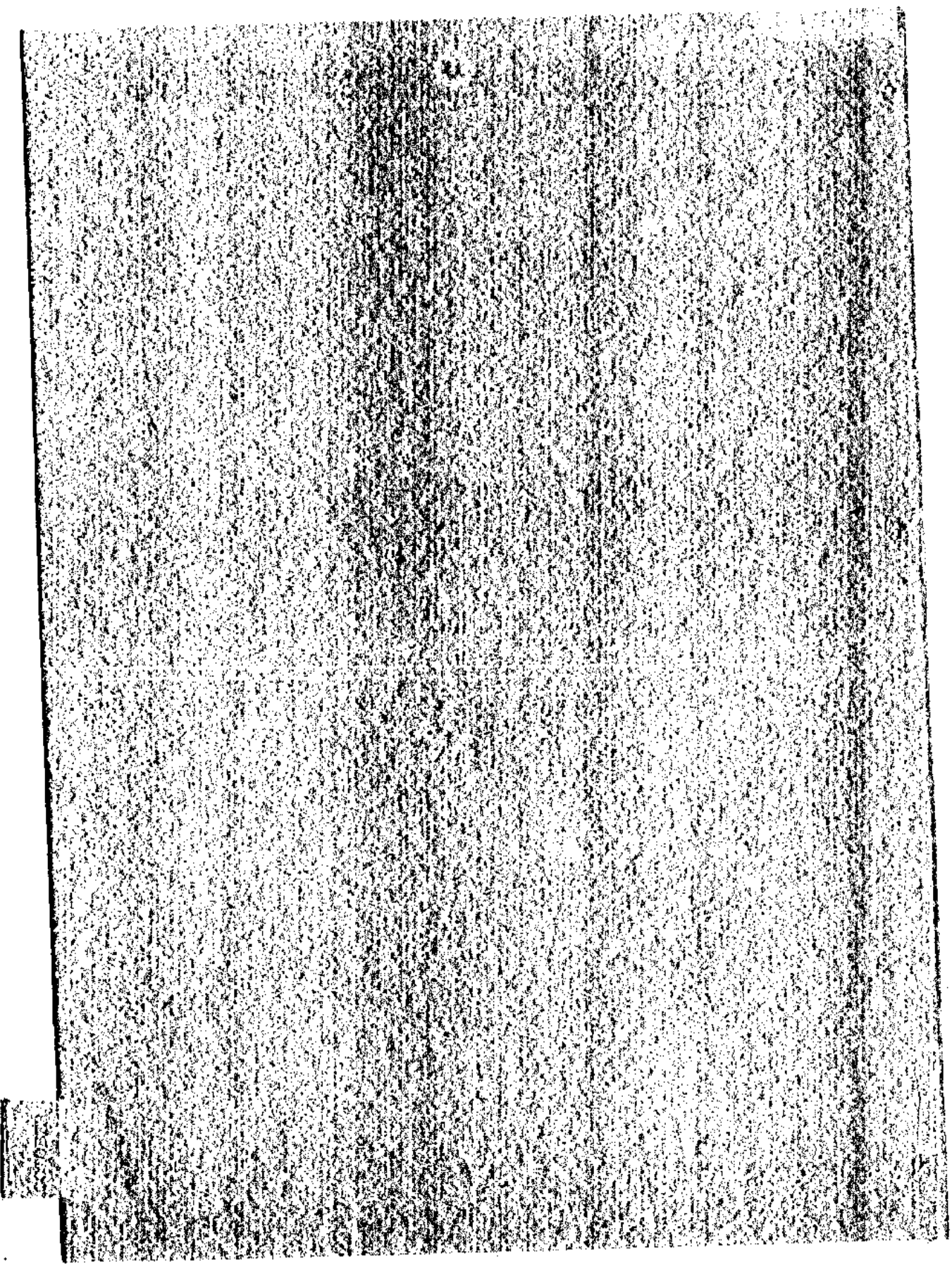


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ATX01 0115424



# FOOTE, CONE & BELDING

*Advertising*

217 PARK AVENUE, NEW YORK • WASHINGTON 2, D.C.

CLIENT: THE AMERICAN TOBACCO CO.

REVISION: \_\_\_\_\_

NETWORK: NBC

PRODUCT: LUCKY STRIKE

APPROVAL: FINAL

B'CAST: 10:00-11:00 PM EDT

DATE: OCTOBER 6, 1943 - #289

REPEAT: \_\_\_\_\_

*As Broadcast*

## "KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE"

### ROUTINE

- |                                  |               |
|----------------------------------|---------------|
| 1. VICTORY POLKA                 | GROUP         |
| 2. PEOPLE WILL SAY WE'RE IN LOVE | HARRY BABBITT |

### COMMERCIAL ONE

#### ROUND ONE

- |                            |                     |
|----------------------------|---------------------|
| 3. A ROOKIE AND HIS RHYTHM | SULLY MASON & GROUP |
|----------------------------|---------------------|

### COMMERCIAL TWO

- |                                 |                 |
|---------------------------------|-----------------|
| 4. I HEARD YOU CRIED LAST NIGHT | GEORGIA CARROLL |
|---------------------------------|-----------------|

### STATION BREAK

#### ROUND TWO

- |               |            |
|---------------|------------|
| 5. PAPER DOLL | PRODUCTION |
|---------------|------------|

### COMMERCIAL THREE

- |                    |           |
|--------------------|-----------|
| 6. THE MOON IS LOW | ORCHESTRA |
|--------------------|-----------|

- |                                     |       |
|-------------------------------------|-------|
| 7. ALL OR NOTHING AT ALL <i>cut</i> | GROUP |
|-------------------------------------|-------|

### FINAL ROUND

- |                               |           |
|-------------------------------|-----------|
| 8. FIVE FEET TWO <i>faded</i> | ORCHESTRA |
|-------------------------------|-----------|

ATX01 0115426

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

#289

(Originates at Naval Training Center, Roosevelt Base, San Pedro, Calif.)  
(With switchovers at NBC, New York, for commercials and closing)

7:00 - 8:00 PM PWT

Wednesday, October 6, 1943

(FROM NEW YORK)

AUCTIONEER: GEANT - SOLD AMERICAN

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT

AUCTIONEER: GEANT - SOLD AMERICAN

(SWITCHOVER TO ROOSEVELT BASE)

OPENING THEME

SMITH: LUCKY STRIKE presents for the entertainment of the men <sup>Navy</sup>  
of ~~the~~ <sup>in</sup> Naval Training Center at Roosevelt Base in  
California --- KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE!

AUDIENCE: (SINGS) "Anchors Aweigh, my boys, anchors aweigh,  
Farewell to college joys  
We sail at break of day, day, day, day!

(AUDIENCE HUMS)

SMITH: On seas and oceans all over the globe, America hails her  
fighting Navy!

AUDIENCE: "YEA NAVY!" "N-A-V-Y!" "HOORAY"

KYSER THEME....."THINKING OF YOU"

(AUDIENCE APPLAUSE UP BIG)

KYSER: Evenin' folks, how y'all?

AUDIENCE: Great, mate!

KYSER: Great, mate! Well das first rate! And tonight, chillun, the old college crew has stroked right into the Navy Small Craft Training Center, Roosevelt Base, near ~~glamorous~~ Long Beach. They've got all kinds of different names for the men here. The fellows that go to the peep shows on the Long Beach Pike are called Pike's Peekers. (~~That's a little over my head.~~) Then there are the Pals, P-A-L -- that means "practically a lieutenant". Then there are the S.P.'s. ~~The~~ <sup>S.P.'s</sup> ~~names~~ of the fellows call ~~them~~...yes they have lots of names for the men here. ~~They're really fussy about neatness here. A man cannot leave camp with one speck of dirt on him! One poor guy stood in line so long waitin' for his pay he almost fainted. Then they wouldn't let him on the bus because he had spots before his eyes.~~ Well, I guess it's about time for...

ISH: (TRUMPET) It's Ishkabibble Time! Thirty seconds of funny sayin's, snappy riddles and poems bubblin' over with funny humor.

KYSER: You are quite versatile.

ISH: Yeah, I'm a jerk of all trades. First humorous gem. Did you notice the big fence all around this here now base? That's the reason they call it Roosevelt Base.

KYSER: I don't get it.

ISH: It seems so much like a prison, the fellahs all feel like they're in for a third term.

KYSER: Next gem?

ISH: Humorous poem in regards to the fact these here now men only get paid on liberty nights.

KYSER: Read.

ISH: Here I am all flibberty jibberty.  
Tonight I git three hours of liberty.  
But if I leave now I don't git no gravy.

KYSER: Well?

ISH: Ain't that a heck of a way to run a navy?

KYSER: That's enough out of you, Ish, these sea goin' men want to fish for that \$115. in war bond prizes. But while they're baitin' up their hooks, here's a tune that really cooks! *So come on chillun, let's dance.* ~~Let's dance!~~

1. VICTORY POLKA.....GROUP  
(KAY: PLEASE ANNOUNCE AS BEING NO. 2 ON HIT PARADE LAST SATURDAY)
2. PEOPLE WILL SAY WE'RE IN LOVE.....HARRY  
(APPLAUSE)

LUCKY STRIKE - KAY KYSER  
Commercial #1

- 2 -

10-6-43

(FROM ROOSEVELT BASE)

KYSER: Chillum, let's listen to your Dean of Common Sense, Basil  
Ruysdael ...

(FROM NEW YORK)

RUYSDAEL: In a cigarette it's the tobacco that counts and Lucky  
Strike means fine tobacco - yes, Lucky Strike means fine  
tobacco - so round, so firm, so fully packed, so free and  
easy on the draw ... Ladies and gentlemen, there, in a  
nutshell, you have good basic reasons for smoking Luckies.  
And so that you may act upon these facts, we remind you of  
the example of the men who know tobacco best. Sworn  
records show that among independent tobacco experts -  
auctioneers, buyers and warehousemen, with men who know  
tobacco best it's Luckies 2 to 1.

BOONE: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

(SWITCHOVER TO ROOSEVELT BASE)

- 2 -

ATX01 0115430

KYSER: Chillun, let's listen to your Dean of Common Sense,  
Basil Ruysdael.....

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

(Approx. 1.05 )

(RETURN CUE:)

RUYSDAEL: Sworn records show that among independent tobacco experts-  
auctioneers, buyers and warehousemen, with men who know  
tobacco best, it's Luckies two to one.

AUCTIONEER: GRANT SOLD AMERICAN

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT

(SWITCHOVER TO ROOSEVELT BASE)

ORCH: KYSER MARCH



10/6/43

SMITH: Profess, let's start the first round race!

KYSER: And the first man to try for the old navy base is...

FERDY: Hey, professor!

KYSER: What is it, Ferdinand?

FERDY: If ya give me a nickel, I won't tell you tried to git a date with Dorothy Lamour last night.

KYSER: I could have a date with Dorothy any time I want. I'm an old flame of hers.

FERDY: Yeah? Well some guy blew you out last night!

KYSER: Is that so! And you keep quiet. What goes on between Dorothy and me is my own business!

FERDY: My!...you're certainly doing a small business!

KYSER: Ferdinand, to a man like me, movie stars are a dime a dozen! And you come around and try to bribe me for a nickel! You should be ashamed!...Well? Have you anything to say?

FERDY: Yeah -- you keep the nickel, you need it more than I do!

KYSER: Ferdinand, you are a double-deck, triple-threat mor--

FERDY: Now don't get nasty, or I'll put a hurtin' place on your head!

KYSER: And besides! I only called Dorothy to say hello. Her father answered the phone and said she was out. And you were home in bed -- how do you know so much about it?

FERDY: Because I wasn't home in bed and that wasn't her father!

KYSER: Ferdinand, you can get out!

SMITH: Here's the first contender ...

KYSER: Trot him out! And he is \_\_\_\_\_

1. PFC Stephen Deans, Buckley Field, Colorado tells us of a sailor from here at the base who went over to Long Beach to the Pike, and at one of the shooting galleries, he met a good lookin' gal. She said to him, "Sailor, I like your looks. Let's shoot at these targets and if you win, I'll give you a (PLAY) But if I win, I get your paycheck. Is it a deal? "I'll say it is" the sailor said, and the gal started shooting. Wham, bang, zowie, the targets went down...the sailor took one look, handed over his money and said "Even a sailor can't outshoot a (PLAY).

2. Since we're here at Roosevelt Base, Pvt. Clement Murphy of San Diego, thinks it would be appropriate to see how many Roosevelts you can name by first names. First a Roosevelt that was a Rough Rider and wielded the Big Stick.....A Roosevelt who just came back from Australia and the Southern Pacific.....A Roosevelt who is a Major in the Marine Corps and took part in the raid on Makin Island..... A Roosevelt who is a Brigadier General with the Fifth Army in Italy and fought in Tunisia and Sicily.....A Roosevelt who is a Colonel in the Air Corps.....

3. The Engineers of Company "C", Barracks 203, San Antonio, Texas, remind us that many of our famous fighting ships have some thru with flying colors. Let's discuss a couple of them - the first one sank seven Japanese ships. It's named after a town in (PLAY). Another one that has done a great job is the (PLAY). And our famous Battleship "W" that sank three Jap Cruisers and shot down 32 Jap planes -- what is her name?

4. Another swell radio show returns to the air tomorrow night, and Miss Alice Barry of Little Rock, Arkansas, says you should recognize it by this theme. (PLAY) That's right, he plays a \_\_\_\_\_. Now we want you to imagine you're ( ), and you play his \_\_\_\_\_ every time the orchestra stops. Okay, let's go. (PLAY)

5. Let's make way for tonight's visiting Dean from the University of Musical Diversity. He's Red Smith who plays about a dozen remarkable musical instruments, so let's get him out here!

(APPLAUSE) Red is widely known in academic circles as the Padereski of Plumbing. Also, he is a D.D...Doctor of Drainpipes. First he plays ~~upon~~ an ordinary <sup>shower spray</sup> plumber's ~~plunger~~...and Jane Burns of Hollywood wants you to listen and tell us what tune Red is playing. (PLAY) ~~Next Red makes music with a shower spray (PLAY) Next, a hot water bottle. (PLAY) Now a thing Red calls a plumber's snake, but which looks to me like an everyday black door spring. (PLAY) (He shouldn't be dry, he has a spring.)~~ Red found a few old bottles in Captain Huntoon's closet, so he's going to make music on them (PLAY) Last but not least, here is an instrument Red hasn't practised much on since he was a child.....he calls it a G.I. Coffeepot! (PLAY)

6. Football is the news at every alma mater this Saturday. Down south Clemson plays VMI, Rice plays Tulane, Georgia tackles Wake Forest, and at Baton Rouge, Louisiana State tangles with (PLAY) On eastern gridirons, Columbia plays Yale, Dartmouth plays Pennsylvania, Cornell plays Princeton, <sup>and at Baltimore this</sup> ~~and at Baltimore this~~ <sup>year against Wake in the</sup> ~~team will take on Duke (PLAY)~~ <sup>for west - College of Pacific goes to Berkeley to tackle (Play)</sup> (PLAY) <sub>Col.</sub>

(WOLA RALLY SONG)

(APPLAUSE)

SOUND: CLASS BELL

SMITH: Professor, the judges are doing their choosin'!

KYSER: Well, Dean, find out who's winnin', who's losin'!

ISH: (TRUMPET) Riddles and games for fellahs and dames!  
First riddle -- Why ain't Hitler got no suitcase?

KYSER: I don't know -- "Why ain't Hitler got no suitcase"?

ISH: He lost his grip in Russia.

KYSER: You said it.

ISH: Second riddle. If Charlie has four apples and Ned has two apples and Gustaf has five apples, and Charlie gives Gustaf two apples and Gustaf eats all of his apples and two more that he stole from Charlie and the two apples he got from Ned, what has he got?

KYSER: I give up.

ISH: The dawgonnedest stomach ache you ever heard of!

KYSER: That was a pippin.

ISH: No, it was a Jonathan.

KYSER: You talk like a wine, sap -- continue.

ISH: Dandy game. Think of a number... Got it?

KYSER: Yes.

ISH: What is it?

KYSER: One.

ISH: (PAUSE) Skinny, ain't it!

KYSER: That's silly.

ISH: Well, that wasn't the number I was thinkin' of, anyways.

KYSER: What number were you thinking of?

ISH: Normandie 6275. (Mayme Aflick lives there.....)

KYSER: Well, Ish, ~~ask if she's got a friend.~~ Meantime, let's  
~~bring this round to an end.~~

SMITH: First round winner, professor.

KYSER: And he is contestant number \_\_\_\_\_!  
Congratulations on your operations, you're in line for the  
final examinations. Light up a Lucky enjoy you're waitin'  
while all the chillun do some datin'! Yet's dance!

3. A ROOKIE AND HIS RHYTHM. . . . . SULLY & GROUP  
(APPLAUSE)

(KAY: CUE TOP OF NEXT PAGE!)

LUCKY STRIKE - KAY KYSER -- 3 - 10-6-43  
Commercial #2 ("The Race Between the 'Natchez' and the 'Robert E. Lee'")

(FROM ROOSEVELT BASE)

KYSER: Oh, wonderful ... you were glistenin' and we were  
listenin'. Thanks, gang ... that was swell.

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: Let that historic chant remind you that Lucky Strike  
means fine tobacco - yes, Lucky Strike means fine tobacco  
... and this same historic chant goes echoing back  
through the years of America's history.

RIGGS: (CHANT - SOLD AMERICAN)

HUYSDAEL: The race is on ... the most famous race in the history of  
the great Mississippi ... a race for the championship of  
of the river -- a race not for money, but for glory ...  
between the two most beautiful steamboats in all the  
Southland -- the "Natchez" and the "Robert E. Lee." It  
is a hot and sunny day in June, 1870 ... and up and down  
the length of the Mississippi, from New Orleans, to St.  
Louis, the banks are lined with great throngs of people  
who have come from all over the country to see the  
historic event. Day after day, for almost a week, the  
race has lasted and now you hear the cheers thundering  
over the river, as the two ships ride near to the finish  
under full steam.

(MORE)

- 3 -

ATX01 0115438

RUYSDAEL:  
(CONTD)

Down in the boiler room of the "Natchez," Captain Thomas Leather orders ton upon ton of coal mixed with pine knots shoveled into the blazing fire-boxes ... but though he pushes his ship to the limit, the "Robert E. Lee" gradually catches up, runs alongside, and finally forges ahead - forges ahead to Victory on the historic day of July 4th, 1870. When that race was won, Captain John W. Cannon, skipper of the "Lee," became a national hero ... and for <sup>after</sup> some years ~~after~~ he commanded his famous steamboat along the broad and sweeping Mississippi, bringing many cargoes from the great plantations of the South down the river to New Orleans. And then one day, the good Captain, like a true Kentuckian, retired to his beautiful farm at Elkwood and set his own competent hand to the cultivation of that fragrant crop for which Kentucky has long been famous. Yes, Captain John W. Cannon grew many fine crops of mild, mellow, burley tobacco. And so the story of the great Mississippi steamboat, the "Robert E. Lee," and its famous captain, John Cannon, becomes part of the true tradition - the history of fine tobacco.

RIGGS

(CHANT - SOLD AMERICAN)

(MORE)



LUCKY STRIKE - KAY KYSER - 5 - 10-6-43  
Commercial #2 ("The Race Between the 'Natchez' and the 'Robert E. Lee'")  
(CONTD)

DELMAR: Ladies and gentlemen, if a history of fine tobacco were  
(Closing J) published for modern smokers, it might well bear this  
title: in a cigarette it's the tobacco that counts! For  
make no mistake - fine tobacco makes a fine cigarette and  
Lucky Strike means fine tobacco - Yes, Lucky Strike means  
fine tobacco - so round, so firm, so fully packed, so  
free and easy on the draw.

BOONE: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT

(SWITCHOVER TO ROOSEVELT BASE)

KYSER: Oh, wonderful...you were glistenin' and we were listenin'  
Thanks, gang...that was swell.

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

(APPROX 3.00 )

(RETURN CUE:)

DELMAR: For make no mistake - fine tobacco makes a fine cigarette  
and Lucky Strike means fine tobacco - Yes, Lucky Strike  
means fine tobacco - so round, so firm, so fully packed,  
so free and easy on the draw.

AUCTIONEER: CHANT SOLD AMERICAN

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT

(SWITCHOVER TO ROOSEVELT BASE)

ORCH: (CARROLL INTRO) "A PRETTY GIRL IS LIKE A MELODY"

KYSER: And here's a heart-destroyer for you men of Navy...our  
beautiful cover girl, Gorgecus Georgia Carroll! (APPLAUSE)  
What a picture --- a lovely lady pouring her heart into a  
song for all those mighty men in blue --

4. I HEARD YOU CRIED LAST NIGHT.....GEORGIA  
(APPLAUSE)

GLEE CLUB: "ANCHORS AWEIGH"

SMITH: Fess, second round's ready, let's do some operatin'!

KYSER: Right after I do a little investigatin'! Diane, come here!

DIANE: Yes?

KYSER: Diane, it seems that Perdy Froghammer is beating my time -- I can't see why -- (QUIETLY PHILOSOPHICAL) After all men are all alike -- after all what is man? Man is made of dust...

BOBBY: THEN WHY DON'T YOU DRY UP SOMETIME!

KYSER: Quiet! Diane, what do you think of me!

DIANE: Well, professor, I gues I'm different. I think you're the most handsome, talented, kindly man I've ever met. You're so genuine -- so charming -- you should be able to have any girl in the world!

KYSER: Thank you, Diane, thank you!

DIANE: All right, I've said it -- now lay that pistol down, you darn ole fool, lay that pistol down!

(LAUGH)

SMITH: Come on, Fess, let's start to move!

KYSER: Yes and the first second rounder to get in the groove is  
Helen Nix!

1. Rosemary Ward of Chicago says the sailors here are always having pictures of themselves and their girls taken at the photograph booth down along the Pike. So one sailor suggested to his girl that they have their pictures taken on some make believe (PLAY). Right after their picture was taken, the sailor started bragging to his girl. He told her he was Knox's right hand man -- that he planned strategy for all our Naval battles and confidentially, he was going to be made an Admiral. She said, from the way you blow off your big mouth I think you should have had your picture taken with (PLAY).
  
2. From the following hints seaman, first class, Richard Agnew, somewhere in the Aleutians, thinks you should be able to name some famous sailing men. This first hint should be easy. Governor of New York -- Then of course there's Secretary (SOUND). And we can't overlook Admiral (SOUND-Kay) Name the other part of this wrestling hold and you'll have a famous English Admiral. It's the half Nelson.

3. Lt. Albert Abrahams of Camp Opelike, Ala., says they keep you so busy here at the ~~Naval Training Center~~ <sup>Coastal Base</sup>, if you're not careful you'll find yourself getting a pair of scissors to start cutting out (PLAY). Who was Dolly Madison? Say, here's a baby doll and we don't know if you ever played with dolls or not, <sup>and I don't mean at Long Beach</sup> but we want to find out how you'd dress a doll. Here is a doll and here are its clothes, complete with a triangular sarong, and we want to see if you can dress the doll before the band finishes playing - "There'll Be Some Changes Made."  
(PLAY)

4. And now our next visiting Dean is one of your own boys ... Harmonica Virtuoso Dick Winkler, Seaman Second Class... Come on out here Dick boy! (APPLAUSE) Jim Abernathy of Sherman Oaks, California, tells us that seaman Winkler used to be one of Boris Minovitch's Harmonica Rascles and wants to know what he's about to play. (PLAY) (PLAY)

5. Down here around Long Beach the sailors say if you want to get the girls you have to (PLAY) For all the girls listening, we'd like to see if you can learn to croon, first like Crosby, then like Vallee, then like Sinatra Here are the words for you to sing ..so first, let's hear you croon like Bing (PLAY). Now croon like Vallee. (PLAY). Now like Sinatra (PLAY).

6. Let's go on with the pigskin parade This Saturday Kansas plays Iowa State, Oklahoma <sup>vs.</sup> ~~plays~~ Texas, Indiana takes on Nebraska, and

Wisconsin plays host to <sup>Ill.</sup> (PLAY) (Illinois) Michigan plays Notre Dame, ~~It's W.A.C. vs. St. Mary's Preflight - and Keonin Preflight~~  
 Idaho plays Washington State, Oregon meets Washington, and at <sup>Tackles (Play) vs. Tech</sup>  
~~Great Lakes, another great Navy team goes against (PLAY) (Ohio State)~~

(APPLAUSE)

SOUND: CLASS BELL

SMITH: Professor, the judges are making their pick!

KYSER: Well, Dean, get the winner out here quick!

ISH: Just a second, professor -- I got a humorous poem on account  
of these here new men only get paid on liberty night!

KYSER: You mean they only collect the gravy on liberty night?

ISH: That's right!

KYSER: Read your poem, Ish.

ISH: Okay. Poem.....

Here I am all fibberty jibberty.

Tonight I git three hours of liberty.

But if I leave now I don't git no gravy.

KYSER: Well!

ISH: Ain't that a heck of a way to run a navy?

(LAUGH)

SMITH: Second winner, professor!

KYSER: And it is contestant number 2 \_\_\_\_\_!

Brother, you were really navigatin' -- you're in for the  
final examinatin'! So enjoy a Lucky while you're waitin'  
as the chillun do some syncopatin'!

3. PAPER DOLL. . . . . PRODUCTION

(APPLAUSE)

(Key: Cue top of next page!)

10-6-43

(FROM ROOSEVELT BASE)

KYSER: Now Kenneth Delmar gives you facts well worth remembering.

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: The historic chant of the tobacco auctioneer recalls traditions which go back, back into the history of fine tobacco - yes, to 1565 ... over three centuries before the great race between the "Natchez" and the "Robert E. Lee." And ladies and gentlemen, that chant is your reminder also that in asking for Luckies, you benefit today from the more than three hundred years of tobacco skill and knowledge....

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: Remember that at market, after market, year after year, Lucky Strike consistently buys fine tobacco - the riper, the naturally mellow tobacco.

BOONE: (CHANT - SOLD AMERICAN)

(MORE)



DELMAR: Remember that among independent tobacco experts - with men who know tobacco best, it's Luckies 2 to 1.

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: Remember and act upon this clear cut fact: Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco.

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

(SWITCHOVER TO ROOSEVELT BASE)

KYSER: Now, Kenneth Delmar gives you facts well worth remembering.....

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

(RETURN CUE)

DELMAR: Remember that among independent tobacco experts- with men who know tobacco best, it's Luckies two to one.

AUCTIONEER: CHANT SOLD AMERICAN

DELMAR: Remember and act upon this clear cut fact - Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco.

TICKER (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

(SWITCHOVER TO ROOSEVELT BASE)

6. THE MOON IS LOW.....ORCHESTRA

~~7. ALL OR NOTHING AT ALL.....ORCHESTRA~~

(APPLAUSE)

ORCHESTRA: KESER MARCH

SMITH: Final round, Fess....let's make some knots.

KYSER: Well all right, Dean..bring up those Navy shots.

*you may now really have to know which way the*  
 1. ~~One of the great elements of nature is the wind and one that's~~  
*wind is blowing.*  
~~very welcome today wherever it's hot -- So in our Final Round tonight~~  
 we're going to discuss the wind. Tell Miss Mary Flinn of Prescott,  
 Arizona, the name of this song which has to do with the wind. (PLAY)  
~~Now is that "Wind in the Willows", "Trade Winds", "Sad Winds" or wind~~  
~~do we meet again? What's a Windjammer? Who is Nan Wynn? What is a wind~~  
*rock?*

2. This song title is also the title of one of the greatest books and  
 one of the greatest pictures of all times. Tell Private Tom Pettus  
 somewhere in Uncle Sams's service what it is (PLAY) Who is known as  
 the Perfect Fool? What's a Wind Bag?

*(applause)*  
*Sound: Clara Bell*

SMITH: Bess, shall I tell who won tonight?

KYSEB: Yes, as soon as we get this riddle right.

(SWITCHOVER TO NEW YORK ... PICK UP LS - MFT)

(APPROX .40)

AUCTIONEER: GRANT SOLD AMERICAN

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT

TICKER: ( 2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT

AUCTIONEER: GRANT SOLD AMERICAN

(SWITCHOVER TO ROOSEVELT BASE)

(FANFARE)

SMITH: Top man, professor!

KYSEB: And he is the winner of the evening  
Ray Temple!

Daddy you're the final round skipper, so dip right in to this big dipper and pluck yourself the fifty dollar bond. To the future first mate whose answers were great, a twenty-five dollar bond! <sup>second prize</sup> And to each of the rest of the crew, ten dollars in savings stamps for you. All six get a carton of Luckies. And then, AND THEN! To all you Uncle Sam's fighting' seaman, for your good natured laughing and stompin' and screamin' a package of better than ever LUCKY STRIKE CIGARETTES!

(CHEERS)

8. FIVE FEET TWO . . . . . ORCHESTRA

~~(APPLAUSE)~~ faded

-20-

KYSER: Well chillun, das about all until Class time next Wednesday. We've had a wonderful time here with the Navy at Roosevelt Base and for helping us in a score of ways we want to thank Captain Schuyler Holms Commandant of the Naval Operating Base, <sup>also</sup> Captain F. C. Huntoon, and Lt. Bennett Todd. Ladies and gentlemen, these men before me tonight are training hard to become crew members of small Naval craft...they'll man, subchasers, patrol craft, minesweepers, destroyer escorts, and the sleek deadly <sup>gray hound</sup> ~~torpedo~~ of the seas, Uncle Sam's destroyers. They go from here direct to sea, and they don't have to wonder if they'll see action....they know it. There is no braver service in all the Navy than theirs, for they face ~~the~~ torpedoes ~~and the~~ hidden mines <sup>they</sup> and go to battle often against heavy odds. So to you men of the little ships that fight the subs and keep the sea lanes open for Victory, America says "God bless you, and thank you very much". Next week we'll be holding class with Uncle Sam's Marines at Camp Elliot, California. Until then, this is Kay Kyser, thinkin' of you. Thanks a lot for bein' with us.....and so long, everybody.

(APPLAUSE)

LUCKY THEME*(Switchover to Chicago...)*

-20-

f

ATX01 0115452

*Chgo:*  
~~SMITH:~~

This program was presented by Lucky Strike for the entertainment of the men here at Roosevelt Base.

(SWITCHOVER TO NEW YORK ... PICK UP SIGN OFF)

RUYSDAEL: The famous tobacco auctioneers heard on tonight's program were Mr. F. E. Boone of Lexington, Kentucky.

BOONE: CHANT SOLD AMERICAN

RUYSDAEL: And Mr. J. A. "Speed" Riggs of Goldsboro, North Carolina.

RIGGS: CHANT SOLD AMERICAN

RUYSDAEL: Basil Ruysdael speaking for the makers of Lucky Strike, the cigarette that means fine tobacco - Yes, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT

NBC ANNCR: The Navy Department does not endorse any product, and this broadcast is not intended as an endorsement of our product by the Navy Department.

This program came to you from Terminal Island, California, and New York,

THIS IS THE NATIONAL BROADCASTING COMPANY.

# FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE, NEW YORK • WICKERSHAM 2-5600

CLIENT: THE AMERICAN TOBACCO CO. REVISION: \_\_\_\_\_ NETWORK: NBC  
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 10:00-11:00 PM EDT  
DATE: OCTOBER 13, 1943 - #290 REPEAT: \_\_\_\_\_

"KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE"

*As Broadcast*

## ROUTINE

1. PUT YOUR ARMS AROUND ME, HONEY	SULLY
2. IF YOU PLEASE	HARRY
COMMERCIAL ONE	
ROUND ONE	
3. I DUG A DITCH	GROUP
COMMERCIAL TWO	
4. HOW SWEET YOU ARE	GEORGIA
STATION BREAK	
ROUND TWO	
5. PISTOL PACKIN' MAMA	PRODUCTION
COMMERCIAL THREE	
6. PUSHIN' SAND	ORCHESTRA
<del>7. IN THE BLUE OF EVENING</del>	<del>GROUP</del>
FINAL ROUND	
<del>8. BUGLE CALL RAG</del>	<del>ORCHESTRA</del>

RTK01 0115454

THE AMERICAN TOBACCO COMPANY

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

#290

(Originates at Camp Elliott, California)  
(With switchovers at NBC, New York, for commercials and closing.)

7:00 - 8:00 PM PWT

Wednesday, October 13, 1943

(FROM NEW YORK)

AUCTIONEER: CHANT - SOLD AMERICAN

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT

AUCTIONEER: CHANT - SOLD AMERICAN

(SWITCHOVER TO CAMP ELLIOTT, CALIFORNIA)

OPENING THEME

SMITH: LUCKY STRIKE presents for the entertainment of the men of  
the Marine Corps Training Center at Camp Elliott,  
California -- Kay Kyser's College of Musical Knowledge! --  
with Diane Pendleton, Harry Babbitt, Julie Conway,  
Sully Mason, Ish Kabibble, Georgia Carroll, and  
KAY KYSER IN PERSON!

AUDIENCE: "YEAH MARINES! LEATHERNECKS!" "HOORAY!"

KYSER THEME. . . . . "THINKING OF YOU"

(AUDIENCE APPLAUSE UP BIG)



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

AUDIENCE: Tip, Top, Pop!

