.

KYSER: You should be!

HIESTAND: Well, I'll do it all over -- that old broken down Jenny! Professor Kyser!

KYSER: Dean, please!

SOUND: (CLASS BELL)

HIESTAND: I'm sorry, Professor, I'll apologize later. Let's get on with the alma tomater.

KYSER: Okay, dean! And our first Marine Flyer tryer tonight is Sergeant Bob Landman, Marine veteran of Kansas City, Missouri. Here we go! ...

1. Say, Bob, this one from Pvt. John Ahearn of Camp Santa Anita, California, is about a Marine flyer doing solo night flying. He had been up exactly one hour when his motor gave out. He radioed the instructor and said, "Motor went dead - there's nothing up here but (PLAY: "THE BREEZE AND I.") He said there's nothing up here but The Breeze and I. That's what you said, didn't I? The instructor radioed back for him to bale out and when you jump, the instructor says, remember (PLAY: "IT DON'T MEAN A THING IF YOU DON'T PULL THAT STRING.") So at exactly sixty minutes past twelve the flyer jumped. In other words, at sixty minutes past twelve when he jumped, it was the (PLAY: "ONE O'CLOCK JUMP") It's phenomenal how you get these things!

2. Here's Sgt. Lloyd Smith, a Midway veteran from Cleburn, Texas. Anybody here from Texas? (AUDIENCE CHEERS) Sgt., you sure did grow up, didn't you boy? Say, come over here malted milk baby. Say, Sarg, listen closely, Miss Terez Le Veck of Lake Charles, Louisiana, says, since we're with the Marine flyers here at Santa Barbara, it's appropriate for me to ask you to distinguish between Barbara Hutton, Barbara-Jo Allen, Barbara of Seville and Barbara Coast. What about Barbara Hutton ... Who is Barbara Hutton? She is married to Cary Grant ... who is she? Very wealthy woman ... a girl with millions. What about Barbara-Jo Allen?

2. (CONTD) She's on the Bob Hope program under another name ... very vague ... (VERA VAGUE) And what about Barber of Seville? (THAT'S AN OPERA) And what about the Barbary Coast? It's a famous section in what city?
(SAN FRANCISCO)

3. Here's Sergeant Reid Crandall, Coral Sea Veteran of Aspenoa, New Mexico. Come over here ... glad to have you home. Say, Sarg, this one from Marine Marvin Schultz, Naval Destroyer Base, San Diego, concerns a Marine flyer here who was in Hollywood last weekend on leave. Now, he danced to our music at the Canteen on Saturday night, Sunday afternoon he went to the Palladium to hear this theme song (BENNY GOODMAN) and then after he left the Palladium he went down to the Orpheum theatre where he heard Benny Carter's orchestra and a male quartet whose theme goes something like this (PLAY) The Mills Brothers!

4. Now here we go with Sgt. Bob Landman agsin. Say, Bob Landman, we agree with Virginia Britton of Kentland, Indiana, that you Marine flyers do plenty of travelling. There's a famous traveler on radio and from the following song, you should be able to tell us who he is. Listen!
(PLAY: "THE ARKANSAS TRAVELER.") Do you know Bob Burns?

4. (CONTD) Do you know that fat burns? Well, it does!

(AUDIENCE LAUGH)

Speaking of travellers, Wendell Willkie recently did a lot of travelling overseas in a plane that was named after a famous traveller. Was his plane called Marco Polo, Gulliver, Sullivan, or Columbus? Students! (GULLIVER) Getting back to the Arkansas Traveller, we've borrowed Bob Burns' bazuka and for a moment we'd like for you to imagine you're Bob Burns and play this bazuke for us. Play as if you were Bob Burns. (PLAY) That's fine! Just like Bob Burns, he threw it on the floor.

5. Now here is Sgt. Lloyd Smith, a Midway veteran. Say, Lloyd, especially for you marine flyers, we have imported a visiting musical personality who has made a career of a perforated pea shooter. Let's get him out here! It's the virtuoso of the tin flute ... Randy Hall! (CHEERS) Say, now, Randy is going to blow a few tunes out of that flute he has there and we think you should be able to tell us what they are (PLAY)("DINAH.") Fine, take the second one ("OLD MAN RIVER.") Let's try the third one ... here we go ("LADY BE GOOD.") Thank you very much. And thank you Randy Hall! (AUDIENCE CHEERS)

6. Here is Sgt. Reid Crandall again. Say, Sarg, the Marines are fighting all over this world and you guys are flying all over the world, so Clarence Lee of Dallas, Texas, believes from the way we play the Marine Hymn you should be able to tell us in what parts of the country the Marines are fighting. (CHINA) Now, where are the Marines? (HAWAII) Let's try this third one (IRELAND).

APPLAUSE

SOUND: CLASS BELL

HIESTAND: 'Fess, first team's over with their test.

KYSER: Well, Dean, which Marine was the very best?

HIESTAND: I'll find out, sir.

KYSER: Okay!

ISH: (BLOWS CORNY BUGLE FOR NEWS EVENTS)

KYSER: Hey, Ish! What's the idea?

ISH: Huh?

KYSER: What are you driving at?

ISH: eh ... thirty-five miles an hour. What are you driving at?

KYSER: I mean what's the idea of tooting that bugle?

ISH: Oh, Ish K. Bibble's News Events. News and views from me to youse! (BUGLE) Kneecap, Wyoming! Man threatens life of men suspected of kissing his wife! U. S. Navy leaves for Australia. (BUGLE) Seattle, Washington! Big news! Man bites dog! Claims it's just as good as horse meat! (BUGLE) Los Angeles, California! College athletes getting rich over meat shortage! Charlie Horses selling at eighty-five cents a pound! (BUGLE) Santa Barbara Marine Air Station ... Marines present Top Sergeant with set of lace doilies. When interviewed, Top Sergeant said ... quote ... censored ... unquote.

(MUSIC: CHORD) (AUDIENCE LAUGH)

KYSER: Ish, you certainly have a newsy nose! But Dean, did you find out how our contest goes?

HIESTAND: The winner, Professor!

KYSER: And the winner is Contestant No. 1 ... Sgt. Bob Landman, of Kansas City, Missouri. Nice work, Marine Flyer -- you really had that old fire! Here's a Lucky and here's a match! Get set to start again from scratch while Julie Conway deals a hand to Mr. Cupid! Here we go! Sing the world out of it, Julie. Ah! Takin' a chance on love, but we're not takin' a chance on this song when we turn it over to Julie Conway!

3. TAKING A CHANCE ON LOVE JULIE
(APPLAUSE)

KYSER: What did I tell you? Thank you, Julie. Nice goin', gang, that's swell!

(COMMERCIAL)

(FROM SANTA BARBARA)

KYSER: Thanks Julie, Nice Going Gang, that's swell.