KYSER: Tip top, pop! Well, das fine. And tonight, chillun, the old college of knowledge show boat has dropped anchor at Camp Elliott, San Diego, with Uncle Sam's Marines. One thing about Camp Elliott, there are plenty of girls for the men to date. It's pretty easy for a Marine to get dated here. Of course, it's a little tough to get Consolidated. I should explain that joke, folks. Consolidated Aircraft is right across the road. No wonder the men like to get dates with Consolidated girl riveters. I had a date with one last night. When a girl riveter kisses you, she doesn't go (SOUND) -- she goes -- Bup-bup-bup-bup-bup-bup-bup-- Well, I guess it's about time for .....

ISH: (TRUMPET) Ish K. Bibble's comical poem about the sea.

KYSER: What do you know about the sea?

ISH: I go out to sea every night.

KYSER: Read your poem.

ISH: Ohhhhhhh, San Diego girls are pretty maids,  
As pretty as can be,  
But when they forgit to pull the shades,  
I go out to see!

KYSER: Ish, you're positively sensational -- but these men want to get educational for the \$115 in War Bond prizes. But while they're crammin', yet's do some jammin'!

1. PUT YOUR ARMS AROUND ME, HONEY . . . . . SULLY

2. IF YOU PLEASE . . . . . HARRY

(APPLAUSE)

(FROM CAMP ELLIOTT, CALIFORNIA)

KYSER: Now, Dean Basil Ruysdael has a good common sense  
suggestion ...

(FROM NEW YORK)

RUYSDAEL: Well, ladies and gentlemen, in selecting your cigarette,  
here's one example that's surely worth following - it's the  
example of independent tobacco experts, men who spend their  
lives buying, selling and handling the leaf. Sworn records  
show that among such experts - auctioneers, buyers, and  
warehousemen - with men who know tobacco best, it's Luckies  
2 to 1 ... Let me repeat, "with men who know tobacco best,  
it's Luckies 2 to 1"... Doesn't that one fact say more than  
a thousand words? ... Just remember: in a cigarette it's  
the tobacco that counts and Lucky Strike means fine tobacco-  
yes, Lucky Strike means fine tobacco.

RIGGS: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT

(SWITCHOVER TO CAMP ELLIOTT, CALIFORNIA)

KYSER: Now, Dean Basil Ruysdael has a good common sense suggestion.

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

(Approx 1.10)

(RETURN CUE:)

RUYSDAEL: Just remember - in a cigarette it's the tobacco that counts and Lucky Strike means fine tobacco - Yes, Lucky Strike means fine tobacco.

AUCTIONEER: CHANT SOLD AMERICAN

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MPT  
LS - MPT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MPT  
LS - MPT

(SWITCHOVER TO CAMP ELLIOTT, CALIFORNIA)

ORGH: KYSER MARCH

SMITH: Professor, here's the first contender!

KYSER: Yes, and he looks like a solid sender.

FERDY: Professor!

KYSER: Oh, hello, Ferdinand Froghammer, what's on your mind?

FERDY: Well, somebody told me that when you went to the University of North Carolina, you were the back half on the football team.

KYSER: Ferdinand, not back-half .... half-back.

FERDY: Back-half!

KYSER: Half-back!

FERDY: Back-half!

KYSER: Why do you keep saying I was a back-half?

FERDY: Well, a North Carolina football player is known as a tar heel, isn't he?

KYSER: That's right.

FERDY: You ain't any tar!

SMITH: Professor, let's get this contest started, before these men get broken-hearted!

KYSER: Right, Dean, and our first contestant is \_\_\_\_\_!

1. These Marines love to go into San Diego because there are more than enough good looking girls to go around! Pvt. Bill Brodaux of Laughlin Army Air Field, Texas, says in San Diego a pretty girl - ~~just~~ like prosperity, is (PLAY) But you Marines never stop hoping. Yes...you go and you hope, and you still wind up at the YMCA waiting for a bus (PLAY)

2. Miss Susan Reilly of New York City, says there's a little thing called "dust" down here at Camp Elliott, <sup>so</sup> ~~on the Elliott West Base.~~

What kind of dust is this? (PLAY) Well, since you have to live with so much dust, can you distinguish between gold dust, ~~coal dust~~ <sup>lead dust</sup>, ~~Sandust~~ <sup>iron dust</sup>, and Sea Dust - Fine ... I'm sure you know the ~~right~~ kind of dust - don't you - it's - DUST THOU TAKE THIS WOMAN!!

3. Guy Storey, Jr. of Atlanta says things really break great for you if you are a Marine <sup>Gen</sup> You get nothing if you're a (PLAY). But if you ain't a ~~gandy-goody~~, then you get a nice "hike" order - In other words, the sergeant says to you (PLAY)

4. Here's the way a certain ex-bandleader and now a marine <sup>unc</sup> ~~is~~ to come on the air (Play) Dick Jagers.

Miss Maggie Brown of Glade Spring, Virginia, is sure you can quickly identify the theme song of the following popular band. (PLAY)  
Well, just imagine you're \_\_\_\_\_ . Here's your trumpet ...  
pucker up and every time the band stops playin', you give out.

SMITH: First round winner, professor!

KYSER: And he is \_\_\_\_\_!

Nice goin', leatherneck, you're in line for the final check. So light up a Lucky and set a spell, 'cause here's a tune that rings the bell! It's the song we do in the M.G.M. super duper "As Thousands Cheer".

3. I DUG A DITCH. . . . .GROUP

(AUDIENCE APPLAUSE)

(KAY: CUE TOP OF NEXT PAGE! )

10-13-43

(FROM CAMP ELLIOTT, CALIFORNIA)

KYSER: Oh, wonderful ... you had us jiggin' with your diggin'.  
Thanks, gang. That was swell.

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: Let that historic chant remind you that Lucky Strike means  
fine tobacco - yes, Lucky Strike means fine tobacco ... and  
this same historic chant goes echoing back through the years  
of America's history.

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: The time is 1674. The place ... a lonely plantation on the  
fringe of the Indian country in Henrico County, Virginia.  
Just below the plantation, you can see the swirling waters  
of the James River. And it was here at a crude wharf along  
the bank, on a clear morning of early Spring, that a young  
man stood by and directed the loading of six wide-bottom  
canoes. The man was only 22 years old, but there was  
something in his bearing, something in the quiet authority  
of his voice, that marked him as a man of promise. His  
name was William Byrd, and his business -- a thriving  
business he had developed himself -- was trading with the  
Indian tribes. One by one, the canoes were loaded with  
bolts of blue cloth, with copper kettles, with trinkets of  
beads, with all the standard stock of the Indian trade.

(MORE)



DELMAR:  
(CONTD)

And then with a shout and a wave of the hand, the traders of William Byrd paddled out into the river, bound for the southern trails that led to the Cherokee and the old Catawba country. For a moment William Byrd watched the canoes cutting around the bend of the river, then he turned and walked up the hill to his plantation. He must have thought, as he came towards the house, that life here in the New World was good ... for his trade was thriving, his lands were growing, and only the day before his wife had borne him a son. Yes, at that moment William Byrd was a happy man fired with the ambition of youth. And his ambition was to bring him success in rich measure ... For this same William Byrd, in a few years, would sit in the House of Burgesses as the master of the great plantation at Westover. And it was this William Byrd who was the founder of a family distinguished in the history of Virginia ... handing down through his son to many future generations the heritage of the planter and the rich tobacco harvests of their ancestral acres. So the name of this young pioneer, the name of Byrd prominent in Virginia and throughout America, ~~to the present day~~, becomes part of the true tradition, the history of fine tobacco.

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

RUYSDAEL: Here are five words that stand for the tradition of fine  
(Closing "D") tobacco: Lucky Strike means fine tobacco. Yes, Lucky Strike  
means fine tobacco. Ladies and gentlemen, isn't this worth  
acting on? Remember, in a cigarette it's the tobacco that  
counts and Lucky Strike means fine tobacco - yes, Lucky  
Strike means fine tobacco - so round, so firm, so fully  
packed, so free and easy on the draw.

RIGGS: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

(SWITCHOVER TO CAMP ELLIOTT, CALIFORNIA)

LUCKY STRIKE - KAY KYSER  
Commercial #3

- 7 -

10-13-43

(FROM CAMP ELLIOTT, CALIFORNIA)

KYSER: Now here's the Dean of our Common Sense Department, Basil  
Ruysdael ...

(FROM NEW YORK)

RUYSDAEL: Lucky Strike means fine tobacco - yes, Lucky Strike means  
fine tobacco ... Ladies and gentlemen, this fact about your  
Lucky Strike cigarettes is as firmly established as any  
event in the centuries-old history of fine tobacco in  
America. For at market after market, year after year, the  
makers of Luckies consistently select and buy fine tobacco  
... the ripest, the naturally mellow Lucky Strike tobacco.  
No wonder that among independent tobacco experts -  
auctioneers, buyers, and warehousemen - with men who know  
tobacco best, it's Luckies 2 to 1.

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

- 7 -

ATX01 0115466

LUCKY STRIKE - KAY KYSER  
Commercial #3 (CONTD)

- 8 -

10-13-43

RUYSDAEL: 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 - yes, Lucky Strike  
means fine tobacco.

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

(SWITCHOVER TO CAMP ELLIOTT, CALIFORNIA)

-8-

ATX01 0115467

KYSER: Oh, wonderful...you had us jiggin' with your diggin'.  
Thanks, gang. That was swell.

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

(Approx. 3.15)

(RETURN CUE)

RUYSDAEL: Remember, in a cigarette it's the tobacco that counts and  
Lucky Strike means fine tobacco - Yes, Lucky Strike means  
fine tobacco - so round, so firm, so fully packed, so free  
and easy on the draw.

AUCTIONEER: CHANT SOLD AMERICAN

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT

(SWITCHOVER TO CAMP ELLIOT, CALIFORNIA)

ORCH: (CARROLL INVERO) "A PRETTY GIRL IS LIKE A MELODY"

KYSER: Now for you <sup>here's</sup> ~~Marine~~...a raid on your heart by our  
stop, look at and listen to girl, gorgeous Georgia Carroll!  
(APPLAUSE) And Georgia, I know you'll be the sweetheart  
of these men, when they hear you sing these sweet words  
of....

4. HOW SWEEET YOU ARE. . . . .GEORGIA CARROLL  
(APPLAUSE)

GLEE CLUB: "MARINE HYMN"

GLEE CLUB: "MARINE HYMN" . . . . . FADE FOR:

SMITH: To the United States Marines.....

On many a coral island  
 Where Southern skies are fair  
 The Rising Sun is finished and done  
 And the Stars and Stripes are there.

And the little men of Nippon know  
 The men who settled the score  
 Wore the Leatherneck green and the name Marine  
 Of a gallant fighting Corps!

LOCAL NBC STATION SAYS

"Station XXX salutes the Marine Corps!"

(PLEASE TELETYPE THIS CUE TO ALL STATIONS  
 (RELEASING THIS PROGRAM

ORCHESTRA: KYSER MARCH

SMITH: Fess, heres our second round lead-off man!

KYSER: Hold it, Dean, till I make talk with Diane! Diane, what on earth are you so busy about?

DIANE: I'm writing my diary -- Listen: Dear Diary, this afternoon I kissed a Marine -- he was so fine -- so reasonable!

KYSER: Reasonable?

DIANE: Yes, he only charged me ten cents!

KYSER: You paid ten cents to kiss a Marine? You get him right up here! I want to talk to him!

DIANE: He can't talk!

KYSER: Why not?

DIANE: He's got a mouth full of dimes!

KYSER: Diane!

DIANE: Well, I don't care! It's worth a dime to kiss a man like that! I call him my ten cent chief!

KYSER: It's a good thing you didn't go out with a quarter master!

SMITH: Fess, let's not get lost in a fog! Here's our first second round devil dog!

KYSER: And he is \_\_\_\_\_!

1. By the way, a couple of weeks ago we misstated that the City of Rangoon is in India -- well, ever since the Chilian in the nation ran this goon crazy telling me it's in Burma, they punish you here at Camp Elliott by sending you on week-end hikes. Sailors Edward Clayton and John Walsh of St. Louis, Missouri, tell of a Marine rookie here who went in and complained to his Captain, "Sir" he said "when we go to the Tuesday night dances, we gotta have those (PLAY). But you send us out on those hikes all the time. And, sir, instead of happy feet, when my girl gets to the dance from over at Consolidated, she looks at me and says - Boy you is thru - You're a (PLAY)

2. A lot of popular radio programs are back on the air now and from the following little sketch, Miss Bertha Jirecek of Los Angeles, thinks you should be able to pick out at least four radio stars. There was a Marine on leave named Amos & he showed up late. The C. O. said "You've Benny bad boy. You don't know how we Mischa. Auer after auer, I hope you've had a good time. Tell me what you did. Don't be a fibber, because I've been thru de mille too." "Well, replied the Marine, "I met a girl that was a crosby tween a red head and a blonde. I astor for a kiss. She said no and that's what Burns!



3. Out of the wars have come many fine everlasting songs, and Wade Thomas of Ward G.D. - 3 of the Los Angeles General Hospital, wants you to listen closely and tell us with which wars you'd associate the following songs. (PLAY) (PLAY) (PLAY)

*Rangoon in Burma +*  
4. ~~In the old days,~~ Miss Joan Coate of Mobile, Alabama, says *in the old days* the girls here in San Diego used to look at you big handsome Marines and say (PLAY). But nowadays, with the girls at the Consolidated plant making so much money, we hear it is a lot different. We want you to take these special words to "Daddy" and by singing them, you'll tell our listeners the way it is now when a Marine sings to Rosie the Riveter on payday. (PLAY)

KAY KYSER

- 14 -

10-13-43

5. It's visiting dean time again and this time the spotlight is on Phar mate 3/c Charles Hubbs! (APPLAUSE) Brother Hubbs is about to play one of those rare instruments called a pianoette. It looks like a zither and sounds like a whole hillbilly band. Mabel Smith of Chicago wants you to tell us the name of this number. (PLAY) (PLAY) (PLAY)

6. Football marches on. This Saturday Iowa State meets Nebraska, Missouri plays Iowa Preflight, Northwestern tackles Great Lakes, and Indiana runs smack into (PLAY). Notre Dame meets Wisconsin, Ohio State vs. Purdue, and in the far west University of California rolls into Los Angeles to meet (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

-14-

m

ATX01 0115473

SMITH: Fess, the judges are choosing the winning marine.

KYSER: Well, trot him out here, Dean, old bean!

ISH: (GONG) Ish K. Bibble's fashion notes: Marines at Camp Elliott adopt scivvie haircuts.

KYSER: Ish! Scivvies are shorts!

ISH: Society note ... Kay Kyser seen in Balboa Beach Park with Beautiful girl.

KYSER: Ish, she was not only beautiful, but dynamic. I love a girl with a lot of 'got up and go'!

ISH: I know it! When you pulled her down on your lap, she got up and went!

KYSER: Dean Smith, please get me out of this mess!

SMITH: Okay, here's the second round winner, Fess!

KYSER: Contestant number \_\_\_\_\_! Nice work, leatherneck, you're ace high in the second deck. So light up a Lucky and some drillin' while we play a tune for all the chillun.

5. PISEOL PACKIN' MAMA . . . . . PRODUCTION

(APPLAUSE)

KYSER: Now here's the Dean of our common sense department, Basil Ruysdael....

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

(approx. 1.20

(RETURN CUE)

RUYSDAEL: 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 - Yes, Lucky Strike means fine tobacco.

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT

(SWITCHOVER TO CAMP ELLIOTT, CALIFORNIA)

6. PUSHIN' SAND, . . . . .ORCHESTRA

~~7. IN THE BLUE OF EVENING, . . . . .GROUP~~

ORCH: KYSER MARCH

KYSER: Time for the final exam bell, Dean ... have you rang 'er?

SMITH: No, but I will, you old carbanger!

KYSER: And our first final rounder is \_\_\_\_\_!

1. We're going to dedicate our final round tonight to a great American, a fine composer and entertainer - George M. Cohan. Seaman Thomas Harney, of the 36th Div. Naval Armory, Indiana, says one of his best-known compositions is (PLAY) Which movie is based on his life? Is this right or wrong - Geo. M. Cohan was born on the fourth of July?
2. Miss Mary Oviatt of Toledo, Ohio, says George M. Cohan voiced the sentiment of over 130,000,000 people when he said about Old Glory (PLAY) In the picture "Yankee Doodle Dandy" who played the part of George M. Cohan? - Did Walter Huston play his father on the screen?

3. Seaman Earl Ripple of Terminal Island, says Cohan was in one of his sentimental moods when he wrote (PLAY) In which stage show did Mr. Cohan impersonate President Roosevelt - "45 Minutes From Broadway", "Ah Wilderness" or "I'd Rather be Right."

4. Here's one Cohan wrote in the last war and our boys today are also saying (PLAY) Is this right or wrong, James Cagney's sister played the part of Cohan's sister in the picture? Did Cohan receive the Congressional Medal *of Honor?*

(APPLAUSE)

SOUND: CLASS BELL

SMITH: Fess, do you want the name that made Camp Elliott history?

KYSER: Yes, Dean, but first let's solve this mystery.

(SWITCHOVER TO NEW YORK ... PICK UP LS-MFT)

(approx .40)

AUCTIONEER: CHANT SOLD AMERICAN

TICKER: (2 & 3, 2 & 3, 2 & 3,)

RUYSDAEL: LS - MFT  
LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3,)

RUYSDAEL: LS - MFT  
LS - MFT

~~TICKER: (2 & 3, 2 & 3, 2 & 3,)~~

~~RUYSDAEL: LS - MFT  
LS - MFT~~

AUCTIONEER: CHANT SOLD AMERICAN

(SWITCHOVER TO CAMP ELLIOTT, CALIFORNIA)

(FANFARE)

SMITH: High man, Professor!

KYSER: \_\_\_\_\_!

Mac, let me pat you on the back, you were really sharp as a tack! The fifty dollar <sup>war bond prize is</sup> ~~bond~~ for you. And here's a twenty-fiver for number two. To each of the other four leatherneck champs, ten dollars in war savin' stamps. All six get a carton of Luckies. And then, AND THEN, to all you men, our thanks again, and a package of better than ever LUCKY STRIKE CIGARETTES!

~~(HOLOCAUST)~~

(CHEERS)

~~BUGLE CALL HQ.~~ . . . . . ORCHESTRA

(APPLAUSE)

*Kyser Theme*

KYSER: Das all, chillun, ... class is out until next Wednesday at this same time. We're always proud to be with the Marines and for our visit here at Camp Elliott we want to thank Major General Clayton B. Vogel and Lt. Colonel Raymond Hanson. Here at Camp Elliott, ladies and gentlemen, the U.S. Marines are trained for battle, ~~units are formed here.~~ The men go into amphibious outfits, infantry, become Marine Paratroopers, learn special weapons, and undergo that final hardening and polish that makes a Marine one of the most skilled and dangerous fighting men on earth. And here showing them how, are the Marines who blasted Rendova, won the beaches at Guadalcanal, and killed Japs with efficient pleasure on Makin Island. They are making a brotherhood of battle...a Corps of winners...and fellows, whether you're "in the snow of far off Northern lands, or in *America says to you "Thank you very much!"* sunny Tropic scenes"...America will always be saying "Thank you" to the United States Marines! *Join us again next week when* ~~next week~~ we'll be holding class with the Army at ~~Fort Ord,~~ and until then...this is Kay Kyser..thinkin' of you. Thanks a lot for bein' with us...and so long everybody.

(APPLAUSE)

LUCKY THEME

(SWITCHOVER TO CHICAGO)



CHICAGO  
ANNCR:

This program was presented by Lucky Strike for the  
entertainment of the men here at Camp Elliott.

(SWITCHOVER TO NEW YORK ... PICK UP SIGN OFF)

RUYSDAEL: The famous tobacco auctioneers heard on tonight's  
program were Mr. F.E. Boone of Lexington, Kentucky.

BOONE: GRANT SOLD AMERICAN

RUYSDAEL: And Mr. L.A. "Speed" Riggs of Goldsboro, North Carolina.

RIGGS: GRANT SOLD AMERICAN

RUYSDAEL: Basil Ruysdael speaking for the makers of Lucky Strike,  
the cigarette that means fine tobacco - Yes, Lucky  
Strike means fine tobacco - so round, so firm, so  
fully packed, so free and easy on the draw.

TICKER: (2 & 3, 2 & 3, 2 & 3,)

RUYSDAEL: LS - MFT  
LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3,)

RUYSDAEL: LS - MFT  
LS - MFT

NEC

ANNCR: The Navy Department does not endorse any product, and  
this broadcast is not intended as an endorsement of *the*  
~~any~~ *advertising* product by the Navy Department.

This program came to you from Camp Elliott, California,  
and New York.

THIS IS THE NATIONAL BROADCASTING COMPANY.

CHICAGO  
ANNCR:

This program was presented by Lucky Strike for the  
entertainment of the men here at Camp Elliott.

(SWITCHOVER TO NEW YORK ... PICK UP SIGN OFF)

RUYSDAEL: The famous tobacco auctioneers heard on tonight's  
program were Mr. F.E. Boone of Lexington, Kentucky.

BOONE: GHANT SOLD AMERICAN

RUYSDAEL: And Mr. L.A. "Speed" Riggs of Goldsboro, North Carolina.

RIGGS: GHANT SOLD AMERICAN

RUYSDAEL: Basil Ruysdael speaking for the makers of Lucky Strike,  
the cigarette that means fine tobacco - Yes, Lucky  
Strike means fine tobacco - so round, so firm, so  
fully packed, so free and easy on the draw.

TICKER: (2 & 3, 2 & 3, 2 & 3,)

RUYSDAEL: LS - MFT  
LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3,)

RUYSDAEL: LS - MFT  
LS - MFT

NBC

ANNCR: The Navy Department does not endorse any product, and  
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# FOOTE, CONE & BELDING

Advertising

247 FARE AVENUE, NEW YORK • WICKERSHAM 2-8800

CLIENT: THE AMERICAN TOBACCO CO. REVISION: \_\_\_\_\_ NETWORK: NBC  
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 10:00-11:00 PM EWT  
DATE: OCTOBER 20, 1943 - #291 REPEAT: \_\_\_\_\_

"KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE" *As Broadcast*

## ROUTINE

1. VICTORY POLKA GROUP
2. SUNDAY, MONDAY OR ALWAYS HARRY BABBITT

### COMMERCIAL ONE

#### ROUND ONE

3. PAPER DOLL GROUP

### COMMERCIAL TWO

4. ~~SAY A PRAYER FOR THE BOYS OVER THERE~~ GEORGIA CARROLL  
(or)  
~~DON'T BLAME ME~~  
(or)  
I HEARD YOU GRIED LAST NIGHT

### STATION BREAK

#### ROUND TWO

5. THEY'RE EITHER TOO YOUNG OR TOO OLD PRODUCTION

### COMMERCIAL THREE

6. ~~ROSE ROOM~~ *Eye Eye Blue* ORCHESTRA
7. ~~ALL OR NOTHING AT ALL~~ GROUP

### FINAL ROUND

8. ~~EYE EYE BLUES~~ ORCHESTRA

ATX01 0115482

THE AMERICAN TOBACCO COMPANY

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

#291

(Originates at Fort Ord, California)  
(With switchovers at NBC, New York, for commercials and closing.)

7:00 - 8:00 PM PWT

Wednesday, October 20, 1943

(FROM NEW YORK)

AUCTIONEER: CHANT - SOLD AMERICAN

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT

AUCTIONEER: CHANT - SOLD AMERICAN

(SWITCHOVER TO FORT ORD, CALIFORNIA)

OPENING THEME

SMITH: LUCKY STRIKE presents for the entertainment of the men at  
Fort Ord, California -- Kay Kyser's College of Musical  
Knowledge! -- with Diane Pendleton, Harry Babbitt, Julie  
Conway, Sully Mason, Ish Kabibble, Georgia Carroll, and  
KAY KYSER IN PERSON!

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

KYSER THEME. . . . . "THINKING OF YOU"

(AUDIENCE APPLAUSE UP BIG)

KYSER: Evenin' folks, how y'all? Ever'thing all right?

AUDIENCE: Yes, fess!

KYSER: Yes, fess! Well, das fine. And tonight, chillun, we're holdin' class for the first time at Fort Ord, California, where you'll find every branch of the army under the fog! This is the first broadcast from the beautiful new Soldier's Club. This club is for the enlisted men only. I met the C.O., General Chamberlain, this afternoon and he's a fine fellow! Of course, I couldn't really promise him anything, but I told him I'd try to get him in here tonight. This is the most beautiful, spacious, comfortable Soldier's Club I've ever seen and of course, nothing is too good for these enlisted men. We stayed around the Soldier's Club all morning and then in the afternoon we went slumming over at the Officers Club. Well, it's about time for .....

ISH: (TRUMPET) Ish K. Bible's Oddities in the News!

KYSER: Why, that sounds highly mediocre... proceed!

ISH: Fort Ord soldier gets two weeks leave, flies to Tokio, captures eighteen thousand Japs, comes home, makes a million dollars in Wall street, marries a sweater girl and is elected governor of his home state!

KYSER: Amazing! Unbelievable!

ISH: You said it! Whoever heard of a Fort Ord soldier getting two weeks leave!

KYSER: Ish! You're a little tired today!

ISH: Well, it's on account of them signs along the road up here that say: "Walk, jog, crawl" and all that kind of stuff.

KYSER: Ish, those signs are for training men for the hardships of life. I hope you obeyed those signs. They must be strictly obeyed!

ISH: I did! ... I had my girl up on the road and I wanted to  
kiss her, but I saw a sign...and didn't.

KYSER: What did the sign say?

ISH: "WARNING! SOFT SHOULDER!"

~~KYSER: Say, Ish -- I had my girl up on that same road and I  
 wanted to kiss her, but I saw a sign -- and didn't.  
 ISH: What did the sign say?~~

KYSER: "WARNING! SOFT SHOULDER!" (PAUSE) But, Ish, this is  
 getting foolish, besides these contestants want to get  
 schoolish for the \$115 in War Bond prizes, but before the  
 first one takes a chance, come on, chillun, yet's dance!  
 1. VICTORY POLKA . . . . . GROUP  
 2. SUNDAY, MONDAY OR ALWAYS . . . . . HARRY BABBITT  
 (APPLAUSE)

(KAY: CUE TOP OF NEXT PAGE!)

(FROM FORT ORD, CALIFORNIA)

KYSER: Now your Dean of Common Sense, Basil Ruysdael, lays the facts right on the line.

(FROM NEW YORK)

RUYSDAEL: Well, ladies and gentlemen, for you the big fact about tobacco is obviously just this: the better the tobacco, the better the cigarette. Yes, in a cigarette it's the tobacco that counts - and who knows more about tobacco than the independent tobacco experts who spend their lives, buying, selling and handling tobacco? Sworn records show that among such experts - with men who know tobacco best, it's Luckies 2 to 1. So, take a tip from the experts for your own greater smoking enjoyment. Remember: Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco!

BOONE: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

TICKER: (2 & 3 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

(SWITCHOVER TO FORT ORD, CALIFORNIA)



KYSER: Now your dean of common sense, Basil Ruysdael, lays the facts right on the line.

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

(Approx. 1.05 )

(RETURN CUE)

RUYSDAEL: Remember, Lucky Strike means fine tobacco - Yes, Lucky Strike means fine tobacco!

AUCTIONEER: SHANT SOLD AMERICAN

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT

(SWITCHOVER TO FORT ORD, CALIFORNIA)

ORCHESTRA: KYSER MARCH

SMITH: Profess, are you ready for the first round shootin'?

KYSER: Yes, Dean, your darn tootin'!

JULIE: Professor, how do these men here get to be such sharpshooters?

KYSER: It's just a knack, Julie. For instance I can look in a mirror and shoot the ace of spades right out of a deck of cards! I can look in a mirror and shoot ten percent right out of a dime!

BOBBY: HOW CAN YOU LOOK IN THE MIRROR WITHOUT SHOOTING YOURSELF!

FERDY: Yeah. *You ain't no garden Ferdinand*

KYSER: Quiet! In certain circles I am considered quite handsome!

JULIE: Then, professor, if you're so handsome, how come you've never married?

KYSER: Well, Julie, I can't make up my mind which kind of girl would make the best cook, a red head, blonde or brunette.

FERDY: Why don't you ask Julie --- she's been all three!

JULIE: You little brat!

KYSER: Now look what you've done, Ferdinand! Hurt Julie's feelings!

FERDY: Ahhh she's bugs! She's always trying to grab off all the soldiers!

KYSER: Julie never chased a soldier in her life!

FERDY: Yeah, well molasses don't chase flies either, but it gets 'em!

~~KYSER: Now you look here, Ferdinand, I'm going to...~~

~~FERDY: Now don't get nasty, or I'll put a hurtin' place on you!~~

~~KYSER: Nevertheless, I'm going to keep you after school!~~

~~FERDY: Not tonight you ain't!~~

~~KYSER: Why?~~

SMITH: First contestant, professor!

KYSER: And he is \_\_\_\_\_!

1. They have a tough infiltration course here at Fort Ord. That's where they set land mine explosions off all around you and you crawl along on your stomach under barbed wire with machine guns firing two feet over your head. Pvt. Robert Walker of Fresno, California, says if you want to hear some pretty music, just stand up (PLAY). One soldier said to his commanding officer, "Look, I can't do that - I'll never make it. Well, the G.O. took one look at the soldier and hollered to the machine gunners: "Raise your sights to 5 feet higher because here comes (PLAY),

2. Miss Lucille King of Mobile, Alabama, tells us that the men who tend to the carrier pigeons here are called "pigeon-ears". Now, can you quickly distinguish between Walter Pidgeon, a baby pigeon, pigeon-toed and "I'm a dead pigeon"? My girl is so pigeon-toed, she has to sleep on a roost! They have second li. pigeons here. They throw out their chest, always want to go home, and they're a little bit coo-coo.

3. Tell George Stransky of Camden, New Jersey, what orchestra leader this theme identifies. (PLAY) The man who composed that also composed "Love is the Sweetest Thing", "Goodnight Sweetheart", and many others. Now, let's imagine you're \_\_\_\_\_. While the orchestra plays "Goodnight, Sweetheart", you play the piano every time they stop. (PLAY)

4. Out of our country's wars have come many fine everlasting songs, and Miss Marjorie Learn of Dallas, Texas, wants you to listen closely and tell us with which wars you'd associate the following songs...  
(PLAY) (PLAY) (PLAY)

5. It looks like visiting Dean time again and tonight we have another man in khaki who's a first class impersonator. It's Corp. Earl Hornstien. Come on out here Earl. (APPLAUSE) Betty Foyle of Hollywood wants you to tell us what well-known personality Corp. Hornstien is about to imitate. (IMITATION) What city does this remind you of? (IMITATION) That sounds like Hoboken! Now Earl will make like a steel guitar. He's about to play Harry Owen's theme - what's the name of it? (IMITATION)

6. Rose Perkins of Cincinnati, says football is in the limelight across the nation. This Saturday, Carnegie Tech plays West Virginia, Colgate plays Cornell, it's Lehigh vs. Lafayette, Maryland against Penn State, and at New Haven the Yale Bulldogs will meet (PLAY) Navy meets Georgia Tech, Georgia plays Louisiana State, it's Rice vs Texas, Southern Methodist vs Tulane, VMI against Wake Forest, and in New York, Pennsylvania will try to stop (PLAY)

(APPLAUSE)

SOUND:      CLASS BELL

SMITH: Fess, the first round winner's been chosen!

KYSER: Well, get him out here - don't stand there posin'!

ISH: (TRUMPET) Ish K. Bibble's Hour of Drama!

KYSER: Did you write it?

ISH: Nope. That there now girl I met last night.

KYSER: Oh, you mean <sup>sweet Suzanne from Birmingham!</sup> ~~Erina from old Salina?~~

ISH: No, Fish-faced May from Monterey!

KYSER: Sounds like a nice kid!

SMITH: We take you now to the little theatre off the Dental Clinic for Ish K. Bibble's drama entitled...

ISH: He loved her, but she moved away from there.

KYSER: Curtain!

ISH: Oh, woe is me! I wisht I could find my old girl, Jessie. There she is now. Hello, Jessie.

JULIE: (SNOOTY) I beg your pardon -- the name is Jessica!

ISH: Down on the farm it was Jessie.

JULIE: The name is Jessica!

ISH: Oh. Well, Jessica, I just got a letter from your Aunt Lizzica. The cowica had a calfica which same they named Nellica, but they had to change it to Jirmica because it turned out to be a bullica. ~~So long, Jessica.~~

ORCHESTRA: CHORD

KYSER: Nux vomical! Fine play. What do you know about farms?

ISH: I used to raise fightin' ducks on my uncle's farm to kill off the wolves. I had one fightin' duck which I have wrote --

KYSER: Now hold on! How could a duck kill a wolf?

ISH: ~~This one duck had a wooden leg in regards to which  
I have wrote a ode to.~~

KYSER: It better be good! Read!