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

WINTERS: Let that historic chant remind you that Lucky Strike means fine tobacco, so round, so firm, so fully packed, so free and easy on the draw... for this same historic chant goes echoing back through the years of America's history ...

BOONE: (CHANT - END)

CROSS: A banquet of the Old South! ... One by one, the carriages roll up the long drive, between the green lawns, to stop with a clatter of hoofs at the porticoed entrance. And out step the notables of that day. Here is a silver-haired President bowing over the hand of his gracious hostess ... here is the venerable George Wythe, signer of the Declaration of Independence, and teacher to young Tom Jefferson, John Marshall, James Monroe and other leaders of the Republic ... and here are the beauties of long ago, the beaux and the belles, soldiers and statesmen -- gathered to enjoy such a festive evening as we read about in old-time books.

(MORE)

CROSS: The house is fragrant with the bouquet of fresh-cut lilacs and oleanders ... and around the long dining table the conversation sparkles ... For here within this ancestral home, wit is the salt that seasons the banquet. This is the spirit of the Old South -- a land of gallantry and beauty and gracious living ... a land richly endowed by nature ... For here out of the good earth of Virginia and the Carolinas, grew fine, mild tobacco like that still sold in the Southland today. Yes, ladies and gentlemen, all this is a page of the true tradition, the history of fine tobacco. And all this is for your own remembrance when you hear the historic chant of the tobacco auctioneer ...

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

WINTERS: Ladies and gentlemen, today America's historic tradition of fine tobacco is carried on by the makers of Lucky Strike Cigarettes. At market after market, year after year, we consistently select and buy the ripper, the lighter, the naturally milder Lucky Strike leaf. Independent tobacco experts, auctioneers, buyers, and warehousemen, who are present at the auctions, obviously see just who buys what tobacco. And when it comes to choosing their own cigarette, these experts show an overwhelming preference for Lucky Strike. Indeed, sworn records show that among independent tobacco experts - Lucky Strike has twice as many exclusive smokers as have all other cigarettes put together. Yes, with men who know tobacco best, it's Luckies 2 to 1.

RIGGS: (CHANT - SOLD AMERICAN)

WINTERS: Smokers, let that historic chant remind you that in a cigarette it's the tobacco that counts, and that first, last, and always -- Lucky Strike means fine tobacco.

RIGGS: (CHANT - SOLD AMERICAN)

Fate Barbara
(PICK UP FROM NEW YORK)

(MUSIC: CHORD)

KYSER: Right now we call on a lovely lady with a
lovely voice. It's gorgeous Georgia Carroll!
Georgia's goin' to sing her way into the hearts
of all the service boys ... especially those
named Bill. Take it, Georgia!

4. ("SAVING MYSELF FOR BILL"). . . . GEORGIA & GROUP
(APPLAUSE)

ORCH: REPRISE "MARINE HYMN" - FADE FOR:

HIESTAND: Marines, you are always the first men of action,
When we learn you have landed, it's great satisfaction
To know that our Freedom's ideals are preserved,
By you hard-hitting Leathernecks .. who are never
unnerved
So, with pride in our hearts we pay homage to you,
For your courage, your skill, and your loyalty too,
Marines, we salute you from all points of our Nation,
As we pause for our station identification

LOCAL NBC STATION SAYS:

"Station X X X salutes the United States Marine Fliers"

KYSER MARCH

HIESTAND: Professor, time for the second round!

KYSER: Well, yet's get these flyers off the ground!
But just a moment here, Dean. Julie, I'd like to speak to you about your conduct.

JULIE: Oh, Professor, what's the matter now?

KYSER: Well, you must be very careful in your actions around military men. Already a certain marine you had a date with last night is going around telling lies about you.

JULIE: I don't mind that ... but if he tells the truth, I'll break his neck!

(LAUGH)

KYSER: Why, Julie!

ISH: Professor, Professor! Could I borrow fifteen dollars?

KYSER: What do you want with fifteen dollars, Ish Kabibble?

ISH: Well, you know my girl, Dorothy May Gremlin?

KYSER: Dorothy May Gremlin, yes.

ISH: Well, I bet a marine five dollars he couldn't take Dorothy May away from me.

KYSER: You bet five? Well, why did you want fifteen?

ISH: Well, Dorothy May covered my bet and raised me ten.

(AUDIENCE LAUGH)

SOUND: CLASS BELL

HIESTAND: Professor, these interruptions are really provoking!

KAY KYSER

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3-24-43

KYSER: Well, let's start the second exam and stop all the joking! Here's our first second man and he is Sgt. Arthur Perlmutter, a South Pacific veteran of Brooklyn.

-13-

ATX01 0115001

1. Well, here we go. Sgt. Perlmutter, I'll try not to serve you any Potash. A Marine flyer here at Santa Barbara told me about a dream he had the other night, and Madeline Smith of New Orleans wants me to tell it to you. This flyer dreamed about Rita Hayworth, and he said to Rita (PLAY: "GIRL OF MY DREAMS, I LOVE YOU") and Rita replied, "I have seen lots of lovers and Casanovas ... but you, Marine, you are (PLAY: "THE MAN I LOVE") Ah! the Marine kissed Rita and she said, "Oh, my Don Juan, please (PLAY: "KISS ME AGAIN".) About that time the Sergeant woke him up and the Marine said, "Sarg, you know (PLAY: "I HAD THE CRAZIEST DREAM) ... To bad, but it was a nice try.

2. Here we go with Sgt. Lawrence Bissett, a Pearl Harbor veteran, of Minneapolis, Minnesota. Say, Lawrence, here's a letter from a gal to her flying Marine boy friend, and Jack Murphy of Tacoma is sure you'll be able to pick out the names of four fighting flying ships. She writes: "Dear Al: Thanks for the birthday present - I'll be 17 tomorrow. Seems like ages since we met that day in Catalina. You were my Liberator and when the time comes, our love will be consolidated. Meanwhile I know you're a spitfire, a regular wild cat and dauntless in a plane and if you keep fighting the way you have, your score will always be 'way above zero. Love, Mary Ann.

KYSER: (CONTD) Speaking of flying, the old College will be flying up to Northern California to hold next Wednesday night's class session with the men of the Mare Island Navy Yard. This coming Saturday, we will be on Command Performance for the boys overseas. Saturday night at the Hollywood Canteen, as usual. Sunday with the flyers at Meadowfield near Bakersfield. Monday at the Lake Marconian Naval Hospital. Wednesday afternoon at the Mare Island Hospital and following our next Wednesday night's class session for the Navy boys at Mare Island. On Thursday and Friday of next week it is Oakland Naval Hospital, Oakland. Replacement Depot in Pittsburgh and McClelland and Mather Fields in Sacramento. We are looking forward to seeing a lot of fighting men of Uncle Sam!