ISH: Ohhhhhhh I once had a wooden leg duck named Seth  
Which when he fought a wolf, he'd just take a deep breath  
Next he'd wrap his good leg around the wolf's neck  
And then he'd club the wolf to death.

SMITH: First round winner, professor!

KYSER: And he is \_\_\_\_\_!  
Congratulations, Fort "Ord"er. You won the first round  
in good order. So enjoy a Lucky while the chillun dance  
from coast to coast and border to border!

3. PAPER DOLL. . . . . GROUP  
(APPLAUSE)

(KAY: CUE TOP OF NEXT PAGE!)

(FROM FORT ORD, CALIFORNIA)

KYSER: ... Oh man, you were rockin', you were in there sockin'.  
Thanks, gang, very much.

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: Let that historic chant remind you that Lucky Strike means  
fine tobacco -- yes, Lucky Strike means fine tobacco ...  
and this same historic chant goes echoing back through the  
years of America's history.

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: Go back in imagination to a night like this, one hundred  
and fifty years ago ... to a night of early Autumn along  
the banks of the James River in Virginia. A great red  
harvest moon lifts above the crest of the dark hills ... and  
here and there the wide canopy of the sky glitters with a  
cluster of icy stars. Your carriage races along the  
riverbank, makes a turn beyond the quiet city of  
Charlottesville, and then moves up into the wooded foothills.  
Up and up and up you climb ... the curves are sharp and  
precipitous ... and the night is fragrant with the scent of  
pine and wild flowers. Suddenly in an opening among the  
giant trees, you come upon the great gates of Monticello,  
and pass beyond them to the fringe of rolling terraces  
adjoining the beautiful mansion of the estate.

(MORE)



RUYSDAEL: And here upon the white portico to greet you, is your host  
(CONTD)  
... tall, sandy-haired, slightly stooped ... the great  
Thomas Jefferson himself. Within the magnificent panelled  
library, you are introduced to the friends of your host ...  
the young, dark-haired Daniel Webster, the gentle James  
Madison, the brilliant Monroe, the silver-haired and urbane  
Marquis de Lafayette, and a few bright and eager young  
students from the University. Perhaps, in a little while,  
as you sit before the fire, Jefferson will play his beloved  
violin for you ... perhaps the conversation will turn to  
philosophy, statesmanship, world events ... And perhaps,  
for these men are also farmers, Jefferson will speak with  
pride of his own rich harvest of tobacco just cut from the  
fields, of thousands of pounds of bright, Virginia leaf  
stored in oaken hogsheads within his own warehouse. For  
above all things, your host Thomas Jefferson is a planter,  
a man who loves the good earth of Virginia ... and his  
story is part of the tradition, the romance of fine  
tobacco ...

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

LUCKY STRIKE - KAY KYSER - 5 - 10-20-43  
Commercial #2 ("An Imaginative Visit to Monticello") (CONTD)

DELMAR: Today America's historic tradition of fine tobacco is  
(Closing E) carried on by Lucky Strike. And in Luckies you yourself  
can discover how much fine tobacco means to you. For  
remember in a cigarette it's the tobacco that counts, and  
Lucky Strike means fine tobacco - yes, Lucky Strike means  
fine tobacco - so round, so firm, so fully packed, so free  
and easy on the draw.

BOONE: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

(SWITCHOVER TO FORT ORD, CALIFORNIA)

KYSER: ...Oh man, you were rockin', you were in there sockin'.  
Thanks, gang, very much.

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

(Approx 3.10)

(RETURN CUE)

RUYSDAEL: For remember in a cigarette it's the tobacco that counts,  
and Lucky Strike means fine tobacco - Yes, Lucky Strike  
means fine tobacco - so round, so firm, so fully packed,  
so free and easy on the draw.

AUCTIONEER: GRANT SOLD AMERICAN

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT

(SWITCHOVER TO FORT ORD, CALIFORNIA)

ORCH: (CARROLL INTRO) "PRETTY GIRL IS LIKE A MELODY"

KYSER: Beside the blue Pacific...a blue-eyed vision. It's our  
cover girl...gorgeous Georgia Carroll! (APPLAUSE) And  
Georgia, wherever they may go, I'm sure these men of the  
Army will carry memories of you...when they hear you  
sing...

4. I HEARD YOU GRIED LAST NIGHT.....GEORGIA CARROLL  
(APPLAUSE)

GLEE CLUB: "THIS IS THE ARMY MR. JONES"

GLEE CLUB: "THIS IS THE ARMY".....FADE FOR:

SMITH: When Uncle Sam looks at his Army  
 He picks up the forty-eight states  
 And winks at the Statue of Liberty  
 Where she stands by the harbor gates.  
 The stars on his tall hat sparkle  
 As he studies Democracy's plan  
 And as far as his shrewd eyes carry  
 He sees the Army tan.  
~~He smiles when he sees the barracks~~  
~~and grins his tight lipped grin~~  
~~He's counting the strength of his sturdy sons~~  
~~And knows they are out to win.~~  
 Look! He stands as we honor Old Glory!  
 He takes off his hat in his pride.....  
 It's Uncle Sam giving thanks for his eight million Yanks  
 And the nation that walks at their side!

LOCAL NBC STATION SAYS

"Station XXX salutes the Army!"

(PLEASE TELETYPE THIS CUE TO ALL STATIONS RELEASING THIS PROGRAM)

ORCHESTRA: KYSER MARCH

SMITH: Fess, second rounders want to start the firing!

KYSER: Bring'em out here, Dean and we'll start inquirin'!

DIANE: Oh, professor.

KYSER: What is it, Diane?

DIANE: Could you use your influence to help a boy friend of mine here? He's just a buck private and he's very dissatisfied.

KYSER: Well I don't know. What does he want to be?

DIANE: A civilian.

KYSER: Diane, that is impossible!

DIANE: Well, you could write to Mr. Roosevelt!

KYSER: Mr. Roosevelt would refuse to do anything bout it!

DIANE: Well, why don't you go over his head -- write to MRS. Roosevelt!

KYSER: Diane! you're just tired.

DIANE: Well, I'm sure Mrs. Roosevelt would help. She's a fine woman, I'm one of her followers!

KYSER: No wonder you're tired.

~~DIANE: But gee whiz, professor! this boy is too sweet to be a soldier. He's just like sugar.~~

KYSER: Like sugar?

DIANE: Yes, every time I think of him I get a lump in my throat.

KYSER: Well, that's one way. Look, Diane...

FERDY: Ahhh sho's bugs!

KYSER: Quiet! Look, Diane, if you could see what your boy friend is doing, you'd be proud of him. Why don't you crawl in a fox hole with me and watch him go through the infiltration course?

DIANE: You in a fox hole? That would be a surprise.

KYSER: Why?

~~DIANE: Who'd ever expect to see a wolf in a fox hole!~~

SMITH: Fess, that's enough of these affairs of state. Let's see how these soldiers rate.

KYSER: It's second exam -- and our first contestant for the second round is \_\_\_\_\_.

1. Well now we come to a little love story from Marian Hartly of Seattle, Washington. It's about a Fort Ord engineer who swore he'd never get married. He said, I'll never meet the right girl. But he did and (PLAY) Yes he found a belle at that exotic night club in Monterey, the Blue Bell. Ten minutes later he said "honey pretty soon you're going to be listening to a great song. She said (PLAY) And he replied (PLAY)

2. The country around Monterey was the locale for John Steinbeck's great book, "Tortilla Flats." Margaret Annin of Williamsburg, Va., <sup>sob</sup> would like you to name two stars who played in the picture version

of "Tortilla Flats." ~~What's a flat car?~~ With what do you associate sharps and flats? <sup>What's a flat tire?</sup> What is "frat" the abbreviation for? You know when I went to college I was the head of my frat.

BOBBY: YEAH! YOU BIG FRAT HEAD!

3. Because of recent pictures, Powers Girl, Cover Girl, etc., there's a lot of interest in models. And Cap't. Gene Parr, U.S. Merchant Marine, is sure you'll agree that a good model should be (PLAY) Say, we know you're a model soldier, so we'd like to have you model for us. Put on this stunning gown, and let us give you the once over while you model this lovely creation (PLAY).

4. Most all the Army's great branches and services are represented at Fort Ord, so Private First Class Mary Louise Anderson of Fort Dougway, Utah thinks you should be able to tell us some of the branches and services as you listen to the following clues: What army branch is this?

HARRY: May I see your tongue...say "Ah" please. *initial*

KYSER: And what branch is this?

SOUND: (DOT DOT DASH) *initial*

~~KYSER: And what branch is this? (BABIES CRY...BAND)~~

*Kyser!* And what is this?

JULIE: My, you certainly are intelligent. I'll bet you have a high I.Q. *intelligence*

KYSER: And what branch is this (SINGS) *It don't mean a thing - paratroops*

*somebody branch is third Band (see) Infantry*

5. Well whata you know. Here's another visiting dean, and you should hear him make his ole banjo sizzle. It's PFG Gene Straub. Come on out here nimble fingers. (APPLAUSE) Jimmy Green and the boys of the A.A.C.S. in India and Burma tell us that Gene is known as Fort Ord's Prince of the Banjo. See if you can tell us what he is about to play. (PLAY) (PLAY) (PLAY)

6. Yeoman 3/C Cleo Cronin of Washington, D.C., says on with the football parade. Saturday will see Notre Dame vs. Illinois, Iowa vs. Purdue, Kansas against Nebraska while Indiana will try to take the measure of (PLAY) Kansas State tackles Oklahoma, Michigan meets Minnesota, Georgia Navy <sup>Purdue</sup> meets North Carolina Navy, and at Columbus Ohio State is host to (PLAY)

(APPLAUSE)

SOUND: CLASS BELL



SMITH: Fess, the judges are making a selection!

KYSER: Well name the man that made perfection.

ISH: ~~Just a second, professor! On account of they is so much~~  
fog at this here now fort, I have writ a essay in regards to  
which I wouldst like to read same entitled.....Water.

KYSER: Read, drip!

ISH: Water.....Water is the same stuff as ice only it's at ease.  
Now they are many kinds of water such as rainwater, bilge  
water and G.I. soup. Now you take some water and some grass  
and stuff down a cow and you get milk. Milk being stuff  
that comes in pints, quarts and squirts.

KYSER: Nature! Wonderful nature! Everything nature does just fits:

ISH: Oh no it don't.

KYSER: Oh yes it does!

ISH: Then why did nature give a cow four faucets and a man only  
two hands.

KYSER: Continue and stick to the subject.

ISH: Now some people have water on the brain...

KYSER: Such as yourself.

ISH: And some people have water on the knee -- such as yourself!

KYSER: I've never had water on the knee!

ISH: Well, last week at San Diego I seen you with a couple of  
~~waves on your knee!~~

SMITH: Second winner, professor!

KYSER: \_\_\_\_\_! Nice goin', you  
knew your stuff! Light up a Lucky, have a puff. Start  
thinkin' up your final round answers while we play a tune for  
all the dancers!

5. THEY'RE EITHER TOO YOUNG OR TOO OLD. . . . . PRODUCTION  
(APPLAUSE)  
(KAY: Cue top of next page!)

(FROM FORT ORD, CALIFORNIA)

KYSER: Now, chillun, here's Kenneth Delmar ... of our Common Sense  
Department ...

(FROM NEW YORK)

DELMAR: Lucky Strike means fine tobacco - yes, Lucky Strike means  
fine tobacco.

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: In bringing you the history of fine tobacco this evening,  
we took you back to the time of Thomas Jefferson. That  
time was more than one-hundred and fifty- years ago ... and  
yet, ladies and gentlemen, it's just as true today that  
better tobacco means a better smoke. Or, as we say, in a  
cigarette it's the tobacco that counts. That's why Luckies'  
year-in, year-out emphasis on fine tobacco means so much  
to you. For at markets all over the south, we consistently  
select and buy fine tobacco - the riper, the naturally  
mellow Lucky Strike tobacco. Next time you step up to a  
cigarette counter remember that first, last and always,  
Lucky Strike means fine tobacco - yes, Lucky Strike means  
fine tobacco.

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

LUCKY STRIKE - KAY KYSER  
Commercial #3 (CONTD)

- 8 -

10-20-43

DELMAR: Yes, Lucky Strike means fine tobacco.

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

(SWITCHOVER TO FORT ORD, CALIFORNIA)

- 8 -

ATX01 0115506

KYSER: Now, chillun, here's Keneth Delmar of our common sense department ...

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

(approx. 1.25)

(RETURN CUE:)

DELMAR: Next time you step up to a cigarette counter, remember that first, last and always, Lucky Strike means fine tobacco - Yes, Lucky Strike means fine tobacco.

AUCTIONEER: CHAFF SOLD AMERICAN

DELMAR: Yes, Lucky Strike means fine tobacco.

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT

(SWITCHOVER TO FORT ORD, CALIFORNIA)

6. *Byz. P. & Blue*  
~~ROSE ROOM~~.....ORCHESTRA

~~7 ALL OR NOTHING AT ALL.....ORCHESTRA~~

ORCH: KYSER MARCH

SMITH: Fess, our two winners are set for their final tries.

KYSER: Well step up, G.I.'s and try these questions on for size.

1. On October 21, 1879 Thomas A. Edison completed the first incandescent light and ~~the world will be forever grateful to him for his accomplishment.~~ Since this is the anniversary of light, we'd like to devote our final round to it. Lt. Harwin Mann of Quonset, R.I., says that ~~before 1879 and even now in many instances~~ due to dim-outs and black-outs, we get along (PLAY) *Which of these is character in a radio show?* ~~an orchestra leader~~ - Enoch Light, Lightin', Winnie Lightner, and Light Horse Harry.

2. Tell Lt. Kay McClure of Ft. Oglethorpe, Ga., what kind of light is included in the lyrics to this song (PLAY) What's the difference between head-lights and light-headed? What's meant by the expression "Don't hide your light under a bushel?"

3. There's sun-light and moon-light. Now Capt. Roger Dugan of Presque Isle, Maine, wants you to tell us what kind of light this song is about (PLAY). Which of these is ~~a book, which is a poem and which is a song and a radio program~~ <sup>a poem</sup> - The Charge of the Light Brigade, Green Light, and Lights out. ~~What are King Lights?~~ <sup>Is this right or wrong - near King Light</sup>  
*containing gas.*

4. There are many lights that don't shine these days - but WAVE Barbara Stuart of Hunter College, N. Y. says it will be a great day (PLAY) The greatest collection of light bulbs on any one, street in the world is turned off. <sup>Why?</sup> these days. Where? What branch of the army specializes in search lights? <sup>In a power plant called a light house -</sup>  
<sup>What is a light house? Does the man who</sup>  
 (APPLAUSE) <sup>keeps the light house work his own needs?</sup>  
<sup>alone, he's a light housekeeper!</sup>

SOUND: CLASS BELL

SMITH: Fess, shall I give you the man the judges picked?  
 KYSER: Yes, Dean, as soon as we hear what the tickers ticked.  
 (SWITCHOVER TO NEW YORK....PICK UP LS-MFT)

(approx .30)

AUCTIONEER: CHANT SOLD AMERICAN

TICKER: (2 & 3, 2 & 3, 2 & 3,)

RUYSDAEL: LS - MFT  
LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT

AUCTIONEER: CHANT SOLD AMERICAN

(SWITCHOVER TO FORT ORD, CALIFORNIA)

(FANFARE)

SMITH: Final winner, professor!

KYSER: \_\_\_\_\_!

All right brother \_\_\_\_\_ rise, and feast your  
 eyes on the first prize. A \$50. War bond! Second winner  
 you were grand, so please stand and hold out your hand for  
 the \$25. bond. Ten each in stamps to the other four for  
 comin' close, and what's more, all six get a carton of  
 Luckies. And THEN AND THEN! To all you fightin' laughin'  
 Yanks, good luck, a million thanks and a package of  
 better than ever LUCKY STRIKE CIGARETTES!

(CHEERS)

~~8.~~ ~~EYE-DYE-BLUES.~~ . . . . . ORCHESTRA

(APPLAUSE)

KYSER THEME

KYSER: Well chillun, das about all until class time next

Wednesday. We've had a wonderful day here with the Army *And what a thrill to have seen this great servicemen's club founded by them.*  
at Fort Ord and for their kind hospitality we want to *Virginia*  
thank Bigadier General Harry D. Chamberlin, Lt. Colonel *Be*  
W. J. Gritton, and Mr. John Blewitt. *Fullwell*

~~These men before me tonight, ladies and gentlemen,  
represent every branch and service of our great Army and  
they are all proud to have spent time here at Fort Ord.  
Why? Because the Japs on Attu were met and conquered by  
Fort Ord men. Fort Ord men...the gallant Third Division.  
stormed the Sicilian beaches and gave Hitler's vaunted  
Supermen a good American licking. Fort Ord men were at  
Messina, Salerno, and today in Italy they are on the  
march past the bridgeheads of the Volturno, this is the  
Army, America....and America says to you men of Fort Ord,  
thank you very much.~~

Next week the old college has been asked to help celebrate  
Navy Day, so we'll be holding class with the Navy at a  
West Coast Destroyer Base. Until then....this is Kay  
Kyser thinking of you. Thanks a lot for bein' with us....  
and so long.....everybody.

(APPLAUSE)

LUCKY THEME

(SWITCHOVER TO CHICAGO)



CHICAGO  
ANNCR:

This program was presented by Lucky Strike for the  
entertainment of the men at Fort Ord.

(SWITCHOVER TO NEW YORK....PICK UP SIGN OFF)

RUYSDAEL: The famous tobacco auctioneers heard on tonight's program  
were Mr. F.E. Boone of Lexington, Kentucky.

BOONE: CHANT SOLD AMERICAN

RUYSDAEL: And Mr. L. A. "Speed" Riggs of Goldsboro, North Carolina.

RIGGS: CHANT SOLD AMERICAN

RUYSDAEL: Basil Ruysdael speaking for the makers of Lucky Strike,  
the cigarette that means fine tobacco - Yes, Lucky  
Strikes means fine tobacco - so round, so firm, so fully  
packed, so free and easy on the draw.

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT

NBC  
ANNCR:

The War Department does not endorse any product, and this  
broadcast is not intended as an endorsement of the  
Advertised product by the War Department.

This program came to you from Fort Ord, California, and  
New York.

THIS IS THE NATIONAL BROADCASTING COMPANY.

# FOOTE, CONE & BELDING

Advertising

217 PARK AVENUE, NEW YORK • WRNTEL-GRAM 2-6666

CLIENT: THE AMERICAN TOBACCO CO. REVISION: \_\_\_\_\_ NETWORK: NBC  
PRODUCT: LUCKY STRIKE APPROVAL: FINAL BROADCAST: 10:00-11:00 PM EWT  
DATE: OCTOBER 27, 1943 - #292 REPEAT: \_\_\_\_\_

"KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE" *As Broadcast*

## ROUTINE

1. I DUG A DITCH

GROUP

2. IF YOU PLEASE

HARRY BABBITT

COMMERCIAL ONE

ROUND ONE

3. SHOO SHOO BABY

SULLY MASON

COMMERCIAL TWO

4. HOW SWEET YOU ARE

GEORGIA CARROLL

STATION BREAK

ROUND TWO

5. PISTOL PACKIN' MAMA

PRODUCTION

COMMERCIAL THREE

~~6. PEG OF MY HEART~~

~~ORCHESTRA~~

~~7. ALL OR NOTHING AT ALL~~

GROUP

FINAL ROUND

8. I KNOW THAT YOU KNOW

ORCHESTRA

ATX01 0115513

THE AMERICAN TOBACCO COMPANY  
KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE  
#292

(Originates at the Naval Repair Base, San Diego, California.)  
(With switchovers at NBC, New York, for commercials and closing.)

7:00 - 8:00 PM PWT Wednesday, October 27, 1943

(FROM NEW YORK) (Approx. 30)

RUYSDAEL: With men who know tobacco best, it's Luckies two to one.

AUCTIONEER: CHANT SOLD AMERICAN

RUYSDAEL: LS - MFT  
LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT

AUCTIONEER: CHANT SOLD AMERICAN

(SWITCHOVER TO SAN DIEGO, CALIFORNIA)

OPENING THEME

SMITH: LUCKY STRIKE presents for the entertainment of the men of  
the Naval <sup>Destroyer</sup> Repair base at San Diego, California --

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE:

AUDIENCE: (SINGS) "Anchors aweigh, my boys, Anchors aweigh.  
Farewell to College joys,  
We sail at break of day, day, day, day!

(AUDIENCE HUMS)

SMITH: As America at war observes Navy Day, we salute our  
fighting Navy!

AUDIENCE: "YEA NAVY! N-A-V-Y! HOORAY!"

KYSER THEME . . . . . THINKING OF YOU

(AUDIENCE APPLAUSE UP BIG)

KYSER: Evenin' folks, how y'all?

AUDIENCE: GREAT, MATE!

KYSER: Great mate! Well, das fine! Chillun, tonight we're helpin' Uncle Sam celebrate Navy day at a Destroyer Base on the Pacific coast. Say, you know it's mighty fine to think how the United States Navy started from nothing and worked up to where it is now. On the other hand, the Jap Navy started from the top and is slowly but surely workin' down! (APPLAUSE) Seriously though, I'd like to describe this Destroyer Base to you chillun listening. During the day these sailors use hooks around here to pick up things. They go in town at night and do all right too! The fellows here sleep in portable houses called hutments....and the Navy had spies that peek in the hutments at night to see if the fellows are asleep...they call them hut mince pies! They crowd about 16 fellows into each hutment.... and it's really crowded. But the fellows here have got it worked out all right. Half of 'em breathe in while the other half breathe out! Well, I guess it's about time for....

ISH: (TRUMPET) Ish K. Bibble's humorous gems! Or-how-to put  
~~words together that'll make you go...~~

~~BOBBY: (COON LAUGH)~~

~~JACK: (COON LAUGH)~~

~~HARRY: (COON LAUGH)~~

KYSER: ~~We hope.~~ *Okay, gem gem*

~~ISH: First gem, humor in the news: Tommy Manville's ex-wives  
to take part in grand opera.~~

KYSER: What part?

~~ISH: The Manville Chorus.~~

~~KYSER: Oh fine.~~

*Fail gem*  
ISH: Snappy, though corny riddle.....Give up?

KYSER: No!

ISH: Okay. Why are two sailors who been eating onions the  
best thing for a woman who has just fainted?.....Give up?

KYSER: YES!

ISH: They're smelling salts! (PAUSE) Next humorous gem.  
Poem about Navy Day.

Chhhhhhh Christmas comes but once a year

And so does the Fourth of July and Navy Day..

Now Teddy Roosevelt's birthday is today,

But my aunt Nellie was born on the sixth of May

Now Aunt Nellie had rheumatism they say,

Which is a good thing in a way.

KYSER: Why?

ISH: Cause if she'd had whiskers she'd a been my uncle!

~~KYSER: The mind...has left the body!.....and I can't  
blame it.~~

ISH: What did I say!

KYSER: Nothing, Ish! Only you tax my brain.

ISH: That's funny. I didn't know they was any tax on  
~~abandoned property.~~

KYSER: Go away, squirt! These men are alert for the \$115 in  
war bond prizes. So while they're gettin' ready for that

first big chance, come on, chillun, yet's dance *to a snappy  
ditty we did in the Walter Baldwin Meyer picture*  
"Thousand Cheer"

1. I DUG A DITCH.....GROUP

2. IF YOU PLEASE.....HARRY BABBITT

(APPLAUSE)

(KAY: CUE TOP OF NEXT PAGE!)

(FROM SAN DIEGO, CALIFORNIA)

KYSER: Now, chillun, attenshunt ... Here are the facts all lined  
up for us ...

(FROM NEW YORK)

RUYSDAEL: Ladies and gentlemen, in a cigarette it's the tobacco that  
counts... so here are facts decidedly worth remembering  
when you buy cigarettes ...

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: Remember that at market after market, year after year, the  
makers of Luckies consistently select and buy fine tobacco  
- the riper, the naturally mellow Lucky Strike tobacco.

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: Remember, sworn records show that among independent tobacco  
experts - auctioneers, buyers, and warehousemen - with men  
who know tobacco best, it's Luckies 2 to 1.

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: Remember, and act upon, this clear cut fact: Lucky Strike  
means fine tobacco - yes, Lucky Strike means fine tobacco.

RUYSDAEL: LS - MFT

LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

(SWITCHOVER TO SAN DIEGO, CALIFORNIA)

KYSER: Now, chillun, attenshun ... here are the facts all lined up for us....

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

(Approx. 1.10)

(RETURN CUE)

RUYSDAEL: Remember, and act upon this clear cut fact - Lucky Strike means fine tobacco - Yes, Lucky Strike means fine tobacco.

LS - MFT

LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT

(SWITCHOVER TO SAN DIEGO, CALIFORNIA)

ORCH: KYSER MARCH



SMITH: Fess, first round's ready for these husky seamen!

KYSER: Well, get 'em out here, Dean, don't stand there dreamin'!

JULIE: Ferdinand -- you insulting little rascal!

KYSER: Julie! Ferdy! - I don't want any quarreling between you two. Tonight I don't feel like myself.

BOBBY: BROTHER, IT'S TOO BAD YOU STILL LOOK LIKE YOURSELF.

KYSER: Quiet.

JULIE: Professor. You've got to make Ferdy Froghammer quit insulting me. I may not be beautiful, but my face grows on one.

FERDY: Last time I saw a face like that it was growing on Seabiscuit.

KYSER: Now you look here, Ferdinand, you are an insignificant little....

FERDY: Now you look here you big double ugly. Don't get nasty or I'll put a hurtin' place on you...

KYSER: Listen, Ferdy. I may not be handsome, but I click on the radio.

FERDY: You wouldn't if you'd get a new set of uppers.

KYSER: That's beside the point. You have deeply hurt Julie, a young, tender girl.

FERDY: Ahhhhhh she was born in 1865.

KYSER: Where do you get your information?

FERDY: Where do you get your jokes?

3. Out of our country's wars have come many fine everlasting songs and again this week for Ethel Snyder of Allentown, Pa , we want you to listen closely and tell us with which wars you'd associate the following songs. (PLAY) (PLAY) (PLAY)

4. For Lt. James Hunt, in the Naval Hospital in San Diego, see if you can tell us the name of this song (PLAY) <sup>how speaking of</sup> ~~We don't want to make~~ <sup>hats</sup> ~~you mad as a hatter~~, but see if you can tell us the names of these hats:

FERDY: Here we are at Churchill Downes in Louisville and they're off! Seabiscuit takes the inside rail, he's moving up on Equipolse...they're neck and neck! <sup>derby</sup>

~~KYSER: And what's this kind of a hat?~~

~~JACK: Strike! Get 'em up in the corner alley and I'll now-  
-em down!~~

KYSER: And what kind of hat is this?

VERNE: Time for the second contestant, Fez. Fez, let's get the next round started, Fiz.....

KYSER: ~~And what kind of hat is this (TRUMPET CR. KAY) And what~~ <sup>what</sup> kind of a hat does this song make you think of? (PLAY)  
Say, you're quite a hatter. We have a few hats here - I'll put them on you while we listen to you sing "Put On Your Old Grey Bonnet". (PLAY)

SMITH: First contestant, professor!

KYSER: And he is \_\_\_\_\_!

1. Pvt. Paul Berberick of Fort Ord, California sends this one in for Navy Day. He says Tojo wanted to know about the U. S. Fleet and he said to his spies, "Is the U. S. Navy bigger than ours? *Sweet the straight dope, no* And (PLAY) Bigger! His spies told him....It's bigger, stronger, tougher, and everything! Tojo got mad and said, "Honorable ancestors were not on their toes. In 1492 they should have shot (PLAY).

2. Since this is Navy Day, Lt. Justin Gaine of Jamaica, N. Y., wants you to distinguish between Dollar Day, Dennis Day, Laraine Day, *Sadie Hawkins day* ~~Ken O'Day~~ and (PLAY)

5. On your toes sailor and lets make room  
 For our visiting dean who's a musical tycoon... It's Musician  
 First Class Ossie Godson...Yets get him out here (APPLAUSE) Arthur  
 Aylesworth of Sherman Oaks tells us that Ossie can really make  
 the VIBRAHARP jump and wants you to tell us the name of this tune  
 (PLAY) (PLAY) (PLAY)

*Lorraine Miller of Flint, Mich.*

6. Mickey Marix of Los Angeles, says, get set to call the signals on  
 this Saturday's football classics. Army plays Penn, Carnegie Tech  
 plays Pitt, it's Colgate Vs. Holy Cross, Columbia Vs. Cornell,  
 Arkansas against Texas A. and M. while Duke takes on (PLAY)  
 Dartmouth meets Yale, Lehigh meets Rutgers, Bucknell plays Muhlenberg,  
 and Brown will be in there fighting to stop (PLAY)  
 (APPLAUSE)

SOUND: CLASS BELL.

SMITH: Fess, the judges have the winning man there.

KYSER: Well Dean, let's have a big loud fanfare!

ISH: (TRUMPET) Ish K. Bibble's Hour of Drama Entitled.....  
"Certain Death"....or.....

DOWNES: (CYMBAL CRASH)

ISH: He tried a waterfront restaurant and found it guilty!

KYSER: Curtain!....Man, I'm hungry, I guess I'll try this  
restaurant! Waiter!

ISH: Yes sir?

~~KYSER: I'm so hungry I could eat a horse.~~

ISH: Well you came to the right place.

KYSER: How's the soup. Can you recommend it?

ISH: Well it ain't infallible but I can recommend it as being  
highly miscellaneous!

KYSER: How about the vegetable soup?

ISH: Solid gold!

KYSER: Solid gold?

~~ISH: Yeah, fourteen carrots.~~

KYSER: How's the asparagus?

ISH: Just fair I guess.

KYSER: Tapioca?

ISH: Mediocre.

KYSER: Shad roe?

ISH: NO NO!

KYSER: How's the pudding a la suot?

ISH: If I was you I wouldn't do it!

KYSER: Beef fillet?

ISH: Nay nay!

KYSER: Cole slaw?

ISH: Naw naw!

KYSER: Well how about the chicken friad?

ISH: Man, that's just plain suicide!

KYSER: *Tell me waiter - how's the gravy?*  
~~Well, how's the cauliflower au gratin?~~

ISH: ~~I'll tell you, mister, it's just plain...you get me on that one.~~

KYSER: How's your chicken?

ISH: How's your teeth?

KYSER: You mean the chicken is old?

ISH: Mister, do you remember a presidential campaign when a northern candidate had a slogan about a chicken in every pot?

KYSER: Yes.

ISH: Well this chicken voted with the solid south!

~~ORCH: CHORD~~

SMITH: First round winner - professor!

KYSER: And he is \_\_\_\_\_.

Nice goin' sailor - you're set for the show down -  
so enjoy a lucky while the chillun hoo-down!

3. SHOO SHOO BAEY . . . . . SULLY MASON

(APPLAUSE)

(KAY: CUE TOP OF NEXT PAGE!)

LUCKY STRIKE "KAY KYSER" - 3 -  
Commercial #2 (Two Planters Breakfast Together in Virginia)

10-27-43

(FROM SAN DIEGO, CALIF.)

KYSER: ... Oh wonderful. Your scattin' was smooth as satin. How  
a-boot that!

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: Let that historic chant remind you that Lucky Strike means  
fine tobacco - yes, Lucky Strike means fine tobacco -- No  
wonder that with men who know tobacco best, it's Luckies 2  
to 1 ...

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: It is early morning ... the air is fresh, bracing and bright  
with the song of birds ... and the year is 1784. Two men,  
tall and distinguished, dressed in homespun jackets and  
riding boots, come down the steps of the beautiful manor  
house of "Chatham" on the Rappahannock River, just across  
from Fredericksburg, Virginia. They walk together across  
the lawn towards the stables and the racetrack. Here, they  
lean upon the curving rail and watch the groom as he mounts  
a new yearling brought over from England and puts the  
magnificent animal through his paces around the track.

(MORE)

DELMAR: If you observe the faces of the two men, you will note that  
(CONTD) one of them -- the younger one with the broad shoulders --  
is at once familiar, for his name is George Washington.  
The other man is Colonel William Fitzhugh, grandson of the  
great "King Carter of Virginia," great-grandson of the  
famous William Fitzhugh who came to America in 1670. And  
now the two men walk back to the manor house, cutting  
through the wide fields with their bountiful crops ready  
for harvest. Washington talks with Fitzhugh of his own  
crops at Mount Vernon, explaining with pride that this year  
his harvests are great and good. And as the two men sit  
down to breakfast, the typical country breakfast of the  
Old South, the talk is still of the good earth, of new  
agricultural methods, of prices on the market. For both  
these men, both George Washington and William Fitzhugh are  
above all things farmers of Virginia. Yes, planters in  
tobacco, the mild, mellow tobacco of the Tidewater lands.  
And so they too are part of the tradition, the romance of  
fine tobacco.

BOONE: (CHANT - SOLD AMERICAN)

(MORE)



RUYSDAEL: Tobacco is both a tradition and a business for the  
(Closing  
"N") independent tobacco experts - the auctioneers, the buyers,  
the warehousemen - those men who earn their living by  
selling and handling tobacco - and sworn records show that  
with these men who know tobacco best, with these experts  
it's Luckies two to one. So, take a tip from the experts.  
Remember, in a cigarette it's the tobacco that counts, and  
Lucky Strike means fine tobacco - yes, Lucky Strike means  
fine tobacco ... so round, so firm, so fully packed, so free  
and easy on the draw.