(AUDIENCE CHEERS)

3. Here's Sgt. Earle Penninger, a Midway veteran of Kingston, N. Y. Say, Earle, Eileen Regan of Washington, D. C. reminds us that one of our famous fighting ships is nicknamed after a certain song and dance. We'll play it and you tell us what it is. Here we go!
(PLAY: "SUSIE Q")

3. (CONTD) Speaking of the Susie Q, we're going to play that song again and we'd like for you to Susie Q with Julie Conway. Go right ahead! (PLAY)
(LAUGH)
4. All right, here is Sgt. Arthur Perlmutter of Brooklyn again. Say, Arthur, speaking of music and aircraft, Lloyd Wheeler of Craftsbury, Vermont, reminds us that a certain prominent orchestra leader and his whole band recently went to work in an aircraft factory. Here's his theme song - you tell us who he is. He is one of the outstanding steel guitar players in the business.
(ALVINO REY) Say, what famous sisters sing with Alvino's orchestra ... (AUDIENCE: KING SISTERS!)
5. And now Sergeant Lawrence Bissett, listen closely. Comes time in the old College to call on another visiting Dean ... it is our own Ish Kabibble and he is going to give you another so-called concert on his Ish Bone. As you probably know, the Ish Bone is made of eight beautiful pieces of junk wired to a broken down music rack. All right, Ish, take it, and say, let's see if he can tell us what you are playing. ("BICYCLE BUILT FOR TWO") All right, let's try one more before the horn breaks down on him and ... ("MY MERRY OLDSMOBILE")

6. Here is Sgt. Earle Penninger for the last question.
Say, Earle, we agree with Cpl. Leroy Ott of Camp Haan
that on next Wednesday we'll have a lot of fun when
the old college holds class in the neighborhood of
(PLAY: "SAN FRANCISCO") That's right! Say, you know
a beautiful blonde singing star comes back to the
screen in a picture called "HELLO, FRISCO, HELLO."
Now, Phil Harris is her husband. Eh ... who is she?
(CONTESTANT: Mrs. Harris.) No, I mean her screen name.
(ALICE FAYE)

(APPLAUSE)

SOUND: CLASS BELL

HIESTAND: Professor, winner of round number two!

KYSER: Well, find out his name, Dean, please do!

ISH: Professor ...

KYSER: What is it now, tailspin?

ISH: Did you know you can tell what branch of the service a baby is going to join when he grows up?

KYSER: Now, how can you possibly tell that, Ish?

ISH: Well, you have the nurse put a toy boat and a toy gun down beside him. If he grabs for the toy gun he is going to be a soldier. If he grabs the toy boat, he's going to be a sailor.

KYSER: Yeah?

ISH: And if he grabs the nurse he's going to be a Marine!

(AUDIENCE LAUGH)

HIESTAND: Second round winner, Professor ...

KYSER: And it's contestant #2 ... Sergeant Lawrence Bissett ... with a perfect score -- Minneapolis Bissett! Ah! Bissett, you're a wizzard, I ask you questions and you didn't miss it. Nice goin' flyer fighter. Have a Lucky, here's my lighter. Get set to be a final fighter while we dance to Randy Hall's version of the "Tin Whistle Stomp."

5. "TIN WHISTLE STOMP" RANDY HALL
(APPLAUSE)

KYSER: Thank you, Randy Hall! You were swell on that tin flute!

(COMMERCIAL)
-18-

KAY KYSER
Commercial #2

-5-

3/24/43

(FROM SANTA BARBARA, CALIFORNIA)

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

(FROM NEW YORK)

BLOCK: "With Independent Tobacco Experts, with
men who know tobacco best ... it's
LUCKIES 2 to 1." You know, friends, I've
made that statement many, many times since
I began talking to you about Luckies, and
I've had many people ask me, "Who are the
experts and what do they do?" Well, the
other day I was looking over a few of the
scores of statements in my possession by
experts who personally indicate their
preference for LUCKY STRIKE cigarettes,
and I came across one which I think is so
typical and so clearly explains who the
experts are, that I would like to read
it to you now. It says:

(MORE)

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ATK01 0115007

3/24/43

BLOCK:
(CONTD)

"When you talk of tobacco tradition, you're talking my language. You see, I'm part of a long tobacco heritage that stretches way back into the last century. My grandfather was the first man to grow tobacco here in Marion County, S. C., and the original curing barn he used stood as a historical monument until only a few years ago. My father followed in my grandfather's footsteps on the same farm plowing the same acres. And it was on this farm that I was born. Today, I'm carrying on where my father left off, and out of the same rich earth, that produced the first tobacco crop in this county, I hope to grow another golden harvest for next season's markets." There, friends you have part of a statement by Wilbur Rhemur Rogers, of Mullins, South Carolina, who has been a tobacco auctioneer for thirteen years, and a smoker of Luckies for ten, and he's typical of independent tobacco experts who prefer Luckies two to one ... That statement, ~~Let's all agree~~, really speaks for itself.

(MORE)

-5a-

ATX01 0115008

BLCK:
(CONTD)

Nothing that I could add would make it more convincing. When men like Wilbur Rogers, who knows tobacco as his father and his grandfather knew tobacco, choose Luckies by an overwhelming majority, it seems just common sense that we average smokers should smoke Luckies, and start getting our share of that fine leaf that fills every Lucky Strike - so round, so firm, so fully packed - so free and easy on the draw!

6. "SOMEBODY LOVES ME" ORCHESTRA
(APPLAUSE)

KYSER: Ah! You've heard that song before . . . but never
heard it sung like this, not with Diana Pendleton,
Julie, Jack, Harry and Max.

7. "I'VE HEARD THAT SONG BEFORE GROUP
(AUDIENCE APPLAUSE)

ORCHESTRA REPRIS: KYSER MARCH

HIESTAND: Say, 'Foss, our two winners have finished their
crarmin'!

KYSER: Well, Dean, bring 'em here, let's start the examin'!

ISH: Just a moment, professor. Not so fast.

KYSER: What now, Junior?

ISH: Professor, on accounta this week we are here with
the Marine Flyers, I have writ a poem in regards
to which I would like to read same entitled,
"Fish Don't Wear Suspenders."

KYSER: Ish! Why are you so stupid?

ISH: Well, I can't help it! I work my fingers to the
knuckles tryin' to get ahead.

KYSER: And what happens?

ISH: I'm a knuckle-head!

KYSER: You said it! Read your poem!

ISH: Oh, a fish don't wear no suspenders,
You can tell that at a glance!
He ain't got no shoulders to fasten 'em to,
But if he did, what's the use,
He don't wear no pants!
(LAUGH)
(FANFARE)

KYSER: Go ahead, knothead, before I get a hot head. Dean,
where's our first finalist?

HIESTAND: Right here, sir.