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: Yes, Lucky Strike means fine tobacco ...

RUYSDAEL: LS - MFT

LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

(SWITCHOVER TO SAN DIEGO, CALIF.)

KYSER: ....Oh wonderful. Your scattin' was smooth as satin.  
How a-boot that!

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

(Approx. 3:00)

(RETURN CUE)

RUYSDAEL: Remember, in a cigarette it's the tobacco that counts,  
and Lucky Strike means fine tobacco - Yes, Lucky Strike  
means fine tobacco - so round, so firm, so fully packed,  
so free and easy on the draw.

AUCTIONEER: CHAMP SOLD AMERICAN

RUYSDAEL: Yes, Lucky Strike means fine tobacco....

LS - MFT  
LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT

(SWITCHOVER TO SAN DIEGO, CALIFORNIA)

ORCH: (CARROLL INTRO) "PRETTY GIRL IS LIKE A MELODY"

KYSER: There's a girl for every sailor ... and in this port  
tonight she's our stop, look at, and listen to girl,  
gorgeous Georgia Carroll; (APPLAUSE) *What a picture this is -*  
*wish you could see it - Georgia* And Georgia, I  
~~knew those men in blue will take these words personally~~  
as you sing ...

4. "HOW SWEET YOU ARE" . . . . . GEORGIA CARROLL

(APPLAUSE)

GLEE CLUB: "ANCHORS WEIGH" OR "NAVY HMM"

SMITH: Fess, the second rounders are smackin' their lips.

KYSER: Well, bring 'em on, Dean and we'll ask 'em some pips.

DIANE: Professor.

KYSER: Oh, hello Diane. Did you sleep alright in the hotel last night?

DIANE: Yes ... But as longas we're not in a foreign country, why do I have to have letters of transom?

KYSER: Letters of transom. You mean transit.

DIANE: I think it's transom, but anyway I guess I'm okay.

KYSER: You guess you're okay?

DIANE: Yes, because I heard some navy officials say they looked over my transom last night and everything was all right.

GLEE CLUB: "ANCHORS AWEIGH" OR ~~"NAVY RETURN"~~ ...FADES FOR

When a Navy carrier makes a deadly raid  
When our battlewagons start their cannonade  
When our men and our munitions find their crossings  
safely made

That's Navy's Day!

When a Navy pilot gets a Zero in his sight  
When the Navy Seabees build an airstrip overnight  
When Marines are landing to get in there and fight  
That's Navy's Day!

When a Coast Guard Cutter patrols the last long mile  
When Tojo and Der Fuhrer decide its not worthwhile  
When the Uncle Sam's whole Navy lands on Hirohito's Isle  
That will be Navy's Day!

LOCAL NBC STATION SAYS:

"Station XXX salutes the Navy!"

(PLEASE TELETYPE THIS CUE TO ALL STATIONS RELEASING THIS  
PROGRAM.)

ORCHESTRA: KESER MARCH

SMITH: Fess, let's get on with the quiz!

KYSER: Yes, Our first second rounder looks like a whiz.

He is \_\_\_\_\_!

1. According to Wilbur Evans of Hinkle Hall, Cincinnati, a skipper who had been at sea for several months and who was anchored in a certain port, made the mistake of saying to his men, "Well, men, pretty soon we'll be (PLAY). One of the men got so excited he started (PLAY) Pretty soon the destroyer started drifting, the skipper yelled, "What happened to the anchor". The seaman replied "I'm sorry, but when you said we're going home, I threw the (PLAY).

2. Who is the Commander in Chief of the Navy? Rose Mary Hormick of Grand Rapids, Michigan reminds us today is the birthday of another <sup>former</sup> ~~Keesevels~~ who was Commander In Chief of the Navy - what's his name - He was a Rough Rider. Now tell us who is the Secretary of the Navy.

Who is Elyse Knox? <sup>What radio star comes on the air</sup> ~~What are equinox?~~  
*with this kind of knocker? (Al Pearce)*

3. Seaman Kenneth Ries of Field Medical School, Camp Elliott, is sure you fellows are familiar with the bridge of a ship and we want to see how familiar you are with the bridge or middle part of a song. We're going to start playing at the middle or bridge of a couple of songs and we want you to tell us the names of the song from what you hear (PLAY). Now how about this one -- tell us the name of it from what you hear (PLAY). ~~These were musical bridges~~ -- Now we want you to imagine that you're on the bridge of a ship -- here's a regular Navy megaphone -- and you're shouting to a ship that's passing in the night and all you can get is an echo -- ready now go ahead!

CONTESTANT: Ship ahoy!

BOBBY: (ECHO) SHIP AHOY!

CONTESTANT: What's your destination?

BOBBY: (ECHO) WHAT'S YOUR DESTINATION?

CONTESTANT: Where are you bound for?

BOBBY: I'M BOUND FOR THE BROWN BEAR!

4. Eugene Gould of Superior, Wisconsin, says if you join the Destroyer service you'll never say to the ocean (PLAY) No sir, you spend your time bobbing over the sea. By the way, since next Sunday is Hallo'een, how about bobbing for some apples. We have some apples in this big tub of ice water, and if you can get one between your teeth before the band finishes playing "Don't Sit Under The Apple Tree" maybe you'll get to bob over and kiss one of our pippins. (PLAY) ~~Wait a minute, you're not going to get away with just that. We want you to recite this Halloween nursery rhyme -- Here's a juicy piece of pumpkin pie -- take a big bite and recite "Peter Peter Pumpkin Eater."~~

(CARD)

5. Our next visiting dean is also a boy in blue, and next to Uncle Sam his best friend is his Clarinet. He's musician second class Kenny Harris (APPLAUSE) Clem Walters of Gotham wants you to tell us what brother Harris is about to play (PLAY) (PLAY) (PLAY)

6. Mike Harney of Green Bay, Wisconsin, says this Saturday Louisiana State plays Texas Christian, Southern Methodist plays Texas, Tulane tackles Georgia Preflight. It's Michigan against Illinois, and California meets (PLAY). Indiana takes on Ohio State, it's Minnesota vs. Northwestern; Iowa State vs. Oklahoma, Purdue vs. Wisconsin; Missouri vs. Nebraska, and in Cleveland Navy will try to take the scalp of (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

SMITH: Fess that second round really was slick!

KYSER: Well, see if the judges are takin' their pick!

ISH: Just a second, professor.

KYSER: What now, bilge brain?

ISH: Well, on account of they is so much of it around here, I have writ a essay in regards to which I wouldst like to read same entitled....water.

KYSER: Read....drip!

ISH: Okay...water...Water is the same stuff as ice, only it's at ease. Now they are many kinds of water including rainwater, bilgewater and G.I. soup. Now you take some water and some grass and stuff it down a cow and you get milk...milk being stuff that comes in pints, quarts, and squirts.

KYSER: Nature! Wonderful nature! Everything nature does just fits.

ISH: Oh no it don't.

KYSER: Oh yes it does. Everything nature does, just fits!

ISH: Then why did nature give a cow four faucets and a man only two hands?

SMITH: Second winner, professor!

KYSER: \_\_\_\_\_!

Sailor\_\_\_\_\_ you won goin' away. So rest up for the final fray, light up a Lucky while the chillun play!

5. PISTOL PACKIN' MAMA,.....PRODUCTION  
(APPLAUSE)

KAY: (CUE TOP OF NEXT PAGE)



(FROM SAN DIEGO, CALIFORNIA)

KYSER: Now chillun, let's listen to our Dean of Common Sense,  
Basil Ruysdael ...

(FROM NEW YORK)

RUYSDAEL: In a cigarette it's the tobacco that counts and Lucky  
Strike means fine tobacco - yes, Lucky Strike means fine  
tobacco.

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: Back in George Washington's time a century and a half ago,  
many smokers bought their tobacco in leaf form and you may  
be sure that they carefully examined that leaf tobacco for  
ripeness and mellowness ... Now, ladies and gentlemen,  
it's just as important today, for you to choose a cigarette  
that is made of fine, ripe, mellow leaf tobacco - real  
Lucky Strike tobacco. Yes, at market after market, year  
after year, the makers of Luckies consistently select and  
buy fine tobacco. No wonder that with independent tobacco  
experts - with men who know tobacco best, it's Luckies  
2 to 1.

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

KAY KYSER  
Commercial #3.

- 8 -

10-27-43

RUYSDAEL: Lucky Strike means fine tobacco - yes, Lucky Strike  
means fine tobacco,

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFT

LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

(SWITCHOVER TO SAN DIEGO, CALIF.)

- 8 -

ATX01 0115535

KYSER:

*let's live to our*  
Now, chillun, here's ~~your~~ dean of common sense, Basil  
Ruysdael.....

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

(Approx. 1.30)

(RETURN CUE)

RUYSDAEL: Lucky Strike means fine tobacco - Yes, Lucky Strike means  
fine tobacco.

AUCTIONEER: CHANT SOLD AMERICAN

RUYSDAEL: Yes, Lucky Strike means fine tobacco.

LS - MFT  
LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT

(SWITCHOVER TO SAN DIEGO, CALIFORNIA)

~~6. BEG OF MY HEART.....ORCHESTRA~~

7. *People will say we're in line*  
~~ALL OR NOTHING AT ALL.....GROUP~~

ORCH: KYSER MARCH

SMITH: It's final round, Fess, for our winning tars.

KYSER: Fine, Dean, let's see if they know <sup>their</sup> ~~these~~ notes and bars.

1. This weekend the black cats will screech and yowl cause Halloween's their night to howl----so we're gonna dedicate the final round tonight to Halloween. Tony Massaro of Akron, Ohio says that on Halloween nothing scares him like a black cat with (PLAY) What's a hepcat? Where are the Catskills? ~~What's a scaredy-cat?~~

2. Joan Tupper of Thelleysey Hills, Mass. reminds us that Halloween is the night when witches and goblins practice (PLAY) Was there a <sup>what do</sup> ~~witch~~ <sup>witches</sup> ~~in MacBeth?~~ <sup>side</sup> ~~Who are~~ <sup>name one of</sup> the stars in the picture "I Married a Witch?"

~~What witch said "Mirror mirror on the wall, who's the handsomest of all?"~~ I think I'll ask the magic mirror who's the handsomest around here.....

(VAIN) "Mirror mirror on the wall!  
Who's the handsomest of all  
The lady-killer's on the loose....

~~FESS: (MUTE MIKE) WELL, IT AIN'T YOU --- YOU PICKLE-POOS!~~

-18-

3. There's a certain bird that hangs around witches and pumpkins and black cats on Halloween and Pvt. Jack Binford of San Diego wants you to tell us who it is (PLAY) What character in fairy-tales rode in a coach made of a pumpkin? What's another name for a Halloween pumpkin?

4. Kathryn Davis of New York City, says a friend of hers loves to get frightened - (Boo) so he went to a picture show where they had a triple horror bill and when he came out he said "they didn't scare me half enough so (PLAY) Did you hear about the three drunk ghosts? (They were three sheets <sup>to</sup> ~~in~~ the wind!) Who <sup>stayed</sup> ~~played~~ in the picture "Ghostbreakers"?--- ~~In "The Ghost Goes West"?~~

(APPLAUSE)

SOUND: CLASS BELL

-18-

ATX01 0115538

SMITH: Fess, shall we give the man his Phi Betta Kappa?

KYSER: First hear how the folks go tap, tappa, tappa.

(SWITCHOVER TO NEW YORK ... PICK UP LS-MFT)

(Approx. .30)

AUCTIONEER: GHANT SOLD AMERICAN

RUYSDAEL: LS - MFT  
LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT

~~Yes, Lucky Strike means fine tobacco. No wonder that with  
men who know tobacco best, it's Luckies two to one.~~

AGUTIONEER: CHANT SOLD AMERICAN

(SWITCHOVER TO SAN DIEGO, CALIFORNIA)

(FANFARE)

SMITH: The big winner, professor!

*Solve it's a tie between Marshall Chapple and Eugene Wagner  
and therefore, they each get a first prize of a \$50.00 bond -*

~~Well you did a fine job my man, let me slip this \$50 bond~~

~~in your hand. To second high man at this navy base, a  
twenty five for a fine race. Your other four buddies  
were not fuddy duddies, so ten each in stamps to those  
champs. All six get a carton of Luckies. And then,  
AND A THEM! To all you fightin' sea goin' men, a  
million thanks again and again and a package of better  
than ever LUCKY STRIKE CIGARETTES!~~

(CHEERS)

8. I KNOW THAT YOU KNOW . . . . . ORCHESTRA

(APPLAUSE) (~~OR FANFARE IF NUMBER IS ELIMINATED~~)

~~(N.B. No applause or fanfare if number is played.)~~

SMITH: Now at the request of the United States Government, and speaking for the United States Government, Kay Kysor brings you the following message. Time-about a minute and a half. Subject - The National War Fund, Mr. Kysor..

KYSER: The National War Fund drive is on - that means seventeen national relief agencies and thousands of local welfare organizations are appealing for one hundred and twenty-five million dollars to continue their work all over the world in the coming year. You're probably thinking, "Gee whiz, we just finished the Third War Loan and now it's the National War Fund". That's right - but don't forget, in the War Loan you gave nothing away. You did yourselves a big favor by investing your money with Uncle Sam. You say, "Where does my money go?" And I hasten to tell you just a few of the many humane deeds your money makes possible. Your money helps the USO and the United Seaman's Service to boost the morale of our armed forces by giving your son a home away from home wherever he may be. Your money will help give six million prisoners of war packages of food, medicine, ~~clothing, and teaching.~~ <sup>your</sup> ~~your~~ money will get relief to people in occupied and unoccupied countries - to refugees - and to children of the distressed peoples of the United Nations. ~~Your money will give help to the unfortunate people in your own community.~~ Your money, through your local <sup>charities</sup> ~~agencies,~~ will <sup>help the needy</sup> ~~bolster~~ the homes and <sup>our</sup> ~~the~~ people of your community by <sup>in many many ways</sup> ~~providing hospitals, day nurseries, family welfare service, and children's clinics.~~ ~~Your money will sustain community centers and settlements and all local charities.~~

(MORE)

KYSER:  
(CONT'D)

~~No doubt most of you listening tonight are surrounded by  
the comforts of a nice home. However, I'm sure you agree  
that ~~we~~ can't forget our fighting men and the peoples  
of the world who are less fortunate than you and I.~~

We must remember them by contributing as much as humanly possible to the National War Fund. In certain communities the local war chest drive is scheduled a little later in the year, but no matter when it comes in your community, give all you possibly can. This is the only appeal to be made for all these services - you'll be asked to give just once ... so what about it, America?

(APPLAUSE)

ORCH: KYSER THEME . . . . . "THINKING OF YOU"



-20-

KYSER: Des ah', chillun. Class is dismissed until next Wednesday. The old College feels honored to have been asked to help observe Navy Day here at the Naval Repair Base, San Diego, and for that privilege we wish to thank ~~Captain~~ <sup>Commodore</sup> Byron McCandless, Commanding, and Lt. R. E. Carter. Ladies and Gentlemen, these destroyer men here tonight are keeping the Navy's great tradition. Just as the men of John Paul Jones cheered the chance for a fight, these men here cheered when they received Secretary Knox's great order to the Fleet on this Navy Day... "Seek out the enemy... and destroy him!" And believe me America, you can be darn sure, they will! Next week we'll be holding class with the men of the Army Air Forces at Yuma, Arizona. Until then, this is Kay Kyser, thinkin' of you. Thanks a lot for being with us.....and so long.....everybody!

(APPLAUSE)

LUCKY THEME

(SWITCHOVER TO CHICAGO).

-20-

ATX01 0115542

CHICAGO  
ANNCR:

This program was presented by Lucky Strike for the entertainment of the men at the Navy Repair Base.

(SWITCHOVER TO NEW YORK...PICK UP SIGN OFF)

RUYSDAEL: The famous tobacco auctioneers heard on tonight's program were Mr. F.E. Boone of Lexington, Kentucky.

BOONE: CHANT SOLD AMERICAN

RUYSDAEL: And Mr. L. A. "Speed" Riggs of Goldsboro, North Carolina.

RIGGS: CHANT SOLD AMERICAN

RUYSDAEL: Basil Ruysdael speaking for the makers of Lucky Strike, the cigarette that means fine tobacco - Yes, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT

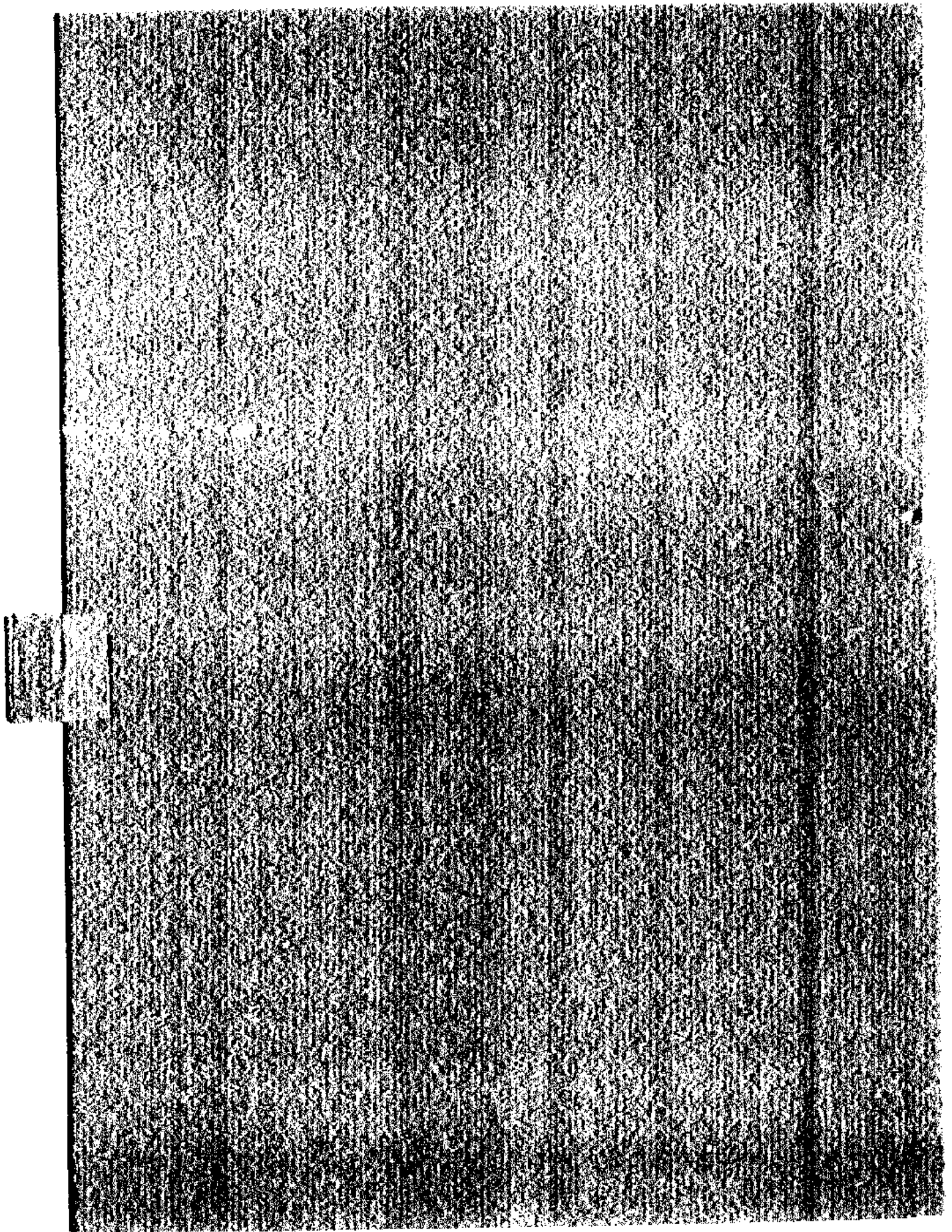
TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT

NBC

ANNCR: The Navy Department does not endorse any product, and this broadcast is not intended as an endorsement of the Advertised product by the Navy Department.  
This program came to you from San Diego, California, and New York.

THIS IS THE NATIONAL BROADCASTING COMPANY.



# FOOTE, CONE & BELDING

Advertising

1000 MARKET STREET, PHILADELPHIA, PA.

CLIENT: THE AMERICAN TOBACCO CO. REVISION: \_\_\_\_\_ NETWORK: NEC  
PRODUCT: LUCKY STRIKE APPROVAL: \_\_\_\_\_ B'CAST: 00-11:00 PM EST  
DATE: NOVEMBER 3, 1943 - #293 REPEAT: \_\_\_\_\_

*As Broadcast*

## "KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE"

### ROUTINE

- |  |                      |
|--|----------------------|
| 1. THEY'RE EITHER TOO YOUNG OR TOO OLD | JULIE CONWAY OR TRIO |
| 2. FOR THE FIRST TIME                  | HARRY BABBITT        |

### COMMERCIAL ONE

#### ROUND ONE

- |                             |                  |
|-----------------------------|------------------|
| 3. <del>VICTORY POLKA</del> | <del>GROUP</del> |
| A ROOKIE AND HIS RHYTHM     | GROUP            |

### COMMERCIAL TWO

- |                      |                 |
|----------------------|-----------------|
| 4. MY HEART TELLS ME | GEORGIA CARROLL |
|----------------------|-----------------|

### STATION BREAK

#### ROUND TWO

- |               |            |
|---------------|------------|
| 5. PAPER DOLL | PRODUCTION |
|---------------|------------|

### COMMERCIAL THREE

- |                                     |                  |
|-------------------------------------|------------------|
| 6. ST. JAMES INFIRMARY              | ORCHESTRA        |
| 7. <del>ALL OR NOTHING AT ALL</del> | <del>GROUP</del> |

### FINAL ROUND

- |                                 |                      |
|---------------------------------|----------------------|
| 8. <del>SOMEBODY LOVES ME</del> | <del>ORCHESTRA</del> |
|---------------------------------|----------------------|

ATX01 0115545

THE AMERICAN TOBACCO COMPANY

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

#293

(Originates at the Yuma Army Air Field, Yuma, Arizona)  
(With switchovers at NBC, New York, for commercials and closing.)

8:00 - 9:00 PM MWT

Wednesday, November 3, 1943

(FROM NEW YORK) (Approx. 30)

RUYSDAEL: With men who know tobacco best, it's Luckies two to one.

AUCTIONEER: CHANT SOLD AMERICAN

RUYSDAEL: LS - MPT  
LS - MPT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MPT  
LS - MPT

AUCTIONEER: CHANT SOLD AMERICAN

(SWITCHOVER TO YUMA, ARIZONA)

(OPENING THEME)

SMITH: LUCKY STRIKE presents for the entertainment of the men  
of the Yuma Army Air Field at Yuma, Arizona -- KAY KYSER'S  
COLLEGE OF MUSICAL KNOWLEDGE!

AUDIENCE: "YEA ARMY!" "FLIERS!" "HOORAY!"

KYSER THEME....."THINKING OF YOU"

(AUDIENCE APPLAUSE UP BIG)

KYSER: Evenin' folks, how y'all?

AUDIENCE: OKAY, KAY!

KYSER: Okay, Kay? Well das fine and tonight, chillun the College is holdin' class with the Army Air Forces outside of Yuma, Arizona. Glad to be here fellows and I've written a song just for the boys of the Yuma Army Air Field... You've heard of 'With' the Wind and the Rain in Your Hair' ... This is called' with the Sand and the Dust in Your Earst! I had a cousin who wanted to fly at this base, but he washed out in primary school, washed out of bombardier school, washed out of navigators school... In fact, he's been washed out so many times he's got his service record printed on a turkish towel! Well, I guess it's about time for...

ISH: (TRUMPET) Ish K. Bibble's snappy riddle... give up!

KYSER: NO!

ISH: Okay, riddle. Why is it a bow legged girl ain't no good as a cowhand? Give up?

KYSER: Yes!

ISH: She can't keep her calves together.

KYSER: Ish, let's stop this western messin'! For our \$115 war bond prizes the contestants want to start the guessin'. But first let's take a musical lesson, and come on chillun, yet's dance!

- 1. THEY'RE EITHER TOO YOUNG OR TOO OLD . . . . . JULIE
  - 2. FOR THE FIRST TIME . . . . . HARRY
- (APPLAUSE)

(FROM YUMA, ARIZ.)

KYSER: Now chillun, Basil Ruysdael's right on hand ...

To put the facts at your command ...

(FROM NEW YORK)

RUYSDAEL: Well, ladies and gentlemen, who knows the facts about tobacco better than the independent tobacco experts? ... those men who earn their living in buying, selling and handling the leaf. At markets they attend, year after year, tobacco auctioneers, buyers and warehousemen can see who buys what tobacco. Yes, they can see the makers of Luckies consistently select the riper, the naturally mellow Lucky Strike tobacco. No wonder that with independent tobacco experts - with men who know tobacco best - it's Luckies 2 to 1. Ladies and gentlemen, this is a fact, established by sworn records. So, for your own smoking enjoyment, remember: in a cigarette it's the tobacco that counts, and Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco!

BOCNE: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFT

LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: Yes, Lucky Strike means fine tobacco. So, smoke the smoke tobacco experts smoke - Lucky Strike!

(SWITCHOVER TO YUMA, ARIZ.)

KYSER: Now, chillun, Basil Ruysdael's right on hand to put the facts at your command.

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

*(Switchover to Yuma, Arizona)*

KYSER MARCH



SMITH: Professor, I don't like to hound, but why don't we start the first question round?

JULIE: Professor, will you please make Ferdy Froghammer stop! Just because we girls won't let him in our western play, he keeps insulting us!

FERDY: Oh, bugs!

KYSER: Ferdinand, how can you insult three lovely girls. Look at their faces! Like three lovely full blown roses!

FERDY: Yeah, but git a load of them skinny stems!

KYSER: Get on with the play. Curtain!

SOUND: (OFM) RIM SHOTS - GUN FIRE - SHORT

JULIE: (SQUEAL) Oh my goodness! Look, a bad man from the wild west. What is your name?

FERDY: I'm Ferdinand, the desperate bandit!

GEORGIA: Oh! I love desperate bandits! Will you marry me?

FERDY: I ain't that desperate!

GEORGIA: Now you look here! You be careful what you say! I shoot from the hip!

FERDY: What? From way up there?

JULIE: Oh! I'm going to call Sheriff Kyser! Sheriff!

KYSER: At your service ma'am. What's the trouble here?

FERDY: Oh boy! Is that your real face or something left over from Halloween!

KYSER: Aha! I recognize you now. You're the man that held me up last night on my way back from San Looie.

FERDY: I was only doing my duty! Anybody coming back from San Looie has to be held up!

SMITH: First contestant, Professor!

KYSER: And he is \_\_\_\_\_.

1. The boys of the Army Air Base, Hattiesburg, Miss., want us to tell you Georgia Carroll's experience with one of the fliers here at Yuma Army Air Field, one of the many fields of the Army Air Forces Training Command. Georgia is sure this fellow is a flier because (PLAY) Georgia says he has wings, but believe me he's not an angel. The minute he met me he asked for a kiss, but I said, (PLAY) I asked Georgia how it finally came out and she said, "Well, after ten minutes of that "No, no, no," I kissed him because (PLAY)

2. Virginia Angier of Caldwell, Idaho, wants you to pick out 3 mistakes in the following story about flying:

Dear Joe: Well, our orders came yesterday so we turned up the rudders, revved up the bomb bay, retracted the landing gear, backed out to the runway and took off with the wind. We tarred and feathered the props and pointed the nose down to get altitude; then we adjusted our gas masks and the bombardier climbed in the tail, counted 10 and pulled the ripcord. While the navigator checked the engines we did a chandelle Number 5 over the target - the bombardier yelled "contact," and we got a direct hit on the wind sock!

11-3-43

3. Pvt. E. Trainor of Fort Ord, California wants you and me to work a crossword puzzle - first, across I need a member of the citrus family in nine letters. Maybe this will help you (PLAY). And now the name of a state north of Arizona and east of Oregon - in five letters, <sup>where they raise big potatoes</sup> It's called (PLAY). Now here's a tangerine and a potato, and a knife. I'll peel the tangerine and you peel the potato and I'll be in Scotland before you. If you win, you might peel off a big hug from Georgia, Julia, and Diane. (Play)

4. We agree whole-heartedly with Nurse Katrina Stone of Fort Beloir, Va. She says that both figuratively and literally (PLAY).

Speaking of tops what are you likely to find under the big top?

*what is a top?*

And according to the song "Top Hat" what articles of clothing go with a top hat? (What! no pants?) What are you likely to see on a "flat top?"

BOBBY: YOUR HAT!

5. It's visiting dean time in the old college again and this week we have a G.I. novelty trio who call themselves the DUST BOWL TRIO. Come on out here boys (APPLAUSE) Well how about that. It's Private First Class Bob Frantz with a homemade string base he calls Betzy and looks like a big doghouse. Private Woody Scofield with everything but the kitchen sink and Mel Meyers on the guitar. Marjorie Moleen of Hollywood wants you to tell us what the Dust Bowl Trio is about to play (PLAY) (PLAY)

6. Ensign Ed McMillan of the Naval Training School, Cornell University says let's check up on the football parade. This Saturday Army plays Notre Dame, Columbia vs. Dartmouth, Penn State vs. Cornell, Holy Cross against Temple, and at New Haven Brown will hear its opponent sing (PLAY) Lehigh plays West Virginia, Princeton takes on Villanova, <sup>it's</sup> Navy vs. Penn, while at Pittsburgh, Pitt will tangle with (PLAY)

(APPLAUSE)

SOUND: CLASS BELL

SMITH: Fess, here's the winner of the first round test.

KYSER: Well, who's the champion of the bad wild west?

JACK: (FADING IN) Ice cold lemonade! Get your ice cold  
lemonade here. Last chance to get your ice cold  
lemonade before leaving the Wild West!

KYSER: Last chance to get lemonade?

JACK: Yeah! This is Custer's Last Stand!

KYSER: Custer's Last Stand was a fine picture.

ISH: Hey, professor, I saw a great picture last night about  
Arizona. One guy single-handed captures 6,000 Indians!

KYSER: Astounding!

ISH: Yeah! Those Indians ought to know by this time they  
can't mess around with Gene Autrey.

SMITH: First winner, professor!

KYSER: And he is \_\_\_\_\_ . Nice work brother  
\_\_\_\_\_, you're really advancin'! So enjoy  
a Lucky while the chillun are dancin'!

3. A ROOKIE AND HIS RHYTHM . . . . . GROUP)

(APPLAUSE)

(FROM YUMA, ARIZONA)

KYSER: Oh, Roger! You were on the beam and that's no dream.  
Thanks gang, that was swell.

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: Let that historic chant remind you that Lucky Strike means  
fine tobacco - yes, Lucky Strike means fine tobacco. No  
wonder that with men who know tobacco best, it's Luckies  
2 to 1 ...

FIGGS:

(CHANT - SOLD AMERICAN)

HUYSDAEL: Eighteen hundred and twenty-four ... Back in imagination,  
the historic chant takes you, to a sold, clear day in  
December of that significant year. You are sitting in a  
wide, comfortable carriage rolling up the winding roads  
of the Blue Ridge Mountains of Virginia ... and your  
companion, seated next to you, is the Congressman from  
Massachusetts - the brilliantly-gifted orator from  
Boston, Mr. Daniel Webster. It is almost sundown now ...  
your carriage takes a turn at the crest of the hill ...  
clatters down a paved entrance-way, and stops before the  
white portico of the magnificent Montpelier mansion. And  
here, coming down the steps to greet you, is your host ...  
the gracious, silver-haired, 73-year-old James Madison,  
fourth President of the United States.

(MORE)

RUYSDAEL: Within an hour, you are all seated at the long dining table, and here, by the golden light of the candles, you catch a glimpse of the greatness of these two Americans -- Daniel Webster, dark, eloquent, impassioned in speech ... President Madison, courtly, serious, soft-spoken. They have been political rivals, these two, but tonight their differences are cancelled out ... tonight there is mutual respect and understanding between them, for they are both men of the earth -- one, the son of a New Hampshire farmer; the other, the son of a Virginia planter. And so here, at the dinner table, the talk is of harvests ... of the golden harvest of mild, mellow tobacco cut from the fields of Madison's Montpelier plantation. Thus, this meeting between two great Americans, between Daniel Webster and James Madison, adds a colorful page to the tradition - the romance of fine tobacco.

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

DELMAR: And Lucky Strike today carries on that fine tradition.

(Closing  
"M")

For your own enjoyment today, remember that in a cigarette it's the tobacco that counts ... and that first, last and always Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw. No wonder that with men who know tobacco best, it's Luckies 2 to 1 ...

BOONR: (CHANT - SOLD AMERICAN)

DELMAR: Yes, Lucky Strike means fine tobacco.