KAY KYSER

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3-24-43

KYSER: And his name is Sgt. Bob Landman, a Midway veteran,
of Kansas City, who won the first round.

(ADD FINAL EXAM)

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ATX01 0115012

1. Say, Bob, we agree with Marilyn Maxwell of Hollywood that a Marine is one of the greatest fighters of all times, and has been for a longer time than our country is old. So in our final round tonight we'd like to discuss all-time winners. Here's a song with "time" in its title, that's been an all-time winner for a long time. "(PLAY: "THERE'LL BE A HOT TIME IN THE OLD TOWN TONIGHT.") Say, you know the champion horse of all times... that is the one that won the largest amount of money in America was either Seabiscuit, Man of War, Whirlaway, or War Admiral. Which will you take? (WHIRLAWAY)

2. Here we go with Sgt. Lawrence Bissett who won the first round with a perfect score. Now, Lawrence, here's a song that is an all-timer from 1934, and Ward Byron of New York City wants you to name it ... now, listen! (PLAY: "LOVE IN BLOOM") Say, you can hear lots of other swell all-time, all-time songs on "YOUR ALL-TIME HIT PARADE" on this station every Friday night. Now the all-time American golfer ... that is, the only one to win four championships in one year ... who is he? American golfer! (BOBBY JONES)

3. Sgt. Bob Landman, your last question. Say Bob, here's a song that will always be an all-time favorite -- in fact, its title is ("ALWAYS") In baseball, who is the all-time king of home-runs? (BABE RUTH) And up to the present, who is the all-time king of consecutive games (JOE DI MAGGIO)

4. Now, here we go with our last question for Sgt. Lawrence Bissett. Say, Brother Bissett, here's the theme of two of the greatest radio performers of all times. They've been on the air almost as long as radio and Elizabeth Tellegren of Van Nuys wants you to tell us who they are. Here's the theme. (AMOS 'N ANDY) In the Metropolitan Opera who is considered the all-time tenor? ... I had a rooster but he crew-so, I had to kill him. (CARUSO) What President of all times spent 10 years in the White House? (PRESIDENT ROOSEVELT) You said it! And we're proud to have him there!

HIESTAND: Professor, shall I get the name of our local success?

KYSER: Well, right after the tobacco laureate address!

HIESTAND: 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: Here it is, Professor!

KYSER: It is no less than ... well, slap me down and nail me in Galeta. If it isn't a tie ... it's a tie between Sgt. Bob Landman of Kansas City and Sgt. Lawrence Bissett, of Minneapolis, each tie for first place and therefore both entitled to a \$50.00 War Bond first prize. And to the Professor in Chair Number 4 -- I mean the other four contestants, the other champs of this flying base, ten dollars each in stamps for a fine race. And all six get a carton of Luckies, and then ... AND THEN ... to all you others ... our thanks, brothers, and a package of better-than-ever LUCKY STRIKE CIGARETTES.
(CHEERS)

KYSER: Well, chillun', I guess that's about all for this session of the old college, and believe me, it's been great being with you. Our sincere thanks to your Commanding Officer, Lieutenant Colonel W. A. Willis, and to all you Marine Flyers for the swell way you treated us today. Next week we'll be with the boys in blue of the Mare Island Navy Base at Vallejo, California. And remember, chillun', every Friday night your ALL-TIME HIT PARADE brings you your all-time, all-time favorites from Carnegie Hall! And now, this is Kay Kysner ... thinkin' of you!

ANNOUNCER: Since the Navy Department does not endorse any product, this broadcast is not intended as an endorsement of our product by the Navy Department. This program came to you from Santa Barbara, California and New York.
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NETWORK: NBC

PRODUCT: LUCKY STRIKE APPROVAL: FINAL

BROADCAST: 10-11 PM

DATE: MARCH 31, 1943 #262

REPEAT: _____

"KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE"

R O U T I N E

As Broadcast

- | | |
|-------------------------------------|-------|
| 1. GIDDAP MULE | SULLY |
| 2. YOU'D BE SO NICE TO COME HOME TO | HARRY |

ROUND ONE

- | | |
|-----------------------------------|-------|
| 3. DON'T GET AROUND MUCH ANY MORE | JULIE |
|-----------------------------------|-------|

COMMERCIAL ONE

- | | |
|--|-----------------|
| 4. I'VE JUST KISSED YOUR PICTURE GOODNIGHT | GEORGIA & GROUP |
|--|-----------------|

STATION BREAK

ROUND TWO

- | | |
|-----------|------------|
| 5. BRAZIL | PRODUCTION |
|-----------|------------|

COMMERCIAL TWO

- | | |
|---------------|-----------|
| 6. WHISPERING | ORCHESTRA |
|---------------|-----------|

FINAL ROUND

ATX01 0115017

WEAF

THE AMERICAN TOBACCO CO.

3-31-43

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #262

10:00-11:00 PM EWT

MARCH 31, 1943

WEDNESDAY

(Program originates at the Mare Island Navy Yard, Vallejo, California - with switchovers to NBC, New York for commercials and opening)

(FROM NEW YORK)

BOONE: (CHANT ENDING SOLD AMERICAN)

WINTERS: Let that historic chant remind you that Lucky Strike means fine tobacco, so round, so firm, so fully packed, so free and easy on the draw ... for this same historic chant goes echoing back through the years of America's history ...

(FROM VALLEJO, CALIFORNIA)

ORCHESTRA: OPENING THEME

HIESTAND: LUCKY STRIKE presents to the men of the Mare Island Navy Yard at Vallejo, California -- KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE... with Julie Conway, Diane Pendleton, Harry Babbitt, Sully Mason, Georgia Carroll, Ish Kabibble and Kay Kyser in person!

AUDIENCE: "YEA NAVY" (TYMPANY ROLL) "N-A-V-Y" "NAVY" "HOORAY"
(AUDIENCE APPLAUSE UP BIG)

KYSER THEME -- THINKING OF YOU

KYSER: Evenin' folks, how y'all?

AUDIENCE: GREAT, MATE!

KYSER: Great, Mate! Well, das' fine! And, chillun, tonight we're ringin' the old school bell with the Navy in San Francisco Bay on Mare Island, near Vallejo. I don't know why they call it Mare Island -- the men up here never get a chance to horse around. (LAUGH) Seriously, though, after sleeping in one of those Navy hammocks, I'm in favor of changing the name from Mare Island to Night Mare Island! Well, shall we get on with the program?

ISH: In just a second, professor!

KYSER: Well, Ishkabibble! What's worrying that mental molecule you carry around underneath that dandruff air-raid shelter?

ISH: Well, Professor, on accounta tomorrow is the first day of April, I have made up a riddle which I wouldst like to read same. Give up?
(AUDIENCE LAUGH)

KYSER: No, I don't give up! What is the riddle?

ISH: What's the difference between a horse and a chicken born in April and a G. I. haircut?
Give up?

KYSER: Yes, I give up.

ISH: Well, a horse born in April is an April foal
and a chicken is an April fowl!

KYSER: Yes, but how do you get the G. I. haircut?

ISH: Just join the Navy! (LAUGH)

KYSER: Ish, that's enough. Say, we've got six
contestants ready and rough, all ready to do
their stuff for the \$115.00 in War Bond Prizes!

HIESTAND: Say, 'Fess, the contestants are not through crammin'!

KYSER: Well, while they're crammin', yet's do some jammin'!
What I mean is, chillun, yet's dance!

1. GIDDAP MULE SULLY

(APPLAUSE)

2. YOU'D BE SO NICE TO COME HOME TO HARRY

(APPLAUSE)

HIESTAND: Ladies and gentlemen, here at Mare Island we have
been privileged to see many fighting ships of all
manners and types. We are, of course, not permitted
to tell you much about these fighting ships, but we
can tell you about a man who has all the
qualifications of a ship! Of course, he's not a
dreadnaught, a cruiser, a destroyer, or a submarine,
but he definitely has the lines of a tug. (LAUGH)
Webster defines a tug as a jerk, so we bring you
that big tug, Professor Kay Kysers!

(APPLAUSE)

KYSER: Now look here, Dean Hiestand. There's work to do.

HIESTAND: Well, let's start quizzing the boys in blue.

KYSER: Ah, yes, sir, and our first contestant is
Electrician's Mate Second Class Harry Warmuth,
Midway, Solomons and Coral Sea veteran, of
Portland Oregon!

(AUDIENCE CHEERS)

1. Well, Harry old boy, we're certainly glad to have you home. We've got some questions for you here. Private First Class Nelson Clark, of Davis-Monthan Field, sends us one about a gal very much in love with a man in uniform. Now, the following song will tell you what branch of the service her sweetheart was in. (SHE WAS JUST A SAILOR'S SWEETHEART)
Yes, sir! She vouched to be true to her sailor sweetheart all the time he's (OVER THERE) Over There! That's right! Well, a handsome soldier wanted to test her love, so he asked her for a date. He said, "You don't have to be afraid of me, I have a white reputation." She said, "You may have a white reputation, but my sailor sweetheart has (THAT OLD BLACK MAGIC).

2. Yeoman First Class Edwin Fardig, of Berkeley, California ... now, Brother Fardig, since we are here at Mare Island, let's talk about Islands. Miss Helen Jones of Churubusco, Indiana, wants you to listen to this letter from a blue-jacket to his

2. (CONTD) mom back on the farm and you listen and pick out the names of 4 islands from this letter. The blue jacket writes: "Dear Mom - Hawaii: How's the old mare, the goat and my shetland pony? ... So tabby the old cat is getting fat! Guess you'll have to give the old cat a leaner diet. Gee, Mom, I met the most wonderful girl yesterday attu in the afternoon and took her to a drug store for a sandwich and a Malta milk. I was awake all night thinking of her. Well, I'll write Samoa later. Lovingly, Gilbert." (GOAT ISLAND, HAWAIIAN ISLANDS, WAKE ISLAND, MARE ISLAND)

3. Here is Pharmacist's Mate Third Class Leila Wood, of Chattanooga, Tennessee. Well, long may she wave! Come right over here, Miss Choo-Choo. Say, Miss Wood, speaking of Islands, we agree that a certain orchestra leader now at the Coconut Grove in Los Angeles, is very popular in the Hawaiian Islands. Here's his theme song. You tell us who he is. (HARRY OWEN) Now, our own Harry, Harry Babbitt, is not going to imitate Harry Owen, but he is going to imitate three other well-known personalities and you tell us who Harry's impersonating. Here's the first one (POPEYE). What about this one? (JERRY COLONNA) Now, let's listen to the third one. This is a female movie actress. All right, Harry! (KATHRYN HEPBURN)

4. Here's Electrician's Mate Second Class, Harry Warmuth, again. Say, Harry, since we're so near the Golden Gate, Lt. Robert Percy of Santa Anita wants you to distinguish between Goldenrod, the Golden Rule and the Golden State. Now, Goldenrod ... what is that, Harry? (FLOWER) And what about the Golden State? (CALIFORNIA) What about the Golden Rule? (DO UNTO OTHERS AS YOU WOULD HAVE THEM DO UNTO YOU). Now, stay close to this mike. Here's a guy who's not afraid of any fights but he's scared of this microphone. Stay right up there now, will you, Harry? Say, Harry, four of the boys are going to imitate a well-known quartet now. The quartet has Golden in its name. You listen and tell us the name of the quartet. (GOLDEN GATE QUARTET)

Now, I tell you Harry what you are going to do. You go over there and be one of the Golden Gate Boys with three of the other fellows and sing that theme over again. Get right up to the mike. (SINGS)

KYSER:
(CONTD)

Speaking of the Golden Gate, things are really humming around that Gate and particularly here at Mare Island Navy Yard, because at noon today, Assistant Secretary of the Navy, the Hon. F. A. Bard, presented the Mare Island Navy Yard with the Secretary's War Bond Honor Plaque. And to attain this award it was necessary to have more than 90% of the Yard's employees on payroll reservation pledge more than 10% of their salaries to War Savings Bonds for two consecutive months. But these men did more than that! Ninety-eight and eight-tenths per cent of all the men here pledged not ten but 13 per cent of their pay to the purchase of War Savings Bonds. Yes, sir! Mare Island should be proud today. The men here are not only building battleships for Uncle Sam, not only fighting on them, but they are buying them as well, and we are mighty proud of you men!

(APPLAUSE)

5. Well, here's Yeoman First Class Edwin Fardig again! Sergeant Bert Netting, somewhere in the South Pacific, says we should stop right here and introduce our visiting musical dean ... it's one of your own boys stationed here at Mare Island. Storekeeper, Third Class, Joseph Pagel, Detroit, Michigan. So let's get him out here! (APPLAUSE) You know, I just found out that Storekeeper Pagel has been awarded the Navy Cross for heroism in action in the South Pacific! Mighty proud of you! (APPLAUSE) Mr. Pagel does some very fine whistling. He's going to give us two tunes and you tell us what he's whistling. (INDIAN SUMMER) Thank you very much. All right! Let's try another. (PAGAN LOVE SONG). Absolutely right! Very good!

6. Pharmacist's Mate Third Class, Miss Leila Wood. This question from Radio Man Third Class Merton Carver, of Lubeck, Maine, is very unique because he has asked us to play a radio theme song which identifies not one, not two, but three of radio's well-known programs. Listen to the theme and name two of the programs it identifies. (LUCKY THEME) (KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE) What about another on Saturday night on another network? (THE HIT PARADE) You know, I think the WAVES should be Number One on the HAT Parade. It is peachy, ducky, to say nothing of chic, shall we say? That's two out of three. The third one, of course, is on this network on Friday night -- the All-time, All-time Hit Parade. You got two out of three--that's all I ask.