HUYSDAEL: LS - MFT

LS - MFT

FICKER: (2 & 3, 2 & 3, 2 & 3)

HUYSDAEL: LS - MFT

LS - MFT

(SWITCHOVER TO YUMA, ARIZONA)



KYSER:

Oh, Roger! You were on the beam and that's no dream.  
Thanks gang, that was swell.

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

(Approx. )

(RETURN CUE)



(SWITCHOVER TO YUMA, ARIZONA)

ORCH: (CARROLL INTRO) "PRETTY GIRL IS LIKE A MELODY"

KYSER: Under the desert stars, a beautiful girl and a beautiful  
melody for you fliers. It's our cover girl, gorgeous  
Georgia Carroll! (APPLAUSE) And Georgia, I know the  
hearts of these men are your target for tonight as you  
sing ....

4. MY HEART TELLS ME.....GEORGIA

(APPLAUSE)

GLEE CLUB: "SONG OF THE ARMY AIR CORPS"

*Army Air Corps*

GELE CLUB: "~~WELCOMING OF YOU~~".....(~~HITTING GNEY~~) FADES FOR:

SMITH: As we hold class with Uncle Sam's fliers at the Yuma Army Air Field, the old College pauses across the nation...for station identification.

(LOCAL NBC STATION SAYS:)

"STATION X X X SALUTES THE ARMY AIR FORCES!"

(PLEASE TELETYPE THIS CUE TO ALL STATIONS RELEASING THIS PROGRAM)

KYSER MARCH

SMITH: Fess, let's don't keep these fliers waitin'!

KYSER: Right. Let's do some examinatin'. Hey, soldier, aren't you the one I saw talking to that pretty girl down at the motor pool today?

JACK: Yes, sir.

KYSER: Are you married?

JACK: Not yet.

KYSER: Oh, I see....still on maneuvers?

JACK: You know the housing shortage is pretty bad down here.

KYSER: Confidentially, soldier, how would you like to rent a chicken house?

JACK: ..... How many roosts?

SMITH: Professor if you don't want to start me bawlin', get this second round started and quit your stallin'!

KYSER: Sorry, Dean, first second round contestant is \_\_\_\_\_!

1. Here's a silly dilly from Seaman Richard Orgain somewhere with Uncle Sam's Fleet. It's about a flyer who met two beautiful girls at the landing field - one of them was named Josephine and as soon as he was introduced he said (PLAY). That's right! But Josephine wasn't so anxious to fly. The other girl, named Nellie, was and wanted to go right up - just then the <sup>Col. Anderson</sup> ~~she~~ went by - so the flyer looked up and saw it was cloudy, thought fast and said (PLAY).

2. The letter A is involved in the names of some of radio's best comedy teams and Anne Bohlander of Billings, Mont., says to put an A on your report card if you tell us who they are. For instance A and A stands for what well-known radio team. And a boy and girl who have been making you laugh for a long time.....their initials are B and A. And for swell radio entertainment you can't beat two fellows whose initials are L and A (and I don't mean Los Angeles).

3. Now that most all radio shows are back on the air, the boys at the Station Hospital, Ward C, Buckley Field, Colorado, want us to tell you about the fellow who wanted to hear a certain one-hour dramatic program, so he tuned to what he thought would be (PLAY) But he did not have the right night, the right hour and the right station so what he got was (PLAY) And by the way, we'll be on that show this coming Sunday, Friday and Saturday. G. I. Journal and command performance for the boys overseas - also Saturday night - Hollywood Canteen - Sunday, Fitch Bandwagon and next Wednesday will be celebrating the 168th anniversary of the U. S. Marine Corps with the devil dogs of Camp Pendleton.

4. In modern warfare, enemies set all kinds of traps for each other. So Louise Bulger of Aurora, Missouri, wants you to define a few kinds of traps for us. What is a booby trap?

CONTESTANT: A marriage license.

KAY: Could be. Now distinguish between trap shooting, trapeze, and trap drum. Well, here are a set of trap drums. Orm Downes is going to give you a little demonstration on how they should be played. Right after he's through, we'll play and when the orchestra stops, you imitate Orm. (PLAY)

5. Our next visiting dean tonight is the camp bandleader Sgt. Chuck Henry of Los Angeles. On the double Chuck (APPLAUSE) Chuck plays a hot clarinet, so for Comdr. Eugene C. Lang somewhere in the South Pacific, tell us what Chuck is about to play. (PLAY)  
(PLAY)

6. Pvt. Jack Lyman of Camp Van Dorn, Mississippi, wants you to call the plays on this Saturday's gridiron classics. It's Duke vs. North Carolina State, Georgia Tech vs. L. S. U., Texas Vs. Memphis Naval Preflight, and Indiana takes on (PLAY) Illinois plays Iowa, Kansas plays Oklahoma, Marquette vs. Iowa Preflight, Minnesota vs. Wisconsin, and Southern Methodist goes against (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

SMITH: Fess, winner of the second round scramble.

KYSER: Well, just a second before we ramble. Ish, what are you looking so moony about?

ISH: Well, professor, I fell in love with an Indian maiden.

KYSER: Do you really love her, Ish?

ISH: Love her? I worship the ground she pitches her wigwam on.

KYSER: Oh, I saw you with her. I know who she is... Little Princess Hole in the Face.

ISH: No that ain't her name.

KYSER: Well, what is her name?

ISH: Little Running Water with Seagrams on the Side?

KYSER: Little Running Water with Seagrams on the Side? Is that all?

ISH: Well, what do you expect... ice?

SMITH: Second winner, professor!

KYSER: And it is contestant number \_\_\_\_\_ Brother \_\_\_\_\_ You're really goin' places, so enjoy a Lucky before the final races while the chillun dance to a tune that's aces!

5. PAPER DOLL . . . . . PRODUCTION

(FROM YUMA, ARIZ.)

KYSER: Now, chillun, here's Kenneth Delmar, of your Common Sense Department ...

(FROM NEW YORK)

DELMAR: Lucky Strike means fine tobacco -- yes, Lucky Strike means fine tobacco!

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: Ladies and gentlemen, in a cigarette it's the tobacco that counts ... That was true 119 years ago, when Daniel Webster visited James Madison at Montpelier in Virginia. And it's just as true today. That's why, in choosing your cigarette, it's wise to remember Luckies' year-in, year-out emphasis on fine tobacco. Yes, remember that at market after market, year after year, we consistently select the riper, the naturally mellow Lucky Strike tobacco. And remember, sworn records show that among independent tobacco experts - auctioneers, buyers, and warehousemen - with men who know tobacco best, it's Luckies 2 to 1!

BOONE: (CHANT - SOLD AMERICAN)

(MORE)



DELMAR: Lucky Strike means fine tobacco - yes, Lucky Strike means  
fine tobacco!

RUYSDAEL: LS - MFT

LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

(SWITCHOVER TO YUMA, ARIZ.)

KYSER: *Now, children, here's Kenneth Selman, of your common sense department...*

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

(approx. )

(RETURN CUE:)

(SWITCHOVER TO YUMA, ARIZONA)

6.

ST. JAMES INFIRMARY.....ORCHESTRA

7.

~~ALL OR NOTHING AT ALL.....GROUP~~

ORCH: KYSER MARCH

SMITH: Pass, your two winning fliers are high and dry.

KYSER: Well, bring 'em on, Dean, for their final try. And our first contestant in the final round is \_\_\_\_\_

1. Here in Arizona we're just a stone's throw from Mexico, so tonight we'd like to devote our final round to our good neighbors who are (PLAY). Sgt. Thomas B. Ross, somewhere in Australia, says this is a well-known Mexican Song - see if you can name it (PLAY) Who is known as "The Mexican Spitfire"? Is there a volcano in Mexico called "Poke-a-cat-with-a-paddle"?

2. The name of this song is Chiapeneças, and Elise Beven of Allendale, N.J., says from the way we play it - you tell us whether it's "The Mexican Hat Dance", "Jumping Bean" or "Hand Clapping Song"? (PLAY) What is a Mexican Chihuahua? What makes a Mexican jumping bean jump.? What's a sombrero?

3. The boys of Battery D Gun Battalion, somewhere with Uncle Sam, say many a Mexican Troubadour has hummed and strummed this number (PLAY). Can you tell us whether it's Chiquita, Conchita, Senorita, Estrellita or Santa Anita? What's the difference between a Fiesta and a Siesta?

4. And now for Kathryn Rawlings of Mendota, Illinois, see if you can get this hot tamale from down Mexico way. (PLAY) And now quicker than you can say "Hasta Luego", pick out three Mexican dishes from the following - Enchiladas, ravioli, tortillas, spumoni, frijoles, smorgasbord, chile con carne, ~~and~~ borscht? *and Colera del Rio*

(APPLAUSE)

SOUND: CLASS BELL

SMITH: Do you want the top man on our show?

KYSER: ...First, the password -- then let's go.

(SWITCHOVER TO NEW YORK ... PICK UP LS-MFT)

(Approx. .30)

AUCTIONEER: CHANT SOLD AMERICAN

RUYSDAEL: LS - MFT  
LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT

Yes, Lucky Strike means fine tobacco. No wonder that with men who know tobacco best, it's Luckies two to one.

AGUTIONEER: CHANT SOLD AMERICAN

(SWITCHOVER TO YUMA, ARIZONA)

(FANFARE)

SMITH: Final winner, Fess!

KYSER: A really "come througher, a dier or doer! \_\_\_\_\_ who cops the \$50. Bond first prize. And to second contestant, quick on the take-off, this twenty-five dollar war bond rake-off! Ten each in stamps to the remainin' quartet! A carton of Luckies they all get. And then, AAAAAAANDA THEN! To all you Uncle Sam's flyin' aces, for your laughin' and shoutin' and happy faces a package of better than ever LUCKY STRIKE CIGARETTES!

(CHEERS)

~~SOMEBODY LOVES ME . . . . . ORCHESTRA~~

(APPLAUSE)

KYSER THEME

KYSER:

Well, des all, chillun, until class takes up again next Wednesday. Don't forget, send in your questions to the Old College to ... Kay Kyser, Box 909, Los Angeles, 53; California. Our thanks for a wonderful day here at the Yuma Arizona Army Air Field go to Colonel Herbert W. Anderson, and Captain Charles W. King. Ladies and Gentlemen, if you want a real idea of teamwork, come and visit these men of the Yuma Army Air Field. They know... each of them, pilots, navigators, engineers, radio operators, gunners and ground crew, that each man's life depends upon the others. The men at this one field spend a cumulative total of \_\_\_\_\_ hours in the air. That gives you some idea of the perfection required for our bombing crews. And all that study and devotion to duty is given gladly by these men for this land they love. Their spirit of teamwork is an inspiration for the nation, and fellows America says to you... "thank you very much". Next Wednesday the old College is honored by having been asked to help celebrate the 168th. Anniversary of the U.S. Marine Corps, so we'll be holding class with the fighting Leathernecks at Camp Pendleton. In the meantime we'll be broadcasting to the Armed Forces on G.I. Journal, by short wave on Command Performance this Saturday, and on the Fitch Bandwagon this Sunday. Until then...this is Kay Kyser thinkin' of you...thanks a lot for bein' with us...and so long everybody.

(APPLAUSE)

LUCKY THEME

(SWITCHOVER TO CHICAGO)

CHICAGO

ANNOUNCER: This program was presented by Lucky Strike for the entertainment of the men at the Yuma Army Air Field.

(SWITCHOVER TO NEW YORK...PICK UP SIGN-OFF)

RUYSDAEL: The famous tobacco auctioneers heard on tonight's program were Mr. F.E. Boone of Lexington, Kentucky.

BOONE: CHANT SOLD AMERICAN

RUYSDAEL: And Mr. L. A. "Speed" Riggs of Goldsboro, North Carolina.

RIGGS: CHANT SOLD AMERICAN

RUYSDAEL: Basil Ruysdael speaking for the makers of Lucky Strike, the cigarette that means fine tobacco - Yes, Lucky Strike means fine tobacco -

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MPT  
LS - MPT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: ~~LS - MPT~~ ~~LS - MPT~~ *Yes, Lucky Strike means fine tobacco as smoke the smoke tobacco experts smoke - Lucky Strike*

N.B.C.

ANNOUNCER: The War Department does not endorse any product, and this broadcast is not intended as an endorsement of the Advertised product by the War Department. This program came to you from Yuma, Arizona, and New York. THIS IS THE NATIONAL BROADCASTING COMPANY.

# FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE NEW YORK • WICKLIFFS-4AM 2-6990

CLIENT: THE AMERICAN TOBACCO CO. REVISION: NETWORK: NBC  
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 10:00-11:00 PM EDT  
DATE: NOVEMBER 10, 1943 - #294 REPEAT:

"KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE"

*As Broadcast*

1. VICTORY POLKA GROUP
2. SUNDAY, MONDAY OR ALWAYS HARRY BABBITT

## COMMERCIAL ONE

### ROUND ONE

3. PUT YOUR ARMS AROUND ME, HONEY SULLY MASON

## COMMERCIAL TWO

4. HOW SWEET YOU ARE GEORGIA CARROLL

## STATION BREAK

### ROUND TWO

5. PISTOL PACKIN' MAMA PRODUCTION

## COMMERCIAL THREE

6. ALWAYS ORCHESTRA
7. ~~CANDLELIGHT AND WINE~~ ~~GEORGIA CARROLL & HARRY BABBITT~~

### FINAL ROUND

8. AFTER YOU'VE GONE ORCHESTRA

ATX01 0115573



THE AMERICAN TOBACCO COMPANY

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

#294

(Originates at Camp Pendleton, Oceanside, California)  
(With switchovers at NBC, New York, for commercials and closing.)

7:00 - 8:00 PM PWT

Wednesday, November 10, 1943

(FROM NEW YORK) (Approx. .35)

RUYSDAEL: With men who know tobacco best, it's Luckies two to one.

AUCTIONEER: CHANT SOLD AMERICAN

RUYSDAEL: LS - MFT  
LS - MFT

TICKET: (2 & 3, 2 & 3, 2 & 3)

DELMAR: Yes, Lucky Strike means fine tobacco. So smoke the smoke  
tobacco experts smoke - Lucky Strike!

AUCTIONEER: CHANT SOLD AMERICAN

(SWITCHOVER TO OCEANSIDE, CALIFORNIA)

(OPENING THEME)

SMITH: LUCKY STRIKE presents for the entertainment of the U. S.  
Marines at Camp Pendleton, California.... and in  
celebration of the Marine Corps' 168th Birthday ---  
KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE!

AUDIENCE: "YEA MARINES!" "ZIZZ-BAA-BOOM!" "HOOORAY!"

KYSER: THEME: . . . . . "THINKING OF YOU"

(AUDIENCE APPLAUSE UP BIG)

KYSER: Evenin' folks, how y'all? Well das fine! And tonite, chillun, we're at Camp Pendleton helpin' the Marines celebrate their 168th birthday. *Camp Pendleton was formerly one of the greatest ranches in the world - and today happens to be my birthday too. My friends couldn't get enough candies in the large - it's so big they had to give a guy 3 days so they just built a bonfire on the cake. Yes, five retwies to go back + close the front gate. Lived a long time. I can remember as far back as Roosevelt's first terms - 'cos it was just after that they first promised the girl Marines would arrive here. Ah, these girl Marines! My P.F.O. brother-in-law married a girl lieutenant last week. Right after the ceremony was over my brother-in-law just stood there. The judge looked at my brother-in-law and said "It is now time for the usual gesture." So he saluted her. Well, so much for...*

ISH: (TRUMPET) Ish K. Bibble's Hour of drama!

KYSER: That's just what we need. Did you write this one?

ISH: Nope. That there new girl I met last week.

KYSER: Oh. You mean that itty bitty from National City?

ISH: No, that Gizmo <sup>beach</sup> ~~peach~~ from Pismo beach!

KYSER: Read, <sup>your play</sup> knuckle head!

ISH: Okay. Play in three falls.

KYSER: You mean three acts.

ISH: Three falls. She falls, he falls, Niagara Falls.

KYSER: ~~Continue.~~ Oh, bro-ther!!

ISH: Well, in the first act they git married and he says "Let's go to Niagara Falls." Then she says "No, I'd ruther go to Southern France -- someplace like NICE.

KYSER: Neese!

ISH: Huh?

KYSER: It's Neece!

ISH: No no. It wasn't his niece it was his wife.

~~KYSER: I'm just trying to say it's not NICE!~~

~~ISH: He thought it was all right.~~

KYSER: Look, Dumb-Out, N-I-C-E is not pronounced NICE...It's Neese!

ISH: Well, how would I know!...I only been there tweese!

KYSER: Oh, Ish, you're in a fog! Besides we're ready for the first devil dog to try for the first prize -- a fifty dollar war bond! But while he's waitin' for his first showin', here's a dancin' tune so yet's get goin'!

- 1. VICTORY POLKA . . . . .GROUP
- 2. SUNDAY, MONDAY OR ALWAYS . . . . .HARRY

(APPLAUSE)

(Kay: Cue top of next page!)

KAY KYSER  
Commercial #1

-2-

11-10-43

(FROM OCEANSIDE, CALIFORNIA)

KYSER: Now, chillun' here's your Dean of Common Sense,  
With good tobacco ev - i - dence ...

(FROM NEW YORK)

RUYSDAEL: Well, ladies and gentlemen, who could ask for better  
evidence of Luckies' fine tobacco than the fact that  
Luckies are the preferred cigarette of so many independent  
tobacco experts -- auctioneers, buyers, and warehousemen?  
Indeed, sworn records show that with such experts - with  
men who earn their living buying, selling and handling  
tobacco -- it's Luckies 2 to 1. So, for your own smoking  
enjoyment, remember: In a cigarette it's the tobacco that  
counts and year after year, at market after market,  
tobacco experts can see the makers of Luckies consistently  
select the riper, the naturally mellow Lucky Strike  
tobacco. To sum it all up in just five words -- Lucky  
Strike means fine tobacco -- yes, Lucky Strike means fine  
tobacco ...

RIGGS: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

SHARBUTT: Yes, Lucky Strike means fine tobacco ... No wonder that  
with men who know tobacco best, it's Luckies 2 to 1.

(SWITCHOVER TO OCEANSIDE, CALIFORNIA)

-2-

ATX01 0115577

KYSER: Now, chillun, here's your Dean of Common Sense, with good tobacco ev-i-dence.....

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

(Approx. 1.15)

(RETURN CUE)

RUYSDAEL: To sum it all up in just five words - Lucky Strike means fine tobacco - Yes, Lucky Strike means fine tobacco ...

AUCTIONEER: CHANT SOLD AMERICAN

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: : LS - MFT  
: LS - MFT

SHARBUTT: Yes, Lucky Strike means fine tobacco ... No wonder that with men who know tobacco best, it's LuckLes two to one.

(SWITCHOVER TO OCEANSIDE, CALIFORNIA)

ORCHESTRA: KYSER MARCH

SMITH: Professor, we're wastin' time at this camp!

KYSER: Well, Dean, bring out that first round champ!

GEORGIA: Ferdinand Froghammer! You little pest!

KYSER: What's going on here! Georgia! Ferdinand!

FERDY: Ahhhh she's bugs!....I was only trying to prove she's a pin-up girl.

KYSER: How did you find out?

FERDY: I stuck a pin in her and she got up!

~~KYSER: Ferdinand! You are an insufferable, unbearable, good for nothing, triple decked moronic rascal!~~

FERDY: Now you be careful, you old double nasty or I'll put a hurtin' place on you.

GEORGIA: And besides that, he tried to peek at my ankles!

KYSER: Ferdinand, you are up to no good!

FERDY: That's right....I peeked up to her ankles and they're no good!

GEORGIA: You little moron!

FERDY: Now you be careful what you say, or I'll reach up and whap you on the knee!

KYSER: You leave Georgia's knees alone!

FERDY: Ahhhh who cares about Georgia's knees. She's so tall and skinny she doesn't have water on the knee -- she has a high fog!

KYSER: Ferdinand! You are an insufferable, unbearable, ungrateful ...

FERDY: We went over that once before!

KYSER: FERDINAND!

FERDY: Ahhhhhh she's bow legged!

SMITH: First contestant, professor!

KYSER: And he is \_\_\_\_\_

i. Mrs Richard Ettinger of Rocky Mount, North Carolina, says before you Marines took over here at Pendleton, this used to be The Rancho Santa Margarita one of the biggest ranches in the west. It was really a (PLAY) It's so big *here at Pendleton* they can have manuevers on one side of the camp - rifles, bombs, machine guns, cannon and everything - bedlam but on the other side of camp that bedlam is (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 a commander of \_\_\_\_\_ nearby? And there's also another Marine Camp close by here with the same name as another of the President's sons. What's the name of it? And his other two sons are doing a swell job in the service too - John and Franklin, Jr.

3. They have lady barbers here at Camp Pendleton and according to the boys of Camp Adair, Oregon the lady barbers don't mess with fancy haircuts. A guy sits down in a barber chair, the gal takes a look at his hair and says (PLAY). Speaking of lady barbers who was the dame that got Samson clipped? Who was the barber of Seville. Do you know why the Mohler Barber college never wins a football game? Well they always get penalized for clipping.

CONTESTANT: Yes, but they always give the other team a trimming.

4. You'll get a boot out of this one from Anno Pally of Albany, New York, will you distinguish between a boot-shop and a boot camp. Who wrote the famous poem, "Boots" -- Was it 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 cozy woozy 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 wootsey in your pantsy wantsy!

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

BOBBY: (HOLLERS) OH NUTSY NUTSY!



5. It's visiting dean time again in the college of musical diversity. Our first guest for tonight is PFC Eddie Harris. Come on out here Eddie (APPLAUSE) Jim Brown of Hollywood tells us that brother Harris plays a sweet violin and that he was formally with Jan Garber. See if you can tell us what Eddie is about to play. (PLAY) (PLAY)

---

6. I -- for David Leslie of Minneapolis, Minnesota, let's check this Saturday's football battles. Lehigh plays Rutgers, Princeton plays Yale, Penn. tackles North Carolina, and Navy tackles Columbia, while Dartmouth takes on (PLAY) Saturday on Southern Gridirons we'll see Duke opposite Virginia, Georgia against VMI, Georgia Tech against Tulane, Texas against Texas Christian, as Arkansas tries to stop (PLAY)  
(APPLAUSE)

SOUND: CLASS BELL

SMITH: Professor, a first round winner is born!

KYSER: Well, ring the bells and toot the horn!

~~ISH: (THUMPET) Second play entitled: The Rich Friends Didn't  
know him when he came to the city hawking his wares, but  
he got back at 'em with a snappy bon mot.~~

KYSER: The first act is all right. Second act Curtain!

ISH: CLAMS! CLAMS! FRESH CLAMS! I certainly wish I could  
find my old friend, Mr Buzzard, I'll bet he'd buy my  
clams. Ah! There is Mr. Buzzard's house now.

SOUND: KNOCK AND DOOR OPEN

ISH: Well well! if it ain't Mrs. Buzzard! Is Mr. Buzzard home?

JULIE: (SNOOTY) The name is Buh-ZARD!

ISH: Before you got rich and moved to the city, the name was  
Buzzard.

JULIE: The name is Buh-ZARD and Mr. Buh-ZARD is not in!

ISH: Oh. Well when Mr. Buh-ZARD comes in, just tell Mr.  
Buh-ZARD that Mr. Buh-JONES stopped by with a load of  
~~Buh-CLAMS!~~

SMITH: First winner, professor!

KYSER: \_\_\_\_\_!  
Leatherneck, you really did some advancin'! The final  
round'll be mighty enhancin', so light up a Lucky while  
the chillun are dancin'!

3. PUT YOUR ARMS AROUND ME HONEY. . . . . SULLY.  
(APPLAUSE)

KAY: (CUE TOP OF NEXT PAGE)

11-10-43

(FROM OCEANSIDE, CALIFORNIA)

KYSER: Oh a-razz-ma-tazz, that good old jazz. Thanks gang, that was wonderful.

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

SHARBUTT: Let that historic chant remind you that Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco. No wonder that with men who know tobacco best, it's Luckies 2 to 1 ...

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: Sam Houston and Andy Jackson ... there is magic in the sound of the names, magic that stirs up old memories of heroic days along the wild frontier of America. Go back in imagination to the year 1828 ... to a day of early autumn when these two men sat together and spoke of many things. You are with them in the library of the Hermitage, the beautiful plantation home of Andrew Jackson, near Nashville, Tennessee. It is almost twilight ... and the two men are sitting before a cheerful fire that crackles on the stone hearth. They are old friends, these two, and in their faces you can see something of their history. The strong wind-burned face of Sam Houston tells you the story of the woodsman who has lived among the Cherokee Indians, of the hunter, the explorer, the restless pioneer.

(MORE)

DELMAR:  
(CONTD)

And in the lean, scarred face of Jackson you can read the chronicle of the old campaigner, of the hero who won out against overwhelming odds at New Orleans, of the tough, unbreakable spirit that gave him the name of "Old Hickory". The year is 1828, and for both of them it has been a significant year ... Sam Houston is now Governor of Tennessee and Andy Jackson has just become the seventh President of the United States. They have known many things in common, these two old friends ... the fury of battle, the dark silence of the Tennessee woodlands, the restless seeking for new frontiers, new horizons for America. All this they have shared, and something more ... a deep and abiding love for the good earth, the good rich earth of Tennessee. And it is of the earth that Jackson speaks now, of his own fertile acres here at the Hermitage, and of his plans for harvesting this year's fine tobacco crop. Thus the meeting of Andrew Jackson and Sam Houston, in the year 1828, becomes part of the tradition ... the romance of fine tobacco.

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

SHARBUTT: Today America's historic tradition of fine tobacco is  
(Closing "G") carried on by Lucky Strike. Indeed, sworn records show  
that among independent tobacco experts - auctioneers, buyers  
and warehousemen - with men who know tobacco best, it's  
Luckies 2 to 1. So, remember: Lucky Strike means fine  
tobacco - yes, Lucky Strike means fine tobacco - so round,  
so firm, so fully packed, so free and easy on the draw.

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: Lucky Strike means fine tobacco.

RUYSDAEL: LS - MFT

LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

DELMAR: Yes, Lucky Strike means fine tobacco - So smoke the smoke  
tobacco experts smoke - Lucky Strike!

(SWITCHOVER TO OCEANSIDE, CALIFORNIA)

KYSER: Oh, a-razz-ma-tazz, that good old jazz. Thanks gang,  
that was wonderful.

(SWITCHOVER TO NEW YORK)....PICK UP COMMERCIAL NO. 2)  
Approx. 3:30)

(RETURN CUE)

DELMAR: Thus the meeting of Andrew Jackson and Sam Houston, in  
the year 1828 becomes part of the tradition - the  
romance of fine tobacco.

AUCTIONEER: CHANT SOLD AMERICAN

SHARBUTT: Today Americas historic tradition of fine tobacco is  
carried on by Lucky Strike. Indeed, sworn records  
show that among independent tobacco experts - auctioneers,  
buyers and warehousemen, with men who know tobacco best,  
it's Luckies two to one. So remember - Lucky Strike  
means fine tobacco - Yes Lucky Strike means fine tobacco -  
so round, so firm, so fully packed, so free and easy on  
the draw.

AUCTIONEER: CHANT SOLD AMERICAN

DELMAR: Lucky Strike means fine tobacco.

RUYSDAEL: LS - MFT  
LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

DELMAR: Yes, Lucky Strike means fine tobacco - so smoke the smoke  
tobacco experts smoke - Lucky Strike.

(SWITCHOVER TO OCEANSIDE, CALIFORNIA)

ORCH: (CARROLL INTRO) "PRETTY GIRL IS LIKE A MELODY"

KYSER: To wish you Marines many happy returns on this Marine  
 Corps birthday, here is our cover girl, gorgeous Georgia  
 Carroll! (APPLAUSE) And Georgis, I'm sure every Marine  
 will say you're singing just to him when they hear these  
 words to.....

4. HOW SWEET YOU ARE.....GEORGIA.  
 (APPLAUSE)

ORCHESTRA: SPECIAL MUSICAL INTRODUCTION

ORCH: SPECIAL MUSICAL INTRO .....FADES FOR

SMITH: In observing the 168th. anniversary of the founding of the United States Marine Corps, the Marines stationed here at Camp Pendleton, California, want to sing their own Marine Hymn to all of their buddies wherever they may be tonight.

AUDIENCE: (SING "MARINE HYMN")

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

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

(LOCAL NBC STATION SAYS:)

"STATION X X X SALUTES THE MARINE CORPS ON ITS 168th. BIRTHDAY!"

(PLEASE TELETYPE THIS CUE TO ALL STATIONS RELEASING THIS PROGRAM)

ORCH: KYSER MARCH



SMITH: Fess, here's our second round beginner!

KYSER: And he just may be the final round winner!

JULIE: Hello Poncho!

KYSER: Poncho! Listen Julie, a poncho is Marine for a sort of rain coat. It droops all over the body and has a hole for the head!

JULIE: Yeah! Hello Poncho! (PAUSE) Professor, on account of this day is the Marine's anniversary, I baked a cake. I call it a Bouganville cake!

KYSER: Why Bouganville?

JULIE: Because sooner or later it will fall! (APPLAUSE)

KYSER: That's very nice, but this is my birthday too you know -- you could have named the cake after me.

JULIE: Oh, but this isn't a sponge cake!

KYSER: You don't have to get personal! Has the cake got eggs in it?

JULIE: Sure, I've got a chicken.

KYSER: Oh, a one layer cake!

JULIE: That's the funniest yolk I ever heard!

KYSER: Thanks. That's mighty white of you.

JULIE: Besides this cake has five layers and I used three dozen eggs! My chicken laid them all between seven and eight o'clock last night!

KYSER: I'd like to ask that chicken how she can lay three dozen eggs in an hour!

JULIE: Does a chicken ask you?

SMITH: First second-round Devil Dog, Fess!

KYSER: And he is \_\_\_\_\_!

1. From the folks of the Med Corps of the 20th General Hospital in Assam (India) comes this story of a sailor on leave. The story takes place aboard the (PLAY). Our sailor on leave got a little hungry, so he headed for the <sup>diner</sup> ~~(PLAY)~~ He shared a table with a lovely young thing. It was love at first sight, and pretty soon it was (PLAY). But just then a Marine gave her the eye, the gal swooned, the sailor saw it and said - Those Marines!! I know (PLAY)

2. Nicholas Jannoni of Belmont, Massachusetts, asks - in the song, which one of the three little sisters loved the Marines - the first one, second one, or third one. A movie actress who played Kitty Foyle loves a Marine. Who is she? An actress with a French accent -- now an American - loves a Marine. Who is she? ~~In the Marine Hymn, what shores are mentioned? What is a shore dinner? When you leave here it might be your duty to protect any one of many shores. Which shore would you rather protect?~~

COMMENTARY: Dinah Shore!

3. Seaman Bill Rich somewhere with Uncle Sam's fleet in the Pacific asks what popular radio show comes on the air with this theme (PLAY) Will you distinguish between Charlie, Glen and Joe (*McCarthy*)?

*P. F. C. Jack Barley of Bluefield W. Va. says*

4. When you fellows leave here you no doubt will be stationed all over the world. We're going to ask Harry Babbitt to imitate an instrument you'll hear a lot if you're stationed in a certain country. (PLAY) (HARRY). And also over in Ireland you'll see the natives dance the (PLAY). And if you're stationed down in the South Pacific, you'll hear lots of (PLAY). And you'll see the natives dance to the Tom Toms, so we'd like you to put on this grass skirt and shake your tummy to the Tom Toms. (PLAY)

5. Our next visiting deans are really aces so on your toes while we put them through their paces. They're the Camp Pendleton Ridge Runners. Come a runnin' men (APPLAUSE) Here's a hillbilly group that's tops. Philip Capstaff of Dumont, New Jersey wants you to tell us what Wally, Milt, Johnny, Tex and Wild Bill Holyoke are about to play. (PLAY) (PLAY)

6. For Cpl. Ernest Farrant, somewhere in the South Pacific, let's list some more of Saturday's football classics. Illinois plays Ohio State, Indiana plays Great Lakes Naval, Michigan plays Wisconsin, while at Minneapolis, Minnesota is host to (PLAY) Missouri plays Oklahoma, Northwestern takes on Notre Dame and at Berkely U.C.L.A. *participate in the homecoming of Calif.*  
~~will take the field against (PLAY)~~

(APPLAUSE)

SOUND: CLASS BELL

SMITH: Fess, that second round winner was really smart!

KYSER: Why, <sup>he showed his stuff</sup> ~~I knew he'd win,~~ right from the start!

ISH: Oh boy! Some food I'll say! Right across the border in Tie-joo-ana.

KYSER: Ish! Tee-you-anna!

~~ISH: Tee-you-anna! That don't mean anything.~~

KYSER: Why?

~~ISH: Because Anna doesn't live there any more, and nuts Teeyou!~~

~~KYSER: Never mind! What did you have to eat there?~~

ISH: Fried fry joals.

KYSER: You mean free holies!

ISH: No no. I had to pay for 'em.

KYSER: Ish! The word is free holies! "J" in Mexican is pronounced like "H":

ISH: How would I know - I'm just a herk!... Well, shall we tell a few hokes, or do you feel hokey tonight?

KYSER: Ish! I'm only trying to tell you that Mexican words are pronounced differently than the English spelling. When you're in Mexico, do as the Mexicans do!

ISH: And when you're in Rome, do as the Yanks do! (Applause)

KYSER: You have something there, BUT <sup>in English</sup> J is J! The J in jokes does not have the "H" sound in our language!

ISH: Your jokes sound like "H" in any language.

KYSER: Ish!

ISH: Well, they don't pronounce words the way they're spelled in California, neither!

KYSER: They don't?

ISH: No. For instance, they got a town in California spelled  
L-A J-O-L-L-A! How do you think they pronounce it?

KYSER: How?

ISH: San Luis Obispo!

SMITH: Second winner, professor!

KYSER: He is \_\_\_\_\_!

Nice guessin', Leatherneck, you're in line for the final  
check! So light up a Lucky, take it easy, while the  
chillun dance to a tune that's breezy!

5. PISTOL PACKIN' MAMA . . . . . PRODUCTION

(APPLAUSE)

(KAY: CUE TOP OF NEXT PAGE!)

(FROM OCEANSIDE, CALIFORNIA)

KYSER: Now, chillun, let's all listen to some more good common sense from Dean Basil Ruysdael ...

(FROM NEW YORK)

RUYSDAEL: Well, ladies and gentlemen, today, just as in the year 1828, in the time of Sam Houston and Andrew Jackson - the enjoyment you get out of smoking depends upon the quality of tobacco you select. Yes, in a cigarette, it's the tobacco that counts ... so here are facts decidedly worth remembering when you buy cigarettes ...

BOONE: (CHANT - SOLD AMERICAN)

SHARBUTT: Remember that at market after market, year after year, the makers of Luckies consistently select and buy fine tobacco - the riper, the naturally mellow Lucky Strike tobacco.

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: Remember, sworn records show that among independent tobacco experts - auctioneers, buyers, and warehousemen - with men who know tobacco best, it's Luckies 2 to 1.

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

SHARBUTT: Remember, and act upon, this clear-cut fact: Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco.

RUYSDAEL: LS - MFT

LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

DELMAR: Yes, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

(SWITCHOVER TO OCEANSIDE, CALIFORNIA)



KYSER: Now, children, let's all listen to some more good common sense from Dean Basil Purgess.

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

(Approx )

(RETURN CUE:)

(SWITCHOVER TO OCEANSIDE, CALIFORNIA)

- 6. ALWAYS. . . . . ORCHESTRA
- ~~7. CANDLELIGHT AND WINE. . . . . GEORGIA & HARRY~~

ORCH: KYSER MARCH

11/10/43

SMITH: Fess, shall I tell these Leathernecks it's time for the showdown?

KYSER: Yes, bring 'em up Dean, and I'll shoot 'em the lowdown.

1. The Marines are celebrating this 168th Anniversary by doing some terrific fighting on the march to Rabaul through island after island in the Pacific, so in their honor we are going to take "islands" for the theme of our final round tonight. For instance, where would the Marines be fighting if they were stationed on the title of this song

(PLAY) Corporal James Russo of Fort Bliss, Texas, wants to know *the female star of Coney Island? Tonight in Hollywood* where and what is Coney Island? ~~You Marines were the stars of the~~ *There's the world premier of the picture about your marines* battle of Wake Island - ~~Can you name one star of the picture "Wake Island"?~~ *fighting on an Island - lots of it was filled right here at Camp Pendleton - what in the picture?*

2. Charles Sester of Newark, New Jersey, says Long John Silver would have been a happy guy if he'd have found some Marines stationed on

(PLAY). By the way, who wrote *Treasure Island*? What islands still in the news have the same name as an ancient wise king? Where is \_\_\_\_\_ ~~on the West Coast?~~

ATX01 0115599

3. When words were added to Tschaikowsky's Andante Cantabile those words were about a certain island, and Corporal Leonard Lucas of Republic Field, N.Y., wants you to listen and tell us what it is (PLAY). Can you distinguish between Bedloe's Island, Ellis Island, and Devil's Island? ~~Catalina is an island name three other things named Catalina. In the Aleutian Islands, would you call the Japs dream of a victory "Allusionations"?~~

4. Pat Boylen of Corvallis, California, says there are two islands in the English Channel named after cows. Maybe this will give you a clue to one of them. (PLAY).. Do they train singers on the Canary Islands? What islands were little ponies named for? ~~Are the 1000 Islands in this country? Where are they?~~

(APPLAUSE)

SOUND: CLASS BELL

SMITH:

*ready to give the winner his cravat?*  
 Fess, time for the prize - did I catch you napping?

KYSER:

*First here what they're tapping all over the nation*  
 Oh, no! Just waiting to hear ~~that~~ *all* America's tapping.

(SWITCHOVER TO NEW YORK ... PICK UP LS-MFT)

(Approx. .35)

AUCTIONEER:CHANT SOLD AMERICAN

RUYSDAEL: LS - MFT  
 LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
 LS - MFT

DELMAR: Yes, Lucky Strike means fine tobacco. No wonder that with men who know tobacco best, it's Luckies two to one.

AUCTIONEER:CHANT SOLD AMERICAN

(SWITCHOVER TO OCEANSIDE, CALIFORNIA)

(FANFARE)

SMITH: The Camp Pendleton champ, Fess!

KYSER: It's a tie, so help me, one with a perfect score and the other just tied in the final round, so therefore, Miss Virginia Payne gets a first prize of \$50 War Bond and Mr. Orville Miller not only gets a \$50 War Bond first prize for tie, but for getting a perfect score all the way he gets an additional \$25 bond or \$50 to Miss Payne - \$75 to Orville Miller, the two winners.

Kids you did some fine leather neckin' accordint to the judges checkin'.

*The rest of that, please stick to send for the 9 on War Bonds card! All to you a*  
 of Luckies. And then! ~~ARMY AND NAVY BOND~~ *ARMADA THEN!* ~~card~~

*a happy birthday and*  
 To all you others, you devil-dog brothers, a package of better than ever LUCKY STRIKE CIGARETTES!

(CHEERS)

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

(APPLAUSE)

KYSER THEME

KYSER:

Well chillun, das all until class time next Wednesday night. Remember - the address for questions to the old Professor is -- Kay Kyser - Box 909, Los Angeles, Zone 53, California. We want to thank Major General Joseph C. Fegan, and Captain M.M. McCallen of Camp Pendleton for the privilege of being here to help celebrate the Marine Corps' 168th Birthday. And what a record you Marines have hung up since November 10th, 1942!...Guadalcanal, Vela, Rendova, Munda, Bono, and now Bougainville. The whole Allied world pays honor to your Corps. And when November 10th dawns in 1944, ~~we hope you are~~ <sup>we're betting you'll be</sup> in Singapore, Manila, and Tokyo!

~~And ladies and gentlemen, it is such efficient and finished Marine combat teams as are trained here at Camp Pendleton which have made our Pacific victories possible. Marine raiders, paratroops, artillery, Marine tanks and amphibious tanks, communications, and anti-aircraft...all are meshed here at Pendleton into a tailor-made battering team for each new assignment.~~ So keep hitting 'em Marines.. as America says to you "Happy birthday...and thank you very much". Next Wednesday we'll be holding class with the ~~infantry~~ <sup>and infantry</sup> and mechanized forces at Camp Cooke. And until then...this is Kay Kyser thinking of you. Thanks a lot for bein' with us...and so long...everybody!

(APPLAUSE)

LUCKY THEME

(SWITCHOVER TO CHICAGO)

CHICAGO

ANNOUNCER: This program was presented by Lucky Strike for the entertainment of the men at Camp Pendleton.

(SWITCHOVER TO NEW YORK...PICK UP SIGN-OFF)

RUYSDAEL: The famous tobacco auctioneers heard on tonight's program were Mr. F.E. Boone of Lexington, Kentucky.

BOONE: CHANT SOLD AMERICAN

RUYSDAEL: And Mr. L.A. "Speed" Riggs of Goldsboro, North Carolina.

RIGGS: CHANT SOLD AMERICAN

RUYSDAEL: Basil Ruysdael speaking for the makers of Lucky Strike, the cigarette that means fine tobacco - Yes, Lucky Strike means fine tobacco -

~~TICKER: (2 & 3, 2 & 3, 2 & 3)~~

RUYSDAEL: LS - MFT  
LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: Yes, Lucky Strike means fine tobacco. So, smoke the smoke tobacco experts smoke - Lucky Strike.

N.B.C.

ANNOUNCER: The Navy Department does not endorse any product, and this broadcast is not intended as an endorsement of the advertised product by the Navy Department.  
This program came to you from Camp Pendleton, California and New York.

~~THIS IS THE NATIONAL BROADCASTING COMPANY.~~

# FOOTE, CONE & BELDING

Advertising

117 PARK AVENUE, NEW YORK 17, NEW YORK

CLIENT: THE AMERICAN TOBACCO CO. REVISION: \_\_\_\_\_ NETWORK: NBC  
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 10:00-11:00 PM EWT  
DATE: NOVEMBER 17, 1943 - #295 REPEAT: \_\_\_\_\_

"KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE"

*As Broadcast*

## ROUTINE

1. SHOO SHOO BABY
2. IF YOU PLEASE

SULLY MASON & GROUP

*Harry Babbitt*

### COMMERCIAL ONE

#### ROUND ONE

3. I DUG A DITCH

GROUP

### COMMERCIAL TWO

4. MY HEART TELLS ME

GEORGIA CARROLL

### STATION BREAK

#### ROUND TWO

5. PAPER DOLL

PRODUCTION

### COMMERCIAL THREE

6. PUSHIN' SAND

ORCHESTRA

7. ~~PEOPLE WILL SAY WE'RE IN LOVE~~

~~HARRY BABBITT~~

### FINAL ROUND

8. ~~GET HAPPY~~

~~ORCHESTRA~~

ATX01 0115604

(REVISED)

.....THE AMERICAN TOBACCO COMPANY

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

# 295

(Originates at Camp Cook, Lompoc, California)  
(With switchovers at NBC, New York, for commercials and closing.)

7:00 -- 8:00 PM PWT

Wednesday, November 17, 1943

(FROM NEW YORK) (Approx. .35)

RUYSDAEL: With men who know tobacco best, it's Luckies two to one.

AUCTIONEER: CHANT SOLD AMERICAN

RUYSDAEL: LS - MPT  
LS - MPT

TICKER: (2 & 3, 2 & 3, 2 & 3,)

SHARBUTT: Yes, Lucky Strike means fine tobacco - so round, so firm,  
so fully packed, so free and easy on the draw.

AUCTIONEER: CHANT SOLD AMERICAN

(SWITCHOVER TO CAMP COOKE, CALIFORNIA)

(OPENING THEME)

SMITH: LUCKY STRIKE presents for the entertainment of the men of  
the Army mechanized forces at Camp Cooke, California --  
Kay Kyser's College of Musical Knowledge! -- with Diane  
Pendleton, Harry Babbitt, Julie Conway, Sully Mason, Ish  
Kabibble, Georgia Carroll, and KAY KYSER IN PERSON!

AUDIENCE: "ROLL THOSE TANKS!" "ROLL 'EM-ROLL 'EM-ROLL 'EM-ROLL 'EM-  
ROLL 'EM!" "HOORAY!"

KYSER THEME . . . . . "THINKING OF YOU"

(AUDIENCE APPLAUSE UP BIG)



KYSER: Evenin' folks, how y'all? Well tonight, chillun we're holding class with the mechanized and motorized forces and the infantry at Camp Cooke on Pneumonia Point. Camp Cooke. It's just out of Guadalupe which is just out of bounds. Boy, have they got tanks here. Tank -- that's a sand storm with a gear shift. And are these tanks hot inside. I rode in one this morning and it was so hot that when I got out, the tongues of my shoes were going (STICK OUT TONGUE AND PANT). Diane, I saw you riding around in a tank today, where did you ride to?

DIANE: That nice little town right close here they call Lompoc.

KYSER: Lompoc. That's a funny sounding word...Lompoc...there ought to be a big joke around 'Lompoc'.

BOBBY: THERE IS, BROTHER, AND YOU'RE IT.

KYSER: That's enough of that stuff. These Camp Cookers want to get their hookers on the \$115.00 in War Bond prizes. But before the first chance, come on, chillun, yet's dance.

- 1. SHOO SHOO BABY . . . . . SULLY & GROUP
- 2. IF YOU PLEASE . . . . . HARRY

(FROM CAMP COOKE, CALIFORNIA)

KYSER: Now here's the man who's always able - to put the facts right on the table - our Dean of Common Sense, Basil Ruysdael.

(FROM NEW YORK)

RUYSDAEL: Well, ladies and gentlemen in a cigarette it's the tobacco that counts ... So surely, in selecting your cigarette, you'll profit by the experience of independent tobacco experts - auctioneers, buyers, and warehousemen, who earn their living in buying, selling and handling tobacco. Sworn records show that with such independent tobacco experts - with men who know tobacco best, it's Luckies 2 to 1.

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: Remember, Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco.

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

DELMAR: Yes, Lucky Strike means fine tobacco. So smoke the smoke (Impulse Tag #2) tobacco experts smoke, Lucky Strike.

(SWITCHOVER TO CAMP COOKE, CALIFORNIA)

KYSER: Now here's the man who's always able to put the facts right on the table - our Dean of Common Sense, Basil Ruysdael.

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

(Approx. 1.00)

(RETURN CUE)

RUYSDAEL: Sworn records show that with such independent tobacco experts - with men who know tobacco best, it's Luckies two to one.

AUCTIONEER: CHANT SOLD AMERICAN

RUYSDAEL: Remember Lucky Strike means fine tobacco - Yes, Lucky Strike means fine tobacco.

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT

DELMAR: Yes, Lucky Strike means fine tobacco. So smoke the smoke tobacco experts smoke, Lucky Strike.

(SWITCHOVER TO CAMP COOKE, CALIFORNIA)

ORCHESTRA: KYSER MARCH

FESS: Fess, first round's about to be born!

KYSER: Well, blow the bugle! Toot the horn!

ISH: (TRUMPET AND SLEIGH BELLS) Ish K. Bibble's Early  
Christmas Shopping Suggestions!

KYSER: ~~Well, well! For a mess, you're getting mighty ridiculous.~~  
*Keep going,*  
Proceed, Sad Sack!

ISH: Okay. Soldiers, I am sure your sergeant's cat would like  
a hot-water bottle.

KYSER: Hot water bot..Ish! Sergeants don't have cats!

ISH: Ever' one I ever seen had a frozen puss. And for the girl  
friend back home, a nice feather-lined dressing gown.

KYSER: That's nice.

ISH: Yeah--that ought to tickle her.

~~KYSER: Ish, for the life of me I can't think what to send my  
cousin Nellie in the WAAC's.~~

~~ISH: For Cousin Nellie in the WAAC's I would suggest a box of  
Constance Bennett Cosmetics.~~

~~KYSER: Constance Bennett Cosmetics. And what do you think my  
cousin Fred in the infantry would like?~~

~~ISH: Constance Bennett.~~

SMITH: First contestant, professor!

KYSER: And he is \_\_\_\_\_!

1. This one from Private Ernest Broudy of Naval Air Station, San Diego, is about one of the tank drivers <sup>here</sup> who was formerly a taxi driver. <sup>the taxi driver</sup> When he first got in the tank, he told the instructor, he didn't need any instructions. The instructor replied "Driving a taxi is <sup>fairly simple</sup> ~~one thing~~, but in a tank (PLAY). The taxi driver wouldn't listen, he got in, gave it the gun, and the tank started running wild. It pulverized big rocks and mowed down (PLAY). <sup>The tank started</sup> ~~He headed the tank~~ <sup>going up - he didn't know how to stop it so the</sup> ~~towards a level spot in the valley, but pretty soon he was (PLAY).~~ ~~He didn't know how to stop it so from the top of the windy hill, the~~ tank went right on up (PLAY).

2. Speaking of tanks, the nurses at the Naval Air Station, Pensacola, Florida, ask what movie star says "Ay tank I go home"? What's a tank town? What does cantankerous mean? What movie star's last name is the same as that of an American tank?

3. As you know, all the tanks are named, and most of them are named for girls. We're about to play four songs whose titles are the same as names of tanks, and Miss Lillian Kline of New York City wants you to pick out the names of 3 of them. (PLAY). For a moment let's imagine that the name of your tank is so long you can't paint it all on, so you have to ride along with your head outside of the turret singing the name of your tank. It's "Conchita, Marcheta, Lolita, Pepita, Rosita, Juanita Lopez". (PLAY) (CARD). (AND BARREL)

4. Before becoming great soldiers, you men were good mechanics, engineers, etc. Now Corporal Leo Glover somewhere in the South Pacific, says before becoming TARZAN, Johnny Weismuller was famous as a what? And before becoming movie stars, Jimmy Cagney and George Raft both indulged in the art of what? And before becoming popular on the radio and in movies, Fred Allen and W. C. Fields were famous as what?

(SOUND).

5. "MOIDER" stalks the air lanes tonight. Private Oscar Bondi of Camp Howze, Texas, wants you to help us with the sound effects in this blood-curdling mystery - You complete the story by describing the sound effect. It's past midnight - the clock strikes (SOUND). All is quiet as there comes an hysterical (SOUND). Then dead (SOUND). Slowly there is heard a squeaky (SOUND) - a hand appears and there's a (SOUND). A woman's voice says (SOUND). The answer was (SOUND). The woman yells and then to the rescue comes (SOUND).

6. For Bettie Morris of Chicago, see if you can make a touch-down on this Saturdays football battles. Columbia plays Colgate, Dartmouth plays Princeton, it's Maryland against VMI, Penn State against Pitt, while up on the Hudson, Brown will be hearing its opponent sing (PLAY). Also this Saturday Duke takes on North Carolina, Louisiana State tackles Tulane, Illinois challenges Northwestern while Minnesota will hear its visitors chant (PLAY)

(APPLAUSE)

SOUND: CLASS BELL

SMITH: Fess, the first winner came through coastin.

KYSER: Well trot him out, Dean and we'll start the toastin.

SMITH: The first round winner, Fess.

KYSER: Yes, yes. Contestant number \_\_\_\_\_ . My man you really knew how to take us, you're in line for the final fracas. So light up a Lucky and have a smokey while we dance to a tune which we did in the MGM picture, 'As Thousands Cheer'.

3. I DUG A DITCH . . . . . GROUP

(APPLAUSE)



(FROM CAMP COOKE, CALIFORNIA)

KYSER: Oh man ... you had us jiggin' with your diggin'. Thanks, gang, very much.

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: Let that historic chant remind you that Lucky Strike means fine tobacco -- yes, Lucky Strike means fine tobacco -- No wonder that with men who know tobacco best, it's Luckies 2 to 1 ...

RIGGS: (CHANT - SOLD AMERICAN)

SHARBUTT: A narrow stream winds through the heart of Virginia ... A famous stream, for along its rugged banks a great battle was fought almost a hundred years ago. Go back in imagination to Sunday morning, July 21st, 1861 ... go back to the thunderous plains of Manassas and the first historic Battle of Bull Run. You are among the men of a southern regiment, and since early dawn the fight has been going against you. It is almost noon now ... the sun blazes red in the sky ... the heat is oppressive ... it seems impossible to hold out longer, for your regiment is outnumbered, outgunned, hemmed in on three sides. But there is one man who keeps you fighting ... a bearded giant in a soiled gray uniform and dusty cavalry boots, a wounded giant who rides a raw-boned sorrel horse, yelling encouragement, refusing to retreat.

(MORE)

SHARBUTT: Because of him, you stick it out and hold like a stone wall.  
(CONTD)

Within an hour, the crisis is over. Reinforcements are rushed up, the tide of battle turns, the day is won. That night, as you bivouac under the stars, the bearded giant walks among his men to congratulate them on their gallant action -- an action that has given him a new name, for from this day forward he will be known to the world as -- Stonewall Jackson. Yes, for the men of Jackson's regiment this Sunday of July 21, 1861 has been a long, bitter and glorious day. But with the coming of evening, as you sit around the campfire, the great General Stonewall Jackson and his valiant soldiers find comfort ... solace in the tobacco they carry in their kits ... in the mild, mellow tobacco that comes from the good rich acres of their own farms. Yes, the story of Stonewall Jackson and the brave men from the tobacco plantations who fought under his command, is part of the tradition - the romance of fine tobacco.

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

KAY KYSER - 5 - 11-17-43  
Commercial #2 (Stonewall Jackson, hero at Manassas) (CONTD)

RUYSDAEL: Here are five words that today stand for that tradition  
(New closing "C") of fine tobacco: Lucky - Strike - means - fine - tobacco.  
Yes, Lucky Strike means fine tobacco, so round, so firm, so fully packed, so free and easy on the draw. Ladies and gentlemen, isn't this worth acting on? Remember, sworn records show that among independent tobacco experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1.

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MEY

LS - MEY

TICKER: (2 & 3, 2 & 3, 2 & 3)

DELMAR: Yes, Lucky Strike means fine tobacco. No wonder that with  
(Impulse Tag #1) men who know tobacco best, it's Luckies 2 to 1.

(SWITCHOVER TO CAMP COOKE, CALIFORNIA)

KYSER: Oh man....you had us jiggin' with your diggin'. Thanks, gang, very much.

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

(Approx. 3.30)

(RETURN CUE)

RUYSDAEL: Remember, sworn records show that among independent tobacco experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies two to one.

AUCTIONEER: CHANT SOLD AMERICAN

RUYSDAEL: LS - MFT  
LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

DELMAR: Yes, Lucky Strike means fine tobacco. No wonder that with men who know tobacco best, it's Luckies two to one.

(SWITCHOVER TO CAMP COOKE, CALIFORNIA)

ORCH: (CARROLL INTRO "PRETTY GIRL IS LIKE A MELODY"

KYSER: Now...here's a looker for you Camp Cookers. It's our stop, look at, and listen to girl....gorgeous Georgia Carroll! (APPLAUSE) What a picture...thousands of men in Army tan listen as a beautiful girl has a heart to heart talk with them....

4. MY HEART TELLS ME. . . . .GEORGIA

(APPLAUSE)

GLEE CLUB: "GREAT NEWS IS IN THE MAKING"

GLEE CLUB: "GREAT NEWS IS IN THE MAKING".....FADE FOR:

SMITH: As we pay tribute to the fighting spirit of the Army's armored and mechanized divisions, the old College pauses across the nation for station identification.

(LOCAL NBC STATIONS SAYS)

"STATION X X X Salutes the Army Mechanized Forces!"

(PLEASE TELETYPE THIS CUE TO ALL STATIONS RELEASING THIS PROGRAM)

KYSER MARCH

SMITH: Fess, here's the second group to make it's debut.

KYSER: Well, line 'em up and we'll put 'em through.

DIANE: Professor, I'm mad. Ferdinand Froghammer sent me for a  
finnegan rod and I found out there's no such thing.

FERDY: AH, She's bugs.

KYSER: Ferdinand, you're a rascal. A homely little rascal.

FERDY: Yeah, I may be homely but I don't lead a band too.

KYSER: If you don't mind, we'll just pass over my face.

FERDY: It looks like a tank had already passed over it.

KYSER: That's beside the point. If you want to try any of your  
practical jokes, try 'em on me. At least I've got more  
sense than to look for such an impossible thing as a  
finnegan rod in Camp Cooke.

FERDY: Not much more.

KYSER: What do you mean?

FERDY: Last night I seen you lookin' for a girl in Lompoc.

SMITH: Fess, it's time for the second round wizard!

KYSER: Well, yet's shoot him the works from A to izzard!

And he is \_\_\_\_\_!

1. For Mrs. Clayton Stone of Lawrence, Kansas, we'll tell a blighted love story of three soldiers. Their commanding officer granted them a few hours leave, but he told them to be sure to be back (PLAY) ~~They dashed away together because they were in love with the 3 little Sisters.~~ Time flies when romance is in the air, so it was 3 o'clock in the morning when they got back to camp. They conteded it was only eight o'clock by their watches, and the sentry said "You're looking at those watches like (PLAY) So from behind bars, the boys wrote <sup>their girls</sup> ~~the 3 little Sisters~~ and said, "Looks like we're locked up for the duration, so here's wishing you a (PLAY).

2. <sup>all</sup> ~~At some time or other,~~ you fellows have heard the clank of a tank, so for Capt. William B. Britton somewhere in the Southwest Pacific, we're going to put the word "clank" in some song titles, and we want you to tell us what the correct names of the songs are. Clank gotta <sup>gal</sup> clank in Clankama Clank. I clank a <sup>Kalamazoo</sup> clank, <sup>want girl</sup> clank like the <sup>girl</sup> clank that <sup>manied dear</sup> clanked clank old clank. I clank of clankin' clanker. Now sing these words to "Tramp, Tramp, Tramp the Boys are Marching" (CARD)

CONTESTANT: CLANK, CLANK, CLANK THE YANKS ARE TANKING  
 BANK ON THE YANKS TO BLANK THE CRANKS  
 ROMMEL GOT A GENERAL'S RANK  
~~BUT HE KNOWS NOW THAT IT STANK~~ <sup>But we didn't give a clank,</sup>  
 FOR THE TANKS ARE GIVING HIS SHANKS AN AWFUL SPANKING!

KYSER: I'd like to say a word now about a very special guy in this army of ours. I'm talking about the American Infantryman. The infantryman trains hard for the tough job that he knows lies ahead. Overseas, he's the guy who is out in the front lines day after day, slugging away, winning and holding the ground, beating the enemy soldier in individual combat. He's doing a job that takes the utmost in nerve and knowledge, training and endurance, all of which he has. Here's to the American Infantryman. (APPLAUSE)



3. Lynn Howe of Hillsborough, California, wants us to imagine for a moment that we are the Army Band, and by the way we play the "Field Artillery March", you tell us what type of function we are playing for... (PLAY) After a hard day's drilling the boys are relaxing a bit, so we play for a (PLAY) At this time it was love at first sight for the <sup>one of</sup> soldiers, ~~so~~ pretty soon the Army Band was playing for his (PLAY)

4. Lt. George G. Kershaw, somewhere in Australia, wants us to assume that a certain orchestra leader is here in the Camp Cooke Band, and from his theme song tell us who he is (PLAY) Now here's a clarinet Let's imagine you're \_\_\_\_\_ . Every time the orchestra stops, you play. (PLAY)

5. Our next visiting dean is PFC John Fedell, a radio operator in the Colonels tank....Come on out here sparks (APPLAUSE) Brother Fedell's home town is Williamsport, Pa. and Major Lee Jones of Philadelphia, Pa. wants you to tell us what he's about to play on his accordian. (PLAY) (PLAY)

6. For Byard Boyce, Jr. of Albuquerque, New Mexico, let's go on with the pigskin parade. This Saturday, Rice plays Texas Christian, Southern Methodist plays Texas Tech, ~~it's Indiana vs. Purdue~~, Iowa vs. Nebraska, as Iowa Preflight smacks into (PLAY) Iowa State takes on Kansas State, Kansas plays Missouri, Michigan tangles with Ohio State, and at Los Angeles, St. Mary's goes against (PLAY)

(APPLAUSE)

SOUND: CLASS BELL

SMITH: Fess, here's our second winning contender.

KYSER: Yes, and he looks like a solid sender.

ISH: (GONG & BIRD WHISTLE) Ish K. Bibble's Nature Studies.  
Tonights subject - trees. Now they are many kind of  
trees, includin' the tree, the shoe tree, Gene Autry  
and the Infantry.

KYSER: Ish. What does an infan-tree look like?

ISH: Well this here now Camp Cooke infantry is sort of like  
a palm tree, except the infantry has very short leaves  
and no dates.

SMITH: Second round winner, professor.

KYSER: And it is #2 Jack Lasslow with a perfect score Pappy your  
answers were really classy, so light up a Lucky, oil your  
chassis, grab yourself a pretty lassie and yet's dance.

5. PAPER DOLL . . . . . PRODUCTION

(APPLAUSE)

KAY KYSER  
Commercial #3

-7-

11-17-43

(FROM CAMP COOKE, CALIFORNIA)

KYSER: Now, chillun, let's listen to Kenneth DeImar of our Common Sense Department ...

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: To the people of Stonewall Jackson's time a century ago, fine tobacco was important as one of the good things of life ... just as it is to you and me. And that tradition of fine tobacco is being carried on today by the makers of Luckies. Yes, at market after market, year after year, we consistently select the riper, the naturally mellow Lucky Strike tobacco. Ladies and gentlemen, independent tobacco experts, present at the auctions, can see just who buys what tobacco. So remember this outstanding fact, which is established by sworn records: Among independent tobacco experts - auctioneers, buyers, and warehousemen - with men who know tobacco best, it's Luckies 2 to 1!

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

-7-

ATX01 0115625

KAY KYSER  
Commercial # 3 - (CONTD)

-7-a-

11-17-43

DELMAR: In a cigarette it's the tobacco that counts and Lucky  
Strike means fine tobacco - yes, Lucky Strike means fine  
tobacco!

RUYSDAEL: LS - MPT

LS - MPT

TICKER: (2 & 3, 2 & 3, 2 & 3)

SHARBUTT: Yes, Lucky Strike means fine tobacco ... so smoke the smoke  
(Impulse  
Tag #2) tobacco experts smoke -- Lucky Strike.

(SWITCHOVER TO CAMP COCKE, CALIFORNIA)

-7-a-

ATX01 0115626

KYSER: Now, chillun, let's listen to Kenneth Delmar of our common sense department ...

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

(Approx 1,05)

(RETURN ONE)

RUYSDAEL: Among independent tobacco experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies two to one.

AUCTIONEER: CHANT SOLD AMERICAN

DELMAR: In a cigarette it's the tobacco that counts and Lucky Strike means fine tobacco - Yes, Lucky Strike means fine tobacco.

RUYSDAEL: LS - MFT  
LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

SHAREBUTT: Yes, Lucky Strike means fine tobacco - so smoke the smoke tobacco experts smoke - Lucky Strike

(SWITCHOVER TO CAMP COOKE, CALIFORNIA)

6. PUSHIN' SAND .....ORCHESTRA

~~KAY: (Please plug 'People Will Say' as number 2 on the Hit Parade last Saturday)~~

7. ~~PEOPLE WILL SAY WE'RE IN LOVE.....HARRY~~

ORCH: KYSER MARCH.

SMITH: Fess, please don't stand there lockin', the Camp Cooke final round is cookin'!

KYSER: Why of course, Dean. And the first of our two winning contenders is....

1. They say an Army travels on its stomach, and from what we've seen in all the camps around the country, the Quartermaster Corps has done a wonderful job of feeding our boys - So in our final round tonight from Camp Cooke, we salute the camp cook! We agree with Seabee Len Thompson somewhere in the Caribbean, that Uncle Sam's chefs are really at (PLAY) Our boys like the cooks so well that everytime they see one they say (PLAY) Who is Cookie Lavagetto? We know Alton Cook is the movie critic on the New York World Telegram, but who is Joe Cook?

2. I'm sure it won't take you long to tell us what bugle call <sup>miss a call what's this mean - "now you're</sup> this is (PLAY) ~~Here're the words to that song and we want~~ <sup>cooking with gun"</sup> ~~you to fill in the words that are missing - Berkey, Berkey, Berkey - Soupy Soupy Soupy - Coffee, Coffee, Coffee - The boys tell me the lowest form of army life is either OD, GI, KP, CO - Which is it? What's a Cook's Tour?~~

*(Applause)*  
*Sound: Class Bell*

SMITH: Pass, here's the winner - shall we shout hooray?

KYSER: First, <sup>here</sup> ~~here's~~ what they're tappin' through the whole U.S.A.

(SWITCHOVER TO NEW YORK...PICK UP LS-MFT)

(Approx .35)

AUCTIONEER: CHANT SOLD AMERICAN

RUYSDAEL: LS - MFT  
LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT

DELMAR: Yes, Lucky Strike means fine tobacco. No wonder that  
with men who knew tobacco best, it's Luckies two to one.

AUCTIONEER: CHANT SOLD AMERICAN

(SWITCHOVER TO CAMP COOKE, CALIFORNIA)

(FANFARE)

SMITH: Final winner, professor!

KYSER: And it is, with a perfect score all the way, Sgt. Clarence  
Kinzeler from Dayton, Ohio. Cause you were in fine fettle, you  
not only win the sharpshootin' medal of the first prize of a  
crisp brand new \$50 War Bond, but for having a perfect score  
all the way, an additional \$25 bond, or \$75 to Kinzeler.

bond. To the follower-upper for aimin' true, this \$25  
bond to you. To each of the other four Camp Cooks, ten  
dollars in stamps for the old stamp books. All six get a  
carton of Luckies. And then! AAAAAAAAAAAAAAND THEN!  
To all who made this buildin' rock, a free excursion  
ticket to Lompoc and a package of better-than-ever

LUCKY STRIKE CIGARETTES!

(CHEERS)

~~GET HAPPY~~ . . . . . ~~ORCHESTRA~~

(APPLAUSE)

KYSER THEME



KYSER: Well, chillun, das all until class time next Wednesday. Remember - the address for questions to the old Professor is -- Kay Kyser -- Box 909, Los Angeles, Zone 53, California.