HIESTAND: First round's over, professor!

KYSER: Get the winner's name, Dean.

HIESTAND: I'll be back before you can say "Jack Robinson!"

KYSER: Jack ...

HIESTAND: I'm back!

KYSER: Robinson. Well, that's fast work!

ISH: (BLOWS BUGLE)

KYSER: Ish! Don't tell me you're going to broadcast more news events!

ISH: No, sir, this time it's "Ish K. Bible's Advice to the Lovelorn." ... Here's a letter from Charlie

ISH:
(CONTD)

Prook. Charlie writes, Dear Ishkabibble. I am in love with the bearded lady in a side show -- she reminds me of my father. Shall I marry her? Well, Dear Charlie: Don't marry no bearded lady. Sooner or later she'll give you the brush! (BUGLE) (AUDIENCE LAUGH)

HLESTAND: Professor, so much for the lovelorn, but meantime a first round star is born.

KYSER: And he is contestant Number 2 with a perfect score. Edwin Fardig, of Berkeley, California with a perfect score. My good man, Mr. Fardig, sit right down, you won the first round cap and gown. Here's a Lucky, get set for the final round while all the chillun go to town. Come on, Julie. Lead us around! ... Julie says she doesn't get around much any more. Listen to her get around with her song, chillun'.

3. DON'T GET AROUND MUCH ANY MORE JULIE (APPLAUSE)

KYSER: Ah! She really got around. Thank you. Nice goin' gang. That's swell! (COMMERCIAL)

(FROM VALLEJO, CALIFORNIA)

KYSER: Thanks Julie, nice going gang. That's swell.

(FROM NEW YORK)

(CHANT - SOLD AMERICAN)

WINTERS: Let that historic chant remind you that Lucky Strike means fine tobacco, so round, so firm, so fully packed, so free and easy on the draw ... for this same historic chant goes echoing back through the years of America's history ...

(CHANT - SOLD AMERICAN)

CROSS: Turn back a thousand yesterdays ... to a time that was long ago. Turn back to Old New Orleans at eventide, when the sun sinks low upon the Mississippi. The levee is crowded ... crowded with drays and carts and pieces of baggage. Seated in the open carriages, along the pavilion, are some of the notable figures of the period ... Robert Wickliffe, Governor of Louisiana, and Paul Tulane, the great merchant-philanthropist, and lovely Adelina Patti, famous operatic soprano ... and yet there is a strange silence over everything, a hush, a stillness, as if the world were holding its breath -- and waiting. Suddenly, a drayman lifts up the electrifying cry -- "S-t-e-a-m-boat a-comin'! S-t-e-a-m-boat a-comin'!" -- and in a twinkling the whole scene changes. Voices are animated ... baggage-vans clatter up the stone-paved wharf ... a brass band wakes with a roar of "Hail Columbia."

CROSS: And rolling down the Mississippi ... the majestic, the magnificent Mississippi ... comes the great white hulk of the steamboat. A shriek of steam whistles through the gauge-cocks ... and now you can see the red glare of the furnaces burning resin and pitch-pine...you can see the churning side-paddles and the upper decks crowded with passengers. Closer, closer, the steamboat nudges the shore and comes to rest along the pier. High above the texas deck, in the glass pilot house, a familiar figure stands at the wheel, a man who will be loved and remembered by all the world...for his name is Samuel Langhorne Clemens, better known as Mark Twain. And now, from the cool, dark hold of the ship, the half-naked crews are lifting a cargo of oaken hogsheads...lifting and singing in unison. And within these hogsheads, rolling down the stage-plank, is tobacco ... grown out of the good earth of Virginia and the Carolinas -- bright, mellow tobacco like that still sold in the Southland today. Yes, ladies and gentlemen, all this is a page of the true tradition, the history of fine tobacco. And all this is for your own remembrance when you hear the historic chant of the tobacco auctioneer ...

(CHANT - SOLD AMERICAN)

WINTERS: Ladies and gentlemen, today America's historic tradition of fine tobacco is carried on by the makers of Lucky Strike cigarettes. And in Lucky Strike you yourself can discover how much fine tobacco means to you as a smoker. For down through the years, at auctions all over the South, Lucky Strike has bought -- for your greater enjoyment -- the riper, the lighter, the naturally milder tobacco. So whenever you hear the historic chant of the tobacco auctioneer, remember that in a cigarette it's the tobacco that counts, and that first, last and always -- LUCKY STRIKE means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

(CHANT - SOLD AMERICAN)

(PICK UP FROM VALLEJO, CALIFORNIA)

KYSER: Chillun' ... a hush comes over the old College,
and into the spotlight steps a lovely lady to
sing a beautiful song. It's gorgeous Georgia
Carroll! (APPLAUSE) Tonight Georgia sings a
song many a girl sings every night to her sailor
sweetheart who is away.

4. I'VE JUST KISSED YOUR PICTURE GOODNIGHT . . . GEORGIA
& GROUP
(APPLAUSE)

ORCH: REPRISÉ "ANCHORS AWEIGH" - FADE FOR:

HIESTAND: To you men who defend us on all fronts of the world,
And make sure that "Old Glory" is always unfurl'd,
We send you our greetings and our admiration,
As we pause for our station identification.

LOCAL NBC STATION SAYS:

"Station X X X Salutes the United States Navy!"

KYSER MARCH

HIESTAND: Say, Professor, time for the second fleet.

KYSER: Well, get the contestants on their feet!

ISH: (BUGLE) Sophie Mae Snark writes ...

KYSER: Ish! Ish! Please! The Lieutenant Commander won't like your taking up all this time, you know.

ISH: Who won't?

KYSER: The Lieutenant Commander! Do you know what a Lieutenant Commander is?

ISH: Yeah -- a Lieutenant's wife! (LAUGE)

KYSER: Be careful how you talk about the Navy or we won't take you to visit that battleship tonight after class.

ISH: Well, I can't go anyway. I got to get my pants pressed.

KYSER: Ish, you got to press your pants? Which is more important, a battleship or your pants?

ISH: Well, I'm going to see my girl tonight and I can certainly go there without a battleship!

(AUDIENCE LAUGH)

SOUND: CLASS BELL

HIESTAND: Profess, let's go with the second round quiz.

KYSER: Where's our first contestant?

HIESTAND: Here he is!

KYSER: And his name is Corporal Will J. Seltzer, of Irvington, N. J. All right, Brother Seltzer! Yes, sir, a Corporal in the Marine Corps -- Will J. Seltzer!

1. Say, brother Seltzer, here's a cute little story from Miss Jeanie Kelly of St. Joseph, Missouri. It's about Davey Jones. Now, Davey Jones went to visit (MINNIE THE MERMAID). Davey had just got in Minnie's sea-shell shack when there was a loud knock on the door. She yelled, "Who's there?" and a voice yelled back, (I'M BARNACLE BILL THE SAILOR). Well, Davey and Minnie said, "Go away" -- but Barnacle Bill hollered, "Minnie, I brought you a nice new fur coat." Well, she opened the door, threw Davey Jones out, let Barnacle Bill in. As Davey went home, he said to himself, eh, "She's not Minnie the Mermaid, she's (MINNIE THE MOOCHER) Yes, sir!

2. Here is Private First Class Robert Snyder, awarded the Navy Cross for heroism at Guadalcanal. He is from Hillside, New Jersey. Say, Private Snyder ... Marine Lt. Charles Walton of Kearney Field, says when you fellows get liberty, most of you head for San Francisco and its historic streets. Now, lots of those San Francisco Streets have the same names as movie stars. For instance, one street has the same name as Eleanor, Dick and William, who? That's right! (POWELL) And there's a street that has the same name as Cary, who? (GRANT) And a well-known street is named Sully, who? (RAND) (LAUGH) My goodness, he's holding out on me! I didn't say Sally, I said Sully. Not Silly, Sully. (MASON) Say, one of those

KYSER:
(CONTD)

streets has the same name as an English General who is doing a great job in Tunisia. The same name as movie star Robert ... (MONTGOMERY). More power to you, General Montgomery!

3. Now we have Private First Class Leo Stevenson, of Detroit, Michigan. Did I say Private First Class? I'm awfully sorry! So I break you down to a Private ... O.K.: Say, Private Stevenson, Miss Beulah Beekly of Seattle, Washington, points out that a certain heavy-weight boxing champion got his start in San Francisco, and the moving picture that depicts his life is called "Gentleman Jim." Who was that? (JIM CORBETT) San Francisco claims another heavy-weight, but not a prize-fighter. His theme song is (PAUL WHITEMAN) That's right. Now, for a moment let's imagine that it's Paul Whiteman's orchestra playing Rhapsody in Blue and you are Roy Bargy, the famous pianist that played the Rhapsody in Blue with Paul Whiteman. Now, every time the orchestra stops, you come in with the piano part of Rhapsody in Blue. All right, you're Roy Bargy. (PLAY) I'm sure that performance will make him Private First Class.

(APPLAUSE)

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4. Here's Corporal Will Seltzer, of Irvington, New Jersey. Beg your pardon? Alka-Seltzer? "No, Bromo." (LAUGH)

Corporal Seltzer I will tell the jokes! All right, Corporal! Marine Jefferson M. Davis somewhere in the Pacific reminds us that an outstanding San Francisco boy is Joe DiMaggio. In fact, we were expecting him here tonight.

JACK: DiMaggio couldn't make it, but I have a message from him. In other words (I CAME HERE TO TALK FOR JOE). He wants you to drop over to his restaurant on Fisherman's Wharf where his dad is waiting to serve you the (THREE LITTLE FISHES). Now, here are three little raw carrot fishes and we want you to put them in your mouth and sing The Three Little Fishes. (PLAY)

Here is Private First Class Robert Snyder from Hillside, New Jersey. Here we go, Brother Snyder. Now listen closely.

Oh, by the way, that song we played -- "The Three Little Fishes," was one of our all-time top selling phonograph records back in 1939. And if you'd like to hear more of those all-time all-time favorites, listen to "Your All-Time Hit Parade" on this station every Friday night.

5. Now, Robert Snyder, comes time again for another visiting dean in the old College, and this time it is Musician Second Class, Waldo Roselli of San Francisco. (APPLAUSE) Come on out, Mr. Roselli. Now, Mr. Roselli likes to relax with an

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accordion and we've invited him to come out here and play it for us tonight. Now, he's going to push and pull on those bellows until some music comes out and you tell us what he's playing. (DON'T BLAME ME) Go ahead, Mr. Roselli, start again. (BODY AND SOUL).

Say boys, you know next week we will be with the Army boys ... next Wednesday night when the old College moves on to the Pomona Ordnance Base at Pomona. Meanwhile, tomorrow we'll be in the wards at the Oak Knoll Navy Hospital in Oakland, California. Tomorrow night with the boys at the Replacement Depot in Pittsburgh, California. Friday afternoon at McClellan Field, Friday evening at Mather Field, both in Sacramento. Saturday as usual at the Hollywood Canteen and next Wednesday with the Army at Pomona. We're looking forward to seeing a lot of Uncle Sam's fighters this coming week. (CHEERS)

6. Here we go with Private Leo Stevenson of Detroit. Say, Brother Stevenson, we agree with the sentiment in this fan letter from Miss Augusta Whitte of Buffalo, N. Y. She says, "It's hard to visualize a man with the heart of a lion, the strength of a bull, the face of an Adonis and the romantic

ways of a Casanova. But our sailors prove (THERE ARE SUCH THINGS). Yes, because our fighting men in Blue are all these things rolled into one - I'm sure the world tips its hat to our Navy boys and says (YOUR THE TOPS) and boy they are! What about it? (CHEERS)

HIESTAND: The second round winner, Professor!

KYSER: Well, Dean ---

ISH: (BUGLE) J. Fitzmaurice Floon writes.

KYSER: Oh, Ish, Ish! Please go away!

JULIE: Professor, you let Ishkabibble alone! I want to ask him a question about love.

KYSER: Julie, I'll answer any question you want to ask about love. Just go ahead and ask me something!

JULIE: Professor, did anyone ever tell you that you're handsome, you have a splendid physique, your eyes are beautiful and you have the most romantic personality in the world?

KYSER: Well, no, Julie -- eh-- no one ever exactly told me that!

JULIE: Well then, where'd you get the idea?

(LAUGH)

HIESTAND: Say, 'Fess, let's get on with the show!

KYSER: Well, where's the man who wins the dough?

HIESTAND: Right here!

KYSER: And it is - with a perfect score, Contestant #3,

Private Leo Stevenson, of Detroit, Michigan.
 Nice goin' seaman, you weren't dreamin', light
 up a Lucky and start schemin' how to beat that
 final round demon while all the chillun dance!