We want to thank Colonel H. C. Brumbaugh ~~and~~ Captain John M. Wayman <sup>the special service officer</sup> for their fine hospitality shownus here at Camp Cooke.

~~And ladies and gentlemen, talk about your Buck Rogers brand of war -- these men are perfecting it here. To see these men raid and maneuver is the kind of a thrill that brings you to your feet cheering. Though they ride steeds of steel -- the M5's, the tank destroyers, and half-tracks, they have the same dauntless spirit of the Americans of the old days, the men who blazed the frontiers and won the west. They are men in armor, the shock brigades of freedom, and fellows, America says to you "Good hunting... and thank you very much!"~~

Next Wednesday we'll be holding class with Uncle Sam's fliers at the Ontario Army Air field. And until then... this is Kay Kyser...thinkin' of you. Thanks a lot for ~~hain't with us...and, so long...everybody.~~

(APPLAUSE)

LUCKY THEME

(SWITCHOVER TO CHICAGO) (AT 53:23)

CHICAGO  
ANNCR:

This program was presented by Lucky Strike for the  
entertainment of the men at Camp Cooke.

(SWITCHOVER TO NEW YORK...PICK UP SIGN-OFF)

RUYSDAEL:

The famous tobacco auctioneers heard on tonight's  
program were Mr. F. E. Boone of Lexington, Kentucky.

BOONE:

CHANT SOLD AMERICAN

RUYSDAEL:

And Mr. L. A. "Speed" Riggs of Goldsboro, North  
Carolina.

RIGGS:

CHANT SOLD AMERICAN

RUYSDAEL:

Basil Ruysdael speaking for the makers of Lucky Strike,  
the cigarette that means fine tobacco - Yes, Lucky  
Strike means fine tobacco -

~~TICKER:~~

(2 & 3, 2 & 3, 2 & 3)

RUYSDAEL:

LS - MFT  
LS - MFT

*Shartutt:*

~~RUYSDAEL:~~

Yes, Lucky Strike means fine tobacco. So, smoke the  
smoke tobacco experts smoke - Lucky Strike.

NBC  
ANNCR:

The War department does not endorse any product, and  
this broadcast is not intended as an endorsement of  
the advertised product by the War Department.

This program came to you from Camp Cooke, California  
and New York.

THIS IS THE NATIONAL BROADCASTING COMPANY.

# FOOTE, CONE & BELDING

Advertising

317 PARK AVENUE, NEW YORK 17 • WOLFEFHAM 2-6603

CLIENT: THE AMERICAN TOBACCO CO REVISION: \_\_\_\_\_ NETWORK: NBC  
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 10:00-11:00 PM EDT  
DATE: NOVEMBER 24, 1943 #296 REPEAT: \_\_\_\_\_

*As Broadcast*

## "KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE"

### ROUTINE

1. THEY'RE EITHER TOO YOUNG OR TOO OLD JULIE CONWAY
2. FOR THE FIRST TIME HARRY BABBITT

### COMMERCIAL ONE

#### ROUND ONE

- Secret Weapon*  
3. ~~I'M RIDING FOR A FALL~~

*Harry*  
~~SULLY MASON~~

### COMMERCIAL TWO

4. NO LOVE NO NOTHING

GEORGIA CARROLL

### STATION BREAK

#### ROUND TWO

- Oh what a Beautiful Morning*  
5. ~~I LIVE GOT A SECRET WEAPON~~

*Group*  
PRODUCTION

### COMMERCIAL THREE

6. PAGAN LOVE SONG *cut*  
7. ~~OH WHAT A BEAUTIFUL MORNING~~ *Final Packin' man*

ORCHESTRA  
*Producers*  
HARRY BABBITT

### FINAL ROUND

8. THE SHEIK OF ARABY *faded*

ORCHESTRA

ATX01 0115632

THE AMERICAN TOBACCO COMPANY

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

#296

(Originates at the Ontario Army Air Field, Ontario, California)  
(With switchovers at NBC, New York, for commercials and closing)

7:00 - 8:00 PM PWT

Wednesday, November 24, 1943

(FROM NEW YORK) (Approx .35)

RUYSDAEL: With men who know tobacco best, it's Luckies two to one!

AUCTIONEER: CHANT SOLD AMERICAN

RUYSDAEL: LS - MFT  
LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

DELMAR: Yes, Lucky Strike means fine tobacco. So smoke the smoke  
tobacco experts smoke - Lucky Strike,

AUCTIONEER: CHANT SOLD AMERICAN

(SWITCHOVER TO ONTARIO, CALIFORNIA)

(OPENING THEME)

SMITH: LUCKY STRIKE presents for the entertainment of fighter  
pilots and crews at Ontario Army Air Base -- KAY KYSER'S  
COLLEGE OF MUSICAL KNOWLEDGE!

AUDIENCE: (SINGS) "Off we go, into the wild blue yonder  
Climbing high, into the sun  
Here they come, zooming to meet our thunder  
At 'em boys, give her the gun, the gun, the gun!"

(AUDIENCE HUMS)

SMITH: For their victories in the skies all over the world,  
America hails the fighter squadrons of the Army Air Forces!

AUDIENCE: "YEAH, ARMY!" "FIGHTER COMMAND!" "HOORAY!"

KYSER THEME: . . . . . "THINKING OF YOU"

(AUDIENCE APPLAUSE UP BIG)

KYSER: Evenin' folks, how y'all?

JACK: (OFF MIKE) We're fine - aren't we gang?

AUDIENCE: YEAH MAN!

KYSER: Well, das fine, and chillun tonight we're holding class with the guys who fly those P-38's - two motored, two tailed, greased lightning! And man are they fast. A P-38 is the only thing that goes faster than a 24 hour pass. And they can fly low too. I saw one swoop down and make a Mexican Hairless out of a Saint Bernard. The fellows like to skim over the vineyards around here. The farmers don't mind that, but they hate to have 'em lean out and pick the grapes as they go by!

SMITH: Say, professor, I saw some very interesting maneuvers in Cucamonga Wash this morning.

KYSER: Yes indeed. Did you see the night maneuvers last night?

SMITH: What are night maneuvers?

KYSER: Ducking M. P.'s in Ontario! Well, let's quit bein' dizzy. These men want to get busy after that \$115 in war bond prizes, but while they're preparin' their maneuvers, here's a couple of musical or-dooovers!

1. THEY'RE EITHER TOO YOUNG OR TOO OLD . . . . . JULIE

2. FOR THE FIRST TIME . . . . . HARRY

(APPLAUSE)

KAY KYSER  
Commercial #1

- 2 -

11-24-43

(FROM ONTARIO, CALIFORNIA)

KYSER: Now here's the man who truly said - does put the facts  
on the barrelhead ...

(FROM NEW YORK)

RUYSDAEL: Ladies and gentlemen - an important fact in selecting your  
cigarette -- "With men who know tobacco best, it's Luckies  
2 to 1." Yes, sworn records show that among independent  
tobacco experts - auctioneers, buyers, and warehousemen -  
Lucky Strike has twice as many exclusive smokers as have  
all other cigarettes combined ... Surely you can profit by  
the experience of men who earn their living in buying,  
selling and handling tobacco ... These men know tobacco  
best.

\* RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: Smoke the smoke tobacco experts smoke, Lucky Strike -- for  
Lucky Strike means fine tobacco -- yes, Lucky Strike means  
fine tobacco.

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

SHARBUTT: Yes, Lucky Strike means fine tobacco - remember, and act  
(Impulse  
Tag #8) upon that clear-cut fact.

(SWITCHOVER TO ONTARIO, CALIFORNIA)

- 2 -

ATX01 0115635

KYSER: Now here's the man whom truly said - does put the facts on the barrelhead...

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

(Approx. 1:05 )

(RETURN CUE)

RUYSDAEL: Smoke the smoke tobacco experts smoke - Lucky Strike - for Lucky Strike means fine tobacco. Yes, Lucky Strike means fine tobacco.

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MPT  
LS - MPT

SHARBUTT: Yes, Lucky Strike means fine tobacco, Remember, and act upon that clear-cut fact.

(SWITCHOVER TO ONTARIO, CALIFORNIA)

ORCHESTRA: KYSER MARCH

SMITH: Fess, these flyers are getting throttle happy.

KYSER: Well, start the first round, Dean, and make it snappy.

ISH: Jest a second, professor. I'm writin' a essay about the Thanksgiving Turkey we're going to have tomorrow. Only I don't know what to call that red thing that hangs down from a turkey's beak.

KYSER: It's a wattle.

ISH: (TAKE) A what'll!

KYSER: Just wattle.

ISH: That's what I say -- what'll I call that red thing that hangs down from a turkey's beak?

KYSER: Wattle!

ISH: That's silly!

KYSER: Ish! You asked me what I called that red thing on a turkey's beak! Wattle, I call it!

ISH: Yeah! But wattle I call it?

~~SOUND: (PISTOL SHOT)~~

KYSER: Tomorrow we have chicken!



SMITH: First contestant for Alma Tomater!

KYSER: Yes sir! A real live P-thirty-eighter! \_\_\_\_\_!

1. This one from Mrs. Roslyn Remis of Winthrop, Mass., is about a couple of young flyers who decided to go on their vacation in their plane. In other words, they took off on kind of a (PLAY) They wanted to visit Sun Valley so they headed for (PLAY). But those P-38's are so fast, they started to land in Idaho and before they could get the plane stopped, they were (PLAY)

2. ~~APPROPRIATE:~~ Glete Keck and his pals somewhere in Australia are sure you know the name of a song that goes something like this ~~PERL P.M.~~ <sup>PERL P.M.</sup> ~~PERL P.M.~~ ICAY HUMS  
Now would you sing a little of that song for us? (PLAY)  
Now in the lyrics to that song did she shoot the guy in the neck, back or leg? ~~Now here's a Kaseo and with orchestra accompaniment,~~  
~~We really want you to get hot on Pistol Packin Mama. (PLAY)~~

3. We're going to tell a little story with theme songs. By naming the people the themes identify, you'll tell the story. This fellow (PLAY) had a date with (PLAY) and guess who got jealous (PLAY). But everything turned out all right in the end cause Rudy got a date with (PLAY)

4. ~~Ontario Air Base is right in the middle of the nation's largest vineyard and~~ they really raise grapes around here. Cpl. Chas Dobbs of Camp Cooke, Calif., wants you to distinguish between grape shot, and Grape Nuts. Who is on the air for Grape Nuts? Was grapes of Wrath a picture, a play or a book? Who is the star of the Welch Grape Juice program? ~~What does it mean to say "I heard it via the grapevine"?~~ You're so good at grapes we're going to try a skin game -- here's a grape for you and a grapefruit for me. While the orchestra plays "My Vine is your Vine" you peel the grape and I'll peel the grapefruit, and if you finish before I do, you may get to ~~press~~<sup>hang</sup> one of our pretty lassies, vintage 1943 -- but if I finish first I get to squirt you in the eye with this grape fruit. Let's go (PLAY)

5. Tonight's visiting Dean from the University of Musical Diversity is not a man...it's a bird! So let's give a hand to Professor Bill Hughes and Blackie...the Super Educated Crow! (APPLAUSE) First Bill is going to have Blackie imitate other birds so for George Osborn of Joplin Missouri we want you to listen and tell us what bird Blackie is imitating. (IMITATION) (IMITATION) Now you name a bird and Blackie will imitate it for you. CONTESTANT: A Robin. KYSER: Try another bird. CONTESTANT: A canary! (BLACKIE IMITATES), KYSER: Wonderful. And now Blackie the crow is going to sing with orchestra. You listen and tell us the tune he is singing. (PLAY)

6. Ensign William Duttonson of Honolulu says tomorrow is Thanksgiving and that means scores of Turkey Day football games to thrill the nation. Brown plays Colgate, Bucknell plays Franklin and Marshall, it's Arkansas against Tulsa, as Texas A. and M. tries to stop (PLAY) Notre Dame will play Great Lakes Naval, North Carolina State will tangle with North Carolina Preflight, and at Philadelphia Cornell's big red team will wade into (PLAY)

(APPLAUSE)

SOUND: CLASS BELL

SMITH: Fess, the first winner of old Ontario!

KYSER: Well, get him out here, you gay lothario!

SMITH: Professor, the first winner!

KYSER: And he is \_\_\_\_\_!

You handled your questions like a P-38, for the final round you've got a date, so light up a Lucky, candidate, while we play a tune from our new RKO picture "Around the World", having its premiere tomorrow at the Globe Theatre in New York.

3. SECRET WEAPON . . . . . HARRY  
(APPLAUSE)

(FROM ONTARIO, CALIFORNIA)

KYSER: Oh man. When you beat it out, you really know what you're about. How a-boot that!

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: Let that historic chant remind you that Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco. No wonder that with men who know tobacco best, it's Luckies 2 to 1 ...

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: Go back in imagination to the morning of October 28, 1847... Go back to a beautiful old mansion set among the green hills just outside the city of Lexington, Kentucky. A carriage has just arrived, bearing two people ... a tall, gaunt, raw-boned man and his young dark-haired wife. For a moment, they look about them at the rolling countryside, the quiet fields, the colorful pageantry of the autumn woodlands. As they step down from the carriage, the door of the great house opens and a white haired 70-year-old man comes out to greet them. The young woman runs forward to embrace the old man, for he has been the great friend of her childhood. With a smile, she introduces her husband to him, in these words ... "Mr. Clay, may I present my husband -- Mr. Abraham Lincoln."

(MORE)

ATX01 0115642

DELMAR:  
(CONTD)

Thus it happened that on a day in the harvest season of 1847, the great orator and statesman - Henry Clay - came to know a young man of destiny, the future 16th President of the United States -- Abraham Lincoln. Late that evening the two men sat together in the library -- and their talk was not of politics, not of statesmanship or world events, but of farming, of new agricultural methods, and of the early days on the Kentucky frontier. And it was here that Henry Clay - with a farmer's pride - gave Lincoln some of his own tobacco, some of the mild, mellow leaf cut from the fields of his own Ashland plantation. As they smoked together, Abraham Lincoln spoke of his boyhood on the small Kentucky farm of his father ... recalling the days of Spring when he had plowed the fields and set out the first young tobacco seedlings of the season. And so the story of Henry Clay and Abraham Lincoln -- the story of two great Americans who loved the good earth of the Kentucky tobacco country -- becomes part of the tradition - the romance of fine tobacco ...

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

KAY KYSER

-5-

11-24-43

Commercial #2 - (Henry Clay Meets the Lincoln Family) - (CONTD)

RUYSDAEL: Ladies and gentlemen, today that same tradition of fine  
(Short Closing "K") tobacco is yours to enjoy in Lucky Strike ... Remember,  
in a cigarette, it's the tobacco that counts and first,  
last and always Lucky Strike means fine tobacco - yes,  
Lucky Strike means fine tobacco, so round, so firm, so  
fully packed, so free and easy on the draw.

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFT

LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

SHARBOFF: Yes, Lucky Strike means fine tobacco. No wonder that with  
(Impulse Tag #1) men who know tobacco best, it's Luckies 2 to 1.

(SWITCHOVER TO ONTARIO, CALIFORNIA)

-5-

ATX01 0115644

(FROM ONTARIO, CALIFORNIA)

KYSER: Now, chillun, let's listen to some wise words from the  
Department of Common Sense.

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

SHARBUTT: Today, just as in the days of Abraham Lincoln and  
Henry Clay, Americans take pride in their own. And,  
ladies and gentlemen, in choosing your own cigarette, it's  
good common sense to be guided by this one important fact --  
in a cigarette it's the tobacco that counts. The better  
the tobacco, the better the cigarette. That's why Luckies'  
year-in, year-out emphasis on fine tobacco means a better  
cigarette for you. Yes, at market after market, we  
consistently select the riper, the naturally mellow Lucky  
Strike tobacco. No wonder sworn records show that among  
independent tobacco experts - auctioneers, buyers and  
warehousemen - with men who know tobacco best, it's Luckies  
2 to 1.

RIGGS: (CHANT - SOLD AMERICAN)

(more)



DELMAR: Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco!

RUYSDAEL: LS - MFT

LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

SHARBUTT: Yes, Lucky Strike means fine tobacco - so smoke the smoke  
(Impulse Tag #2) tobacco experts smoke - Lucky Strike!

(SWITCHOVER TO ONTARIO, CALIFORNIA)

KYSER: Oh man, when you beat it out, you really know what you're about! How a-boot that!

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

(Approx. 3.10 )

(RETURN CUE:)

RUYSDAEL: Remember, in a cigarette, it's the tobacco that counts and first, last and always, Lucky Strike means fine tobacco - Yes, Lucky Strike means fine tobacco, so round, so firm, so fully packed, so free and easy on the draw.

AUCTIONEER: CHANT SOLD AMERICAN

RUYSDAEL: LS - MFT  
LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

SHARBUTT: Yes, Lucky Strike means fine tobacco. No wonder that with men who know tobacco best, it's Luckies two to one.

(SWITCHOVER TO ONTARIO, CALIFORNIA)

ORCH: (CARROLL INTRO) "A PRETTY GIRL IS LIKE A MELODY"

KYSER: Now for you men of the skies, a heavenly song and a lovely star to sing it ... our cover girl, gorgeous Georgia Carroll! (APPLAUSE) And Georgia, I know you'll take the hearts of these fighter aces when they hear you sing...

4. NO LOVE NO NOTHING. . . . . GEORGIA  
(APPLAUSE)

GLEE CLUB: ~~"SONG OF THE ARMY AIR CORPS"~~ *Patrol*

GLEE CLUB: "~~SONG OF THE ARMY AIR CORPS~~ *"Patrol."* . . . . FADE FOR:

SMITH: As the Old College pays proud tribute to the blazing guns of Uncle Sam's fighter squadrons around the world, we pause across the nation and send our admiration to a fighting aggregation.

LOCAL NBC STATION SAYS:

"Station X X X salutes the Fighter Command!"

(PLEASE TELETYPE THIS CUE TO ALL STATIONS RELEASING THIS PROGRAM.)

KYSER MARCH.

SMITH: Profess, we're ready for the second flight.

KYSER: Well, line up the men and we'll see who's right.

JULIE: It would have to happen to me.

KYSER: What's the matter, Julie?

JULIE: Up until now I had a date with a fellow that works here in the vineyards.

KYSER: What happened?

JULIE: He fell in a wine press and ran out on me.

KYSER: Well, cheer up. You can come to My Thanksgiving dinner tomorrow.

JULIE: What are you going to have, ham?...I mean what are you going to have - ham?

KYSER: No. I'm going to have cranberry sauce, just like mother used to open a can of. And what salmon croquettes!

JULIE: But I had my mind set on Turkey.

KYSER: So did Hitler!

VERNE: Cue (APPLAUSE)

SMITH: Come on, fess! Lets start the second inning!

KYSER: Why of course, Dean, start the props a spinning!

And our first second rounder is \_\_\_\_\_!

~~1. Here's a little story from Miss Martha Angus of Buffalo, New York, about a pilot who was so exhausted from ridin' around in a jeep all day - that when he got to his girl's house for a date one night, he just wanted to sit around and read the paper. She said "honey let's go (PLAY.) He said "No, I'd rather sit and read the paper." She said "well if you don't want to go dancing (PLAY). He said "no, I'd rather just sit and read the paper." So he sat and read the paper. Well when he finished, he looked up, the gal was gone. She'd left a little note which said "I'm going out and in the future, if you're so fond of paper then get yourself a (PLAY).~~

1. ~~APPLAUSE~~: This one from Martha Angus of Buffalo, New York is about Johnny - a new recruit attending his first USO dances. He found a pretty girl and while dancing with her he asked if he could see her (PLAY). She said yes, and Johnny was so happy he gave her a hug and she said (PLAY). But her father was the C O and he saw what was going on. He called the recruit and said - you're stationed here tonight, but tomorrow you'll be (PLAY).  
Yes, sir, chillun -- and out in the Gilbert Islands, our Armed Forces are Abemama bound!

(APPLAUSE)

2. The P-38 fighter plane has double motors and a double tail so for Pvt's. Edward Burke and Fred Santagata of Camp Tyson, Tenn., ~~think you should be able to distinguish between double time, double mint, double or nothing and double faced. (What are you looking at me for?) In what game do you double and re-double? Is there a radio program called Double or Nothing? What is double trouble?~~

~~(CONTESTANT: A Soldier with two girls)~~

3. For Miss Betty Ripple of Warren, Ohio, name this song (PLAY)  
 Well we aren't in Cuba but here's a tuba and everytime the orchestra  
 stops playing - you blow. (PLAY)

4. We're about to tell a little story with the help of some musical  
 instruments. Cadet Tony Cram of Oxnard, wants you to look straight  
 ahead and help us tell the story by naming the instruments you hear.  
 A music store owner sent his secretary down into the dimly lighted  
 basement to get a new (PLAY). As she stepped into the room she saw  
 standing in the corner a big (PLAY). She screamed and stepped back  
 and as she did she stepped on a (PLAY). This brought lots of laughter  
 from the (PLAY). She ran for the door and fell right over the (PLAY).  
 What's her name?

~~BOBBY: MARY!~~

~~KYSER: Why?~~

~~BOBBY: BECAUSE I ASKED HER!~~

5. Time for an encore with Blackie the Crow and his master, Bill Hughes. So let's get them out here! (APPLAUSE) First, Blackie is going to sing the scale for us, so you listen. (SCALE) Now here's a question Bill told me to ask Blackie. Blackie...what do you think of Hitler? (BIRD BLOOPS) And you gentlemen can translate that any way you like! Blackie...what do you think of Georgia Carroll? (BIRD WHISTLES) Now Blackie sings with the orchestra and so we want you to listen and tell us what tunes Blackie is warbling. (PLAY) (APPLAUSE)

KYSER: And here is something of vital importance. This year more than ever before the need for your purchases of Christmas seals is great. When you send in your musical questions to the Old College be sure to put ten official Christmas seals on your envelope. When we reply, we'll put ten seals on your letter, too. The Christmas seal campaign is for a very worthy cause. What about it, Americans? I know you'll want to help.



6. Mary Jo Turner of Alexandria, Va., says that in addition to tomorrow's Thanksgiving Day football classics, this Saturday will see some big end-of-season games with a lot at stake. For example, Army plays Navy, Lehigh meets Lafayette, it's North Carolina against Virginia as Georgia takes on those (PLAY) Also on Saturday Southern Methodist tackles Texas Christian, it's Nebraska vs. Oklahoma, Kansas vs. Fort Riley, and at Minneapolis Iowa Preflight takes the field against (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

(3)-

SMITH: Fess, the winner of the second fall.

KYSER: Well, Dean Smith, sound the clarion call.

ISH: (TRUMPET) Ish K. Bibble's Thanksgiving recipes. First recipe...plum pudding.

KYSER: Read your recipe.

ISH: Okay - plum pudding. First mix some lard, milk and orange peelings together into a thick batter.

KYSER: Yes?

ISH: Then open a box of raisins, take out one raisin, open a bottle of brandy and drop the raisin in. Then you open the window, throw the batter out, drink the brandy, open the door, punch an M. P. in the nose and holler EE-YA-HOOOOOOOO!

SMITH: Second round winner, professor.

KYSER: Thank heavens. And he is \_\_\_\_\_. My man, you really flew in formation, you're in line for the final examination. So light up a Lucky and eat an apple and come on chillun, yet's grapple!

5. OH WHAT A BEAUTIFUL MORNING . . . . . PRODUCTION

(APPLAUSE)

KYSER: Now, chillun, let's listen to some wise words from the department of common sense.

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

(approx. 1.25)

(RETURN CUE:)

SHARBUTT: No wonder sworn records show that among independent tobacco experts - auctioneers, buyers, and warehousemen, with men who know tobacco best, it's Luckies two to one.

AUCTIONEER: CHANT SOLD AMERICAN

DELMAR: Lucky Strike means fine tobacco - Yes, Lucky Strike means fine tobacco.

RUYSDAEL: LS - MFT  
LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

SHARBUTT: Yes, Lucky Strike means fine tobacco - so smoke the smoke tobacco experts smoke - Lucky Strike.

(SWITCHOVER TO ONTARIO, CALIFORNIA)

~~6. Pagan Love Song . . . . . ORCHESTRA~~  
*Visit Helen's Mama*  
7. ~~Oh What a Beautiful Morning . . . . . GROUP~~

(APPLAUSE)

ORCH: KYSER MARCH

SMITH: Fess, it's final round, and that's no bosh.

KYSER: Fine, yet's fight the battle of Cuca Monga Wash.

And the first of our final contenders is .....

1. The title of our final round tonight is "Meet John Doe" and in this round we'd like to discuss Mr. Doe and his typical American family. Ensign Thad Randolph of New York City, says - in this family John Doe is the (PLAY). Who played the part of Jchn Doe in the picture "Meet John Doe?" What's a doe?

2. John Doe feels very fortunate in having such a lovely wife. She's so typically American that her name is (PLAY). Martha was the wife of what great American? Charles Foster of Newark, N.J. asks - Is Martha Scott married to Randolph Scott?

*(Applause)*

*Sound: Alan Bell*

(FROM ONTARIO, CALIF.)

SMITH: Fess, time for the prize the boy has earned!

KYSER: First hear the tap the folks have learned!

(SWITCHOVER TO NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFT

LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

DELMAR: Yes, Lucky Strike means fine tobacco, so round, so firm,  
(Impulse Tag #5) so fully packed, so free and easy on the draw.

RIGGS: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO ONTARIO, CALIFORNIA)

(FANFARE)

SMITH: Fess, here's the man that's number one!

KYSER: And to \_\_\_\_\_! I say "well done!" So brother \_\_\_\_\_,  
kindly rise, step right up for the first prize! A \$50 War  
Bond! To second ace for a lively pace, a \$25 bond! To  
the other four knights in this quizzical flight, ten each  
in stamps for a bang-up fight! All six get a carton of  
Luckies. And then...AAAAAAAAAAAAAAAAAANDA THEN! To all  
you men of Ontario, thank you, good luck, cheerio and a  
package of better than ever LUCKY STRIKE CIGARETTES!

(CHEERS)

8. THE SHEIK OF ARABY . *Faded* . . . . . ORCHESTRA)

~~(APPLAUSE) (OR FANFARE IF NUMBER IS ELIMINATED)~~

~~(N. B. No applause or fanfare if number is played.)~~

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

KYSER: Naturally when Christmas approaches, we think of gifts and greetings to remember our friends, but with such a shortage of everything, and so many folks trying to buy what there is available, I was really up a tree about what to do. It didn't take Uncle Sam long to show me that War Bonds and Stamps were the answer to my problem and the best and most thoughtful gift of all for Christmas 1943. He showed me that War Bonds are "the present with a future" for everyone - for a friend to start some nest-egg for the future - for some fighting man to be building a reserve against the day when he comes back home - for children to start a fund for their education - for the entire family for that matter, War Bonds are "the present with a future".

KYSER  
CONT'D:

This Christmas will have more meaning for Americans than any other we have spent in our whole life time. With millions of our sons, brothers and husbands fighting all over the world we owe it to them, ~~to ourselves and to our country~~ to make our Christmas gifts have a purpose - when we give War Bonds and stamps we're helping to speed victory and helping to get the kind of world we all want for every Christmas to come. War Bonds and Stamps are the present with a future, so what about it America?

(APPLAUSE)

ORCH: KYSER THEME

KYSER: Well, das all chillun, until class takes up again next Wednesday. Remember - the address for questions to the old Professor is - Kay Kyser - Box 909, Los Angeles, Zone 53, California. For the chance to know the men and officers here at Ontario Army Air Field, we owe thanks to Lt. Colonel Miller B. Townson, <sup>Major Christian Pittman</sup> and Lt. John Mecklenburg. The pilots, the ground crewmen, and the anti-aircraft units we have met here, ladies and gentlemen, are the boys of the big leagues. Before going overseas for battle, the pilots here are getting their final experience over new terrain and under changing climatic conditions before they take the air against the Messerschmidt and Zero. And where once they were numbered in dozens---today they come in never-ending legions, to split the sky at 400 miles per hour and blast a pattern for victory with 50 calibre slugs. So to you men of the fighter squadrons, America says "Good hunting,...and thank you very much," Next Wednesday we'll be holding class with Uncle Sam's Navy Constructions Battalions, the Seebecs, at Camp Parks, ~~up San Francisco Way. And until then, this is Kay Kyser~~ thinkin' of you. ~~Thanks a lot for bein' with us, and so long...everybody.~~

(APPLAUSE)

~~ORCHESTRA: BUCKY THEME~~

(SWITCHOVER TO CHICAGO)

KAY KYSER

21  
~~23~~

11-24-43

(FROM CHICAGO)

CHICAGO

ANNCR: This program was presented by Lucky Strike for the entertainment of the men at the Ontario Army Air Field.

(SWITCHOVER TO NEW YORK)

RUYSDAEL: The famous tobacco auctioneers heard on tonight's program were Mr. F. E. Boone of Lexington, Kentucky - (CHANT - SOLD AMERICAN), and Mr. L. A. (Speed) Riggs, of Goldsboro, North Carolina - (CHANT - SOLD AMERICAN). Basil Ruysdael speaking for the makers of Lucky Strike, the cigarette that means fine tobacco -- Yes, Lucky Strike means fine tobacco.

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFF

LS - MFF

SHARBUTT: Yes, Lucky Strike means fine tobacco - No wonder that, (Impulse Tag #1) with men who know tobacco best, it's Luckies 2 to 1.

NBC

ANNOUNCER: The War Department does not endorse any product, and this broadcast is not intended as an endorsement of the advertised product by the War Department.

This program came to you from the Ontario Army Air Field, California and New York.

THIS IS THE NATIONAL BROADCASTING COMPANY.

- 21 -  
~~23~~

ATX01 0115661





# FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE, NEW YORK • WICKERSHAM 2-6600

CLIENT: THE AMERICAN TOBACCO CO

PRODUCT: LUCKY STRIKE

DATE: DECEMBER 1, 1943 - #297

REVISION:

APPROVAL: FINAL

NETWORK: NBC

B'CAST: 10:00-11:00 PM EWT

REPEAT:

"KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE"

## ROUTINE

- |  |                     |
|--|---------------------|
| 1. SHOO SHOO BABY  | SULLY MASON & GROUP |
| 2. LITTLE DID I KNOW<br>OF<br><del>PEOPLE WILL SAY WE'RE IN LOVE</del> | HARRY BABBITT       |

### COMMERCIAL ONE

#### ROUND ONE

- |                  |       |
|------------------|-------|
| 3. VICTORY POLKA | GROUP |
|------------------|-------|

### COMMERCIAL TWO

- |                      |                 |
|----------------------|-----------------|
| 4. HOW SWEET YOU ARE | GEORGIA CARROLL |
|----------------------|-----------------|

### STATION BREAK

#### ROUND TWO

- |               |            |
|---------------|------------|
| 5. PAPER DOLL | PRODUCTION |
|---------------|------------|

### COMMERCIAL THREE

- |                  |           |
|------------------|-----------|
| 6. FIVE FEET TWO | ORCHESTRA |
|------------------|-----------|

- |                         |                                    |
|-------------------------|------------------------------------|
| 7. CANDLELIGHT AND WINE | HARRY BABBITT &<br>GEORGIA CARROLL |
|-------------------------|------------------------------------|

### FINAL ROUND

- |                                 |                      |
|---------------------------------|----------------------|
| 8. <del>SOMEBODY LOVES ME</del> | <del>ORCHESTRA</del> |
|---------------------------------|----------------------|

ATX01 0115663

THE AMERICAN TOBACCO COMPANY

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

#297

\* \* \*  
\* \*  
\*

(Originates at Camp Parks, Pleasanton, California)  
(With switchovers at NBC, New York, for commercials and closing.)

7:00 - 8:00 PM PWT

Wednesday, December 1, 1943

(FROM NEW YORK) (Approx. .35)

RUYSDAEL: With men who know tobacco best, it's Luckies two to one!

AUCTIONEER: CHANT SOLD AMERICAN

RUYSDAEL: LS - MFT  
LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

SHARBUTT: Yes, Lucky Strike means fine tobacco. So smoke the smoke  
tobacco experts smoke - Lucky Strike.

AUCTIONEER: CHANT SOLD AMERICAN

(SWITCHOVER TO CAMP PARKS, CALIFORNIA)

(OPENING THEME)

SMITH: LUCKY STRIKE presents for the entertainment of the men of  
the Naval Construction Battalions - the Sea Bees -- at  
Camp Parks, California --- Kay Kyser's College of  
Musical Knowledge, with Diane Pendleton, Harry Babbitt,  
Sully Mason, Georgia Carroll, Ish Kabibble and KAY KYSER--  
IN PERSON!

AUDIENCE: "YEAH SEABEES!" "LAND!" "BUILD!" "FIGHT!" "HOORAY!"

KYSER THEME: . . . . . "THINKING OF YOU"

(AUDIENCE APPLAUSE UP BIG)

KYSER: Evenin' folks, how y'all? Well tonight, chillun, the old college is parked at Camp Parks near San Francisco to do a little buzzin' with the C.B.'s ... C.B.'s ... that means Confused Bulldozers! Seriously, C. B. stands for Construction Battalion. The "Can do" boys, and the best way to describe a C.B. is to say "The Marines are the first to land and attack", over roads the C.B.'s built three weeks before!! and I'm the jerk who'll be with the Marines next week - I'm only kidding, Marines! Camp Parks is great. They have fine sleeping accommodations here. Last night I slept in a Quonset hut ... Quonset hut ... that's an iron lung with a stove pipe. Boy, are they crowded. The other day a fellow here opened a can of sardines and three C.B.'s looked up and said "Close that door!" Of course, some of the folks here sleep in barracks --

SMITH: Barracks?

KYSER: Yes, barracks are a bunch of crap games with bunks in between. Well, I'll take my nonsense and ramble. These Seabees want to scramble for the \$115 in War Bond prizes ... but before they take their stance, come on, chillun, and yet's dance!

1. SHOO SHOO BABY . . . . . SULLY & GROUP

2. LITTLE DID I KNOW . . . . . HARRY

(APPLAUSE)

(FROM CAMP PARKS, CALIFORNIA)

KYSER: Now, chillun, let's all listen to some good advice  
for Christmas shopping.

(FROM NEW YORK)

DELMAR: With men who know tobacco best it's Luckies two to one!

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: Let that important fact be your guide this Christmas,  
ladies and gentlemen. For this is the time of year -  
the approach of Christmas - when we all wonder what  
gift would be acceptable. No gift is more acceptable  
than a carton of cigarettes. No gift offers so much  
for so little. And this season, Lucky Strike comes  
to you in an extremely handsome embossed packing at  
no extra cost - a pure white "Merry Christmas"  
carton - the gift hit of the year in cigarettes. Say  
"Merry Christmas" to all your friends with Lucky Strike,  
the cigarette that means fine tobacco.

BOONE: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO CAMP PARKS, CALIFORNIA)

KYSER: Now, chillun, let's all listen to some good advice for  
Christmas shopping.

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

(Approx. 1.50)

(RETURN CUE)

RUYSDAEL: And this season, Lucky Strike comes to you in an extremely  
handsome embossed packing at no extra cost - a pure  
white 'Merry Christmas' carton - the gift hit of the  
year in cigarettes. Say 'Merry Christmas' to all your  
friends with Lucky Strike, the cigarette that means fine  
tobacco.

AUCTIONEER: CHANT SOLD AMERICAN

(SWITCHOVER TO CAMP PARKS, CALIFORNIA)

ORCH: KYSER MARCH

SMITH: Fess, we're ready for the first C.B!  
KYSER: Well, yet's put him through the third degree!  
GEORGIA: Professor, you make Ferdinand Froghammer stop! He said  
a naughty word!  
FERDY: Ahhh she's bugs!  
KYSER: Ferdinand!  
GEORGIA: Every time he says a naughty word, a shiver runs down my  
back.  
FERDY: Then why don't you go out with a petty officer and freeze  
to death!

KYSER: And stop making faces when you talk!  
FERDY: I'm only trying to look like you.  
KYSER: Well you look like an idiot!  
FERDY: Then the imitation is successful!  
KYSER: Now you look here! There's nothing wrong with my face!  
FERDY: That's right. It looks like a sculptor had moulded  
it out of fine, wet clay.  
KYSER: Well! Thank you.  
FERDY: And dropped it while it was still wet!  
KYSER: Just for that you go to bed without any supper!  
FERDY: Who cares! I had three lunches at the mess hall today.  
KYSER: Three lunches! Do you like the Camp Parks food that  
well?  
FERDY: No, but I'm just nuts about bicarbonate of soda!

SMITH: Fees! Round number one!

KYSER: Well yet's give 'er the gun and first contestant is \_\_\_\_\_!

1. Lieutenant Joe Gerring with the Sea Bees in the Pacific says the Camp Parks mess hall is the biggest in the country. He's right. Last night the mess sergeant told us we'd have (PLAY) Yes, he said, and if you want dinner at eight you'd better start walkin' toward the steam table. (PLAY) And brother, you'd better like beans because here we have beans (PLAY)

1. ~~ALTERNATE~~. Chillun, the big news tonight is a history-making meeting in <sup>No. Africa Four</sup> ~~Cairo~~. ~~Three~~ <sup>going to sit</sup> great men are ~~sitting~~ down to write the finish for Der Fuhrer and Tojo. One of them has a mustache ~~and~~ <sup>who</sup> smokes a pipe, and when he <sup>gets there</sup> ~~sits down~~ he'll say (PLAY). Lt. Joe Gerring with the Seabees in the Pacific says, another of these great men can really sit down and talk for all of us Americans because (PLAY) Who is ~~that?~~ <sup>he</sup> And what is the name of the third member of this great trio? His initials are ~~W.C.~~ Yes, sir, chillun <sup>are</sup> ~~the other two~~ <sup>are</sup> Winston Churchill and Chrisian Kainche. ~~Let's wish them every success, because if they really get together, the entire world will be able to say (PLAY)~~  
when their decision and plans are known, the enemy will shout "Munda" and the United Nations will shout (Play) (Applause) -5



2. Miss Florence Krater, of Etna, Pa. reminds us that not all CB's are sea goin'. In fact there's a very famous C.B. on the Lux Radio Program. Who is he - Now all these have the initials "C.B." Clara Barton, Captain Blood, and Charles Butterworth - who are they?

~~2. ALTERNATE: You fellows know the war game well but Miss Florence Krater of Etna, Pa., wants me to see how well you know some other games. I'll mention some words and you tell us what games they bring to your mind. Blacksmith, Postal clerk. Now if we draw 9 squares and we try to keep each other from getting Xs or circles in a row, what game is it? Now we're going to play a little game that will tickle you to death. I've a feather here in my hand and we want you to sing "This is No Laughing Matter." As you sing I'll tickle your nose with a feather but you must keep from laughing. (PLAY)~~

12/1/43

3. Corporal Frank Watson of Camp Pendleton says here's an oldie -- let's see if you can tell us what it is? (PLAY). That's right, but we've got all the other fruits and vegetables mentioned in that song. They're all here on this table. We're gonna have the quartet sing the same song - and every time they mention a fruit or vegetable you're to pick it out and eat it (PLAY).

4. Miss M.W. Garner of Baltimore, Md., wants us to do another of our soundies. In the following story most of the action is revealed by sounds. So you be our sound detective by identifying these sounds you'll help us follow the story. Here we go. (BACKGROUND VOICES) It was down in the Little Owl Poolroom in the fall of '42 that gambler Pete, Little Nell, and I sat down to play bridge. A hand was dealt, so I took my ace to (SOUND). 'He has cheated you Little Nell, cried Gambler Pete. "Shall I shoot him?" But Little Nel answered (SOUND) With that, I pull out my gun, laid my cards on the table and made a grand (SOUND). Yes sir. It was a narrow (SOUND). And would you believe it Mr. \_\_\_\_\_ with that story I (SOUND) the front page.

And by the way, Chillun, beginning next Wednesday our whole gang is going into the desert for four broadcasts -- to try to entertain as many isolated men as possible during the holiday season -- so here's wishing a "White Christmas" to all desert troops. Next week the Marine Air Station in the middle of the Mojave Desert.

ATX01 0115671

12/1/43

5. It's visiting dean time in the old college and tonight we have Camp Parks' ace impersonator Nat Boobia. Come on out here Nat (APPLAUSE) Josie MacKeeby of Tallman, New York wants you to tell us what well known personality brother Boobis is about to imitate.

6. Seabee David Smith of ~~Camp Perry~~ Williamsburg, Virginia enjoys hearing a Navy band and watching the Seabees march, because, as he says (PLAY) Speaking of parades, if Charlie McCarthy and all his relatives joined the military and marched in a parade, that would be a (PLAY) And of course if all the pretty little gals you left behind were to march that would be (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

ATX01 0115672

SMITH: Fess, the first quiz is over!

KYSER: And the man in the clover is \_\_\_\_\_!

Nice work C. B., you're in line for that half a C.

Here's a Lucky, have a puff or three while the chillun

dance, Hippy-de-BEEEEEEEEEEEE!

3. VICTORY POLKA . . . . . GROUP

(APPLAUSE)

KAY KYSER -3- 12-1-43  
Commercial #2 - (A Memorable Dinner in Honor of a Great American)

(FROM CAMP PARKS, CALIFORNIA)

KYSER: Oh, man! You were on the beam, and that's no dream.  
Thanks gang, that was swell.

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: Let that historic chant remind you that Lucky Strike  
means fine tobacco - yes, Lucky Strike means fine tobacco.  
No wonder that with men who know tobacco best, it's  
Luckies 2 to 1 ...

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: The First Jefferson Birthday Dinner ...

SHARBUTT: It happened exactly one hundred and thirteen years ago,  
on the night of April 13, 1830. Go back in imagination  
to that memorable evening long ago ... back to a banquet  
hall in the capital city of Washington, where President  
Andrew Jackson, and many distinguished guests have met  
to honor the memory of the great Thomas Jefferson. Around  
the table you will see the most notable figures of the  
day ... Daniel Webster is here, and John Calhoun, and  
Henry Clay -- three men whose eloquent voices have  
re-echoed in the Senate Chambers. The conversation stops  
and all eyes turn to the head of the table.

(MORE)

-3-

ATX01 0115674

KAY KYSER  
Commercial #2 - (A Memorable Dinner in Honor of a Great American)  
(CONTD)

-4-

12-1-43

SEARBUTT: President Andrew Jackson rises slowly to his feet ...  
(CONTD)  
he is tall, angular ... his white hair is cropped in military style, for this is "Old Hickory" - "the hero of New Orleans" - whose steel-blue eyes have seen the smoke of battle. He raises his glass and, in a voice that fills the room, he proposes a toast -- "Gentlemen ... Our Federal Union: It must be preserved!" The men drink solemnly, and now it is the Secretary of State who speaks, the Honorable Martin Van Buren who seven years later will become the 8th President of the United States. Amiable, gentle, soft-spoken, he begins his address - his tribute to Thomas Jefferson. Martin Van Buren has but recently returned from a journey through Georgia, the Carolinas, and Virginia ... and he tells of his visit to Monticello, the home of the great Jefferson, describing its quiet beauty, the serenity of its rich acres, the majesty of its surrounding hills. And it is this plantation - Monticello - that sums up in itself the tradition of the Old South -- the tradition of the planter-patriot Thomas Jefferson who brought forth out of his own good earth great golden harvests of mild, mellow tobacco. Thus, Martin Van Buren, in honoring the memory of Jefferson, paid tribute to the tradition, the romance of fine tobacco.

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

-4-

ATX01 0115675

KAY KYSSER  
Commercial #2 - (A Memorable Dinner in Honor of a Great American)  
(CONTD)

-5-

12-1-43

DELMAR:  
(Short  
Closing  
"G")

And Lucky Strike today carries on that tradition of  
fine tobacco. For your own enjoyment, remember:  
In a cigarette it's the tobacco that counts ... and  
first, last and always Lucky Strike means fine tobacco -  
yes, Lucky Strike means fine tobacco - so round, so firm,  
so fully packed, so free and easy on the draw. No  
wonder that with men who know tobacco best, it's Luckies  
2 to 1.

BOCNE: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFT  
LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: Yes, Lucky Strike means fine tobacco. So smoke the smoke  
(Impulse  
Tag #2) tobacco experts smoke ... Lucky Strike.

(SWITCHOVER TO CAMP PARKS, CALIFORNIA)

-5-

ATX01 0115676

KYSER: Oh man! You were on the beam, and that's no dream.  
Thanks gang, that was swell.

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

(Approx. 3.25)

(RETURN CUE)

DELMAR: No wonder that with men who know tobacco best, it's  
Luckies two to one.

AUCTIONEER: CHANT! SOLD AMERICAN

RUYSDAEL: LS - MFT  
LS - MFT

TICKET: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: Yes, Lucky Strike means fine tobacco. So smoke the smoke  
tobacco experts smoke - Lucky Strike.

(SWITCHOVER TO CAMP PARKS, CALIFORNIA)

ORCH: (CARROL INTRO) "PRETTY GIRL IS LIKE A MELODY"

KYSER: Now here's a real honey for you, Seebees. It's our stop,  
look at, and listen to girl, gorgeous Georgia Carroll:  
(APPLAUSE) And Georgia, I know these men would land,  
build and fight for you when they hear your sweet voice  
say-----

4. HOW SWEET YOU ARE. . . . .GEORGIA  
(APPLAUSE)

GLEE CLUB: "SONG OF THE SEEBEES"



GLEE CLUB: "SONG OF THE SEABEES".....FADE FOR:

SMITH: The old College pauses in its stride...in honor to the Seabees, the "Can Do" boys, the Navy's pride. Here's a tribute to you across the nation, as we pause for station identification.

(LOCAL NBC STATION SAYS:)

"STATION X X X SALUTES THE SEABEES!"

(PLEASE TELETYPE THIS CUE TO ALL STATIONS RELEASING THIS PROGRAM.)

KYSER MARCH

SMITH: Fess, our second round Seabees are ready to land.

KYSER: Well, bring them up, Dear, and I'll take them in hand.

ISH: Just a second, professor. On account of they are so many people here and everybody's got it, I have writ a essay in regards to which I wouldst like to read same entitled...  
skin.

KYSER: Read!

ISH: Okay....skin...Skin is stuff that if it wasn't for it, the rest of you would be AWOL.

KYSER: Profound observation.

ISH: Now some skin is smarter than other skin. For instance the skin on a fat lady knows a lot more than the skin on a skinny lady.

KYSER: Why?

ISH: It gets around a lot more.

KYSER: What about my skin?

ISH: Oh, you got smart skin! That's because you're inside of it.

KYSER: Thank you.

ISH: Yeah. Your skin has got the inside dope!

-12-

SMITH: Fess, let's get on with the things and stuff.

KYSER: Okay, and our next contender, ready and rough is

!

~~1.~~ Here's a little story from G. H. Kinney of New York City, about a girl who loved to swim (PLAY) So one day she went swimming and there was no one around but two or (PLAY) But suddenly she heard marching feet, looked up and saw a company of Sea Bees on their way to build a bridge. They all marched on but one. The chief said - Come on you! The Sea bee said - nothing doing! You fellows build the bridges. Right now (PLAY)

1. ~~ALBERTA:~~ G. H. Kinney of New York City says that here at Camp Parks the Seabees really shoot a lot of African dominces.....you know, those Ubangi marbles. The other night here a rookie joined the game and when the dice came to him he rattled 'em, looked at 'em and said (PLAY) And man did that rookie roll those ivories. He made Little Joe, he made sixes and eights the hard way, he even made (PLAY) About midnight when the game broke up, the rookie had 14 other guys' paychecks and he said "Say, fellows (PLAY)

-12-

t

ATX01 0115680

-12A-

2. You men of the construction Battalions naturally should know a lot about bridges and Mrs. Rebecca Delaney of Roanoke, Va., wants you to tell us what kind of bridge or bridges the following are identified with. Inlay- For Whom The Bell Tolls - How about "4 no trump?" How about scivvies?

CONTESTANT: Under bridges.

KAY: Yes, or they can be drawer bridges.

2. ALTERNATE Almost everyone knows what and where Camp Parks is, including Mrs. Rebecca Delaney of Roanoke, Va., But Mrs. Delaney wants you to tell her what ~~has~~ what, where, or who are the following parks: Central Park - ~~Park Johnson~~ - Parkyakaricas - Double park - ~~Parkwa~~. - And Parka. A Sea Bee in the Aleutians was recently arrested for wearing two of the things -- he was double park-ad. Another Sea Bee was arrested for giving his girl a movie finish kiss on her crimson lips -- he was parked too long in the red zone.

-12A-

t

ATX01 0115681

3. You fellows are as busy as bees and there's a fellow on a radio mystery program who is as busy as a bee. His name is another insect and for the boys of Squadron 18B, US Naval Air Station, Corpus Christi, Texas, we're going to play his theme and see if you can tell us who he is (PLAY) There's a certain college for engineers who are known as the yellow-jackets. Their school song is (KAY HUMS) A new aircraft carrier of ours can sting, too. What's its name?

4. You men of the construction Battalions naturally should know a lot about bridges and Mrs. Rebecca Delaney of Roanoke, Va., wants you to tell us what kind of bridge or bridges the following are identified with. Inlay - For Whom The Tolls - how about "4 no trump?" How about scivvies?

CONTESTANT: Under bridges.

KAY: Yes, or they can be drawer bridges.

KYSER: And here is something of vital importance. This year more than ever before the need for your purchases of Christmas seals is great. When you send in your musical questions to the Old College be sure to put ten official Christmas seals on your envelope. When we reply, we'll put ten seals on your letter, too. The Christmas seal campaign is for a very worthy cause. What about it, Americans?

~~SECRET~~

5. And now our next visiting dean plays of all things the tambourine. It's Electricians Mate Jack Burke, a veteran of the last war and right in there pitching in this one. Lets listen and see if you can name this tune. (PLAY) (PLAY)

6. ~~Graydon Jennings of Portland, Oregon~~, is proud of the work <sup>the</sup> ~~war~~ <sup>C.A.'s</sup> men are doing in the War. He's proud of the way the men work (PLAY) Not only is he proud of his men, but the way all fighting units cooperate. He says "we're really (PLAY) And if we keep marching along together pretty soon, for all of us there'll be (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

SMITH: Fess, the winner of the second round!

KYSER: Well. Dean Smith, let the bugle sound!

ISH: (TRUMPET) Ish K. Bibble's Hour of Sparkling Gems! First,  
Human Interest item. Sea Bees less than two years old.

KYSER: Well?

ISH: (PAUSE) Takin' 'em young now aren't they!

KYSER: Oh bro-ther you're a little tired tonight!

ISH: Well, no wonder I'm tired. I didn't sleep none last  
night. They kept throwing me out of that hotel in  
San Francisco.

KYSER: Kept throwing you out of what hotel?

ISH: The Yucca Hotel.

KYSER: Yucca Hotel? I never heard of it. How do you spell it?

ISH: Y W C A!

SMITH: The second winner, Fess.

KYSER: And he is \_\_\_\_\_! Here's a  
Lucky, get to it, while the chillun dance, come on,  
yet's do it!

5. PAPER DOLL. . . . . PRODUCTION  
(APPLAUSE)

KAY KYSER  
Commercial #3

- 7 -

12-1-43

(FROM CAMP PARKS, CALIFORNIA)

KYSER: Now, Dean Ruysdael addresses the school, with a very simple, practical rule ...

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: Fine tobacco makes a fine smoke - that plain fact is as true today, as it was in the days of President Jackson and the genial Martin Van Buren. For in a cigarette it's the tobacco that counts ... and first, last and always, Lucky Strike means fine tobacco -- yes, Lucky Strike means fine tobacco. At markets all over the South, independent tobacco experts - auctioneers, buyers and warehousemen - can see just who buys what tobacco. Year after year, they can see the makers of Luckies consistently select the riper, the naturally mellow Lucky Strike tobacco that makes a better cigarette for you. Is it any wonder sworn records show that among independent tobacco experts - Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined. Yes, with men who know tobacco best, it's Luckies 2 to 1 ...

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

- 7 -

ATX01 0115685



KAY KYSER  
Commercial #3

- 8 -

12-1-43

DELMAR: Take a tip from the independent tobacco experts by smoking  
the cigarette that means fine tobacco -- LUCKY STRIKE.

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT

SHARBUTT: Yes, Lucky Strike means fine tobacco and remember: in a  
(Impulse  
Tag #4) cigarette it's the tobacco that counts.

(SWITCHOVER TO CAMP PARKS, CALIFORNIA)

- 8 -

ATX01 0115686

KYSER: Now, Dean Ruysdael, addresses the school, with a very simple, practical rule....

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

~~(Approx. 1.35)~~

(RETURN CUE)

RUYSDAEL: Yes, with men who know tobacco best, it's Luckies two to one.

AUCTIONEER: CHANT SOLD AMERICAN

DELMAR: Take a tip from the independent tobacco experts by smoking the cigarette that means fine tobacco - Lucky Strike.

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT

SMARBUTT: Yes, Lucky Strike means fine tobacco. And remember, in a cigarette it's the tobacco that counts.

(SWITCHOVER TO CAMP PARKS, CALIFORNIA)

~~6- FIVE FIVE UNO.....ORCHESTRA~~

~~KYSER: Children, have one Harry Rabbitt and Georgia Cannoll to sing a beautiful song~~ From our RKO picture "Around the World" which had its world premiere last week. / Harry and Georgia <sup>real nice</sup> singing....."Candlelight and Wine."

7. CANDLELIGHT AND WINE. . . . . HARRY & GEORGIA

(APPLAUSE)

ORCH: KYSER MARCH

SMITH: Fess, the final round is bubblin!  
KYSER: Well bring up our winners, Dean, then we'll walk to  
Dublin.

1. I'm proud to say that many of America's top orchestras have contributed to motion picture entertainment. So tonight we'd like to dedicate our final round to orchestras that have appeared in pictures. Corporal Don Ayers, somewhere in the South Pacific, says this theme identifies a bandleader who was featured in ~~Hollywood Hotel, the Big Broadcast~~ and Stage Door Canteen and will soon make a picture based on his own life. Listen and tell us who he is ~~and his most recent picture~~ (PLAY) (Was it "Cover Girl," Powers Girl, or Pin-up Girl) He also has just finished "The Gang's all Here" with Alice Faye and Carmen Miranda. A recent picture starred Lena Horne with a bandleader famous for his "hi de ho." Who is the leader and what was the picture? Maybe this will give you a clue. (KAY HUMS)

2. Another famous name band has been featured in three recent hit pictures....in "What's Buzzin', Cousin," "Mayor of 14th Street" and "Seven Days Leave." Corporal Kenneth Bingen of Seattle, Washington, says this theme will tell you who I mean. (PLAY) Another famous leader scored a hit in "Palm Beach Story" with Claudette Colbert, and in "Happy Go Lucky" with Betty Hutton and Mary Martin. Who is he? (Yes, and \_\_\_\_\_ will be married in California <sup>Los Angeles</sup> to Bette Jane Greer, and we wish them both a whole lot of happiness.)

3. A famous sax player and his orchestra were starred in a swell picture called "The Fleet's In." Dorothy Harnish of Hollywood says when you hear this theme you should know who he is. (PLAY) What glamorous female star was in that picture with (\_\_\_\_\_). She played the part of a ten cents a dance hostess, and she is known as "The Sarong Girl." If they cast bands in pictures by names, what orchestra leader would appear in "Rio Rita?" ~~Who would appear in the picture "Castles in the Air?"~~

4. A terrific novelty orchestra was seen in the film "Thank Your Lucky Stars" with Bette Davis and a host of other Hollywood favorites. Miss Carole Carlson of Minneapolis, Minnesota, says that Hitler doesn't like that orchestra because ~~it~~ and its leader made this song famous. (PLAY) Two lovely movie stars, Alice <sup>Lewis</sup> Faye and Mary <sup>Hope</sup> Pickford, are married to bandleaders. Who are their husbands?

(APPLAUSE)

SOUND: CLASS BELL

SMITH: Shall I get the name of the winner, Profess?

KYSER: Well, right after the tobacco laureate address.

(SWITCHOVER TO NEW YORK...PICK UP LS-MFT)

(Approx. .25)

AUCTIONEER: CHANT SOLD AMERICAN

RUYSDAEL: Ladies and gentlemen, in a cigarette it's the tobacco that counts and Lucky Strike means fine tobacco. Remember, with men who know tobacco best, it's Luckies two to one. So smoke the smoke tobacco experts smoke - Lucky Strike.

AUCTIONEER: CHANT SOLD AMERICAN

(SWITCHOVER TO CAMP PARKS, CALIFORNIA)

(FANFARE)

SMITH: High man, professor!

KYSER: *With a grand score all the way, Ed. Bryman*  
Good work, old man, so feast your eyes on this \$50. bond *+ for having a grand score all the way, not only a \$50. prize but*  
first prize, *And the an auctioneer* A twenty-fiver for number two. *\$15 for having* other four, ten in staps to you. All six get a carton *score a \$75*  
of Luckies! And then! AND THEN! To all you men in *in all the*  
this fine theatre whose enthusiasm couldn't be greater, a *Ed. Bryman*  
package of better than ever LUCKY STRIKE CIGARETTES!

(CHEERS)

*Fine Last Time*  
~~SOMEBODY LOVES ME~~ . . . . . ORCHESTRA

(APPLAUSE)

KYSER THEME

12/1/43

KYSER: Well, chillun, das all from the College until class time next Wednesday. Remember, the address for questions to the old Professor is - Kay Kyser - Box 909, Los Angeles, Zone 53, California.

For true Navy hospitality here at Camp Parks we want to thank Admiral Norman Murray Smith and Lt. Commander G. A. Hanson. And, ladies and gentlemen, the faces of thousands of Seabees are before me. They have come from a thousand different skilled trades to build and fight for Uncle Sam. These guys do everything, from fixing watches to repairing aircraft carriers. And they are fighters, too. They take combat training, and they land not only with tools, but with tommy guns, to build the docks, ramps, runways, telephone lines, power stations and roads that pave the way for victory. Their motto is "Can Do", and over 50% of them "have done" for 15 or 18 months in the Aleutians and South Pacific. To all of you C.B.'s, the whole nation says "Thank you", for living up to your motto "Can Do".

Next week we start our four weeks of "White Christmas" with desert units, so we'll be holding class next Wednesday with the United States Marine fliers at Mojave. Until then, this is Kay Kyser, thinkin' of you. Thanks a lot for bein' with us, and so long ... everybody.

(APPLAUSE)

MUSIC: LUCKY THEME

(SWITCHOVER TO CHICAGO)

ATX01 0115691

(FROM CHICAGO)

CHICAGO ANNCR: This program was presented by Lucky Strike for the entertainment of the men at Camp Parks.

(SWITCHOVER TO NEW YORK)

RUYSDAEL: The famous tobacco auctioneers heard on tonight's program were Mr. L. A. (Speed) Riggs, of Goldsboro, North Carolina - (CHANT - SOLD AMERICAN), and Mr. P. E. Boone of Lexington, Kentucky - (CHANT - SOLD AMERICAN). Basil Ruysdael speaking for the makers of Lucky Strike, the cigarette that means fine tobacco -- Yes, Lucky Strike means fine tobacco.

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT

SHARBUTT: Yes, Lucky Strike means fine tobacco. No wonder that with (Impulse Tag #1) men who know tobacco best, it's Luckies 2 to 1.

NEC ANNOUNCER: The Navy Department does not endorse any product, and this broadcast is not intended as an endorsement of the advertised product by the Navy Department.  
This program came to you from Camp Parks, California and New York.

THIS IS THE NATIONAL BROADCASTING COMPANY.

# FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE, NEW YORK • WICKERSHAM 2-6600

CLIENT: THE AMERICAN TOBACCO CO. REVISION: \_\_\_\_\_ NETWORK: NEC  
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 10:00-11:00 PM EW  
DATE: DECEMBER 8, 1943 - #298 REPEAT: \_\_\_\_\_

"KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE" *As Broadcast*

## ROUTINE

1. PAGAN LOVE SONG ORCHESTRA
2. FOR THE FIRST TIME HARRY BABBITT
- COMMERCIAL ONE
- ROUND ONE
3. THEY JUST CHOPPED DOWN THE OLD APPLE TREE SULLY MASON
- COMMERCIAL TWO
4. MY HEART TELLS ME GEORGIA CARROLL
- STATION BREAK
- ROUND TWO
5. OH WHAT A BEAUTIFUL MORNING PRODUCTION
- COMMERCIAL THREE
6. PISTOL PACKIN' MAMA GROUP
7. PEOPLE WILL SAY WE'RE IN LOVE *cut* HARRY BABBITT
- FINAL ROUND
8. WHISPERING *faded* ORCHESTRA

ATX01 0115693



WEAF

THE AMERICAN TOBACCO COMPANY

12-8-43

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #298

10:00-11:00 PM EWT

DECEMBER 8, 1943

WEDNESDAY

(Originates at the U.S. Marine Corps Air Station, Mojave, California, with switchovers at NBC, New York for commercials and closing.)

(FROM NEW YORK)

RUYSDAEL: With men who know tobacco best, it's Luckies 2 to 1!

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFT

LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

DELMAR: Yes, Lucky Strike means fine tobacco, so round, so firm,  
(Impulse Tag #5) so fully packed, so free and easy on the draw.

BOONE: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO MOJAVE, CALIFORNIA)

ORCHESTRA: "THIS IS MY LUCKY DAY."

SMITH: LUCKY STRIKE presents for the entertainment of the men  
of the Marine Corps Air Station at Mojave, California -  
KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE!

AUDIENCE: (SINGS) From the halls of Montezuma,  
To the shores of Tripoli.  
We will fight our country's battles,  
In the air, on land and sea!  
(HUM)

SMITH: These are the Marines! <sup>Midway</sup> ~~Wake Island~~! (SOUND - GUNS)  
<sup>Guadalcanal</sup> ~~Bataan~~! (SOUND - PLANES) <sup>Makin</sup> Midway! (SOUND - POWER DIVE)  
<sup>Pangasinan</sup> ~~Guadalcanal~~! (SOUND - BLEND) Tarawa! (SOUND - BLEND)

AUDIENCE: "YEAH MARINES!" "FLIERS!" "HOORAY!"

ORCHESTRA: KYSER THEME

(AUDIENCE APPLAUSE UP BIG!)

KYSER: Evenin' folks, how y'all? Well that's good. Chillun, tonight we're holdin' class with Uncle Sam's Marine fliers right smack in the Mojave desert. Mojave ... that's an old Indian word that means if you can survive this - the South Pacific is a push over! Mojave desert ... that's a piece of America that went AWOL. But it's great out here. In New York there's nothing like the tall buildings. In the middle west there's nothing like the green farm lands. In Hollywood there's nothing like the beautiful girls. And in Mojave ... there's nothin'!

VERNE: But the weather's nice though, except it gets a little cold at night.

KYSER: A little cold? Why Dean Smith, last night it was so cold here, when I opened the closet this morning, my shorts were wearing two pairs of long flannel underwear. That's silly isn't it? But, seriously - they really train the men here to fly these big Corsair fighters and SBD bombers. Those SBD's really make the Japs jump! You'd jump too if you had a couple of SBD's in your BVD'S! Well, I guess I'll stop trying to be funny. These Marines want to try for that folding money, \$115. in War Bond prizes. But before they compete for the rake off, let's take off. What I mean is, chillun, yet's dance.

1. PAGAN LOVE SONG . . . . . ORCHESTRA
2. FOR THE FIRST TIME . . . . . HARRY  
(APPLAUSE)

KAY KYSER  
Commercial #1

- 2 -

12-8-43

(FROM MOJAVE, CALIFORNIA)

KYSER: And now, my chillun, it's time to hear - a friendly  
suggestion for Christmas cheer ...

(FROM NEW YORK)

DELMAR: With men who know tobacco best it's Luckies two to one!  
Let that important fact be your guide this Christmas, ladies  
and gentlemen.

RIGGS: (CHANT - SOLD AMERICAN)

SHARBUTT: This is the time of year - the approach of Christmas -  
when we all wonder what gift would be acceptable. No gift  
is more acceptable than a carton of cigarettes. No gift  
offers so much for so little. And this season Lucky Strike  
comes to you in an extremely handsome embossed packing at  
no extra cost - a pure white "Merry Christmas" carton - the  
gift hit of the year in cigarettes. Say "Merry Christmas"  
to all your friends with Lucky Strike, the cigarette that  
means fine tobacco.

RIGGS: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO MOJAVE, CALIFORNIA)

- 2 -

ATX01 0115696

KYSER: And now, my chillun, it's time to hear - a friendly suggestion for Christmas cheer....

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

(approx .50 )

(RETURN CUE:)

SHARBUTT: And this season Lucky Strike comes to you in an extremely handsome embossed packing at no extra cost - a pure white 'Merry Christmas' carton - the gift hit of the year in cigarettes. Say 'Merry Christmas' to all your friends with Lucky Strike, the cigarette that means fine tobacco.

AUCTIONEER: CHANT SOLD AMERICAN

(SWITCHOVER TO MOJAVE, CALIFORNIA)

ORCH: KYSER MARCH

SMITH: Professor, it's time for the number one frame.

KYSER: Well let's see who lands in our school's hall of fame.

ISH: Just a second, professor. On account of these here now Marines really earn their wings, I have writ a essay in regards to which I wouldst like to read same entitled ... feathers.

KYSER: Go ahead, knuckle head.

ISH: Feathers. Now feathers is stuff that if a chicken didn't have any, nobody would notice it as much as if it was Sally Rand.

KYSER: Proceed.

ISH: Riddle about feathers. Now if your head was in a Indian headdress why would it look like the town of Mojave?

KYSER: I give up.

ISH: It would all be one block.

KYSER: Read on. Feathers.

ISH: Poem about a Indian maid named "Little Feathers."  
Ohhhhhhhh, a Indian maid named Little Feathers  
Went hunting on the river.  
Her bow and arrow weren't so hot --  
But you ought to see her quiver.

SMITH: Fess, let's quiz these leathernecks.

KYSER: Why yes, if they wait any longer they'll be nervous wrecks.  
And our first Devildog is Pvt. Lynn Burk!

1. With the help of some songs for Marine John Schultz of Camp Pendleton