- 5. BRAZIL PRODUCTION
 (APPLAUSE)
 (COMMERCIAL)

(FROM VALLEJO, CALIFORNIA)

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

(FROM NEW YORK)

Boone; (CHANT - SOLD AMERICAN)

BLOCK: Thank you, Mr. F. E. Boone. And you know, friends, in the
past year, during which it's been my pleasure to talk to
you every Wednesday about Lucky Strike cigarettes, about
the importance of fine tobacco in a cigarette, and to
emphasize that with independent tobacco experts, it's
Luckies two to one, I've told little stories to make these
points clear to you. Today, I discovered that the life
story of a man who has been working beside me for the past
year, presents one of the best reasons why you should smoke
Luckies. That man is one of the tobacco auctioneers heard
on this broadcast ... Mr. F. E. Boone of Lexington,
Kentucky. How I discovered it is an interesting little
story in itself. I happened to be reading a book by
~~John F. Baker~~, titled, "Daniel Boone," Master of the
Wilderness, and in this book I came across a reproduction
of an old map, and on this map was a town by the name of
Boonesborough. Boonesborough's claim to greatness lies
in the fact that Daniel Boone, the first man to cross the
Alleghenies from Virginia, built his log cabin at that
point.

(MORE)

BLOCK:
(CONTD)

And when I asked Mr. F. E. Boone about it, he said, "Yes, Martin, I was born right near there." Well, adding all these things up together, I asked "F.E." if there was any relationship between Daniel Boone and himself. And believe you me, the answer was a big surprise to me. ^{and} I've always know that many tobacco experts, auctioneers, buyers, and warehousemen, are tobacco men through and through ... but I never knew that for almost a year, I have been working with a man who traced ³ his ancestry back five generations to Daniel Boone. ^{now} There isn't time to tell you ~~any~~ ^{any} of the interesting anecdotes that "F. E." told me. ^{Just} Suffice it to say that one of the first crops that Daniel Boone planted was tobacco, and that applied to "F. E."s great-grandfather, his grandfather, and his father. "F. E." himself was born on a tobacco farm. Five generations of tobacco men, dating back to old Daniel Boone himself, have only more firmly convinced Mr. F. E. Boone that Lucky Strike, the cigarette that means fine tobacco, is the cigarette that best pleases his inborn appreciation for a finer smoke. And when you consider that with independent Tobacco Experts, with men who know tobacco best, it's Luckies 2 to 1, ^{will} you can easily see why it's important to your smoking pleasure to choose Lucky Strike -- the cigarette that means fine tobacco ... Lucky Strike -- so round, so firm, so fully packed, so free and easy on the draw.

(PICK UP FROM VALLEJO, CALIFORNIA)

6. WHISPERING ORCHESTRA
(AUDIENCE APPLAUSE)

HIESTAND: Say, 'Fess, we'd better start the final round soon.

ISH: (BUGLE) Here's a letter from J. Fitzmaurice Floon.

KYSER: Ish, Ish, stop that silly drive! Where are your lessons? Now, I asked all the students to bring me the drawing of a ship. Did you bring yours?

ISH: Yes, sir, right here. I drew a picture of a freighter.

KYSER: Ah! yes, and very good. I see you have the decks, the bridge, the hatches, but I don't see any winch.

ISH: Any what?

KYSER: Winch. Where's your winch?

ISH: She got a job at the Shipyards.
(LAUGH)
(BUGLE)

KYSER: Men, well, our final contestant is here and he has a job right now. It's Yeoman First Class Edwin Fardig of Berkeley, California. And you're gonna get one question apiece in the final round and your fate rests on one question, so let's get to it!

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1. Tomorrow is the start of a new month in this year of 1943, so let's devote our final round tonight to April. Now, Rufus Ross, somewhere in North Africa, says this song title is what we finish with today and what we start with tomorrow. (MARCH WINDS AND APRIL SHOWERS). What is the first day of April called? (APRIL FOOL'S DAY) April 8th is the birthday of a beautiful movie actress, and if you wanted to send her an appropriate present we'd suggest a pair of ice skates! (SONJA HENIE) April 8th! April 7th Walter Winchell and many others.

2. Here is Private Leo Sims and for your only question in this final round -- Say, Leo, Mrs. Loretta Stammer, of Indianapolis, wants you to name the following April song and tell us what well-known personality you would associate with it. Listen! "Al Jolson." What is the name of the song? (APRIL SHOWERS) Say, on April 17, 1942, a certain Japanese city was bombed by a certain General. Who was it, and where? (DOOLITTLE - TOKYO). On April 30, 1789, General George Washington was inaugurated as our first President. Would you say he was inaugurated in Washington, Baltimore, or New York? (NEW YORK CITY) That is right! Thank you! Very good!

HIESTAND: Say, Profess, I've got the name of the winner no less.

KYSER: Dean, right after the tobacco laureate address.

HIESTAND: Ladies and gentlemen, make no mistake. In a cigarette it's the tobacco that counts.

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HIESTAND: And Lucky Strike means fine tobacco -- so round,
(CONTD) 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 final winner, Professor.

KYSER: And it is -- well, look-a here. Oh, what a
perfect situation! It is a tie between Yeoman
Edwin Fardig and Private Leo Stevenson. And because
both of them had a perfect score all the way, it
is a perfect tie and therefore each one is
entitled not only to \$50.00 first prizes, but
for being perfect all the way, an additional
\$25.00 Bond ... or \$75.00 to each one of them
... to Edwin Fardig and Leo Stevenson.

(AUDIENCE CHEERS)

And what's more ... the other four each get \$10.00
in stamps for a good score. All six get a carton
of Luckies. And then ... AND THEN ... to all you
men, you sea-going Yanks, please accept our
heartfelt thanks. And a package of better than
ever Lucky Strike cigarettes.

(APPLAUSE)

MUSIC: KYSER THEME

KYSER: Thanks gang! What a wonderful gang you are! Well, chillun', that just about winds up this session of the old College and if we've given you a laugh or two, given you a song or two ... then we feel that our efforts are well rewarded. And right now I'd like to say a great big "thank you" to your Commanding Officer, Rear Admiral W. L. Fridell, to Captain Denny and to Ensign Dan Clark, Jr., and all you men here for your many courtesies shown us today. Next Wednesday night we'll be with the Army at the Pomona Ordnance Base. And remember, chillun', every Friday night your ALL-TIME HIT PARADE brings you your all-time, all-time favorites from Carnegie Hall! And now, this is Kay Kysler ... thinkin' of you. Thanks a lot for being with us ... and ... so long, everybody!

(APPLAUSE)

LUCKY THEME

(YEA! NAVY - N-A-V-Y! - HOORAY!)

HIESTAND: Since the Navy Department does not endorse any product, this broadcast is not intended as an endorsement of our product by the Navy Department. It is presented for the entertainment of the men here at the Mare Island Navy Yard.

(MORE)

KAY KYSER

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HIESTAND:
(CONTD)

The famous tobacco auctioneers heard on tonight's program were Mr. L. A. "Speed" Riggs of Goldsboro, North Carolina, and Mr. F. E. Boone of Lexington, Kentucky. Bud Hiestand speaking for the makers of Lucky Strike cigarettes. This program came to you from Vallejo, California, and New York.

THIS IS THE NATIONAL BROADCASTING COMPANY.

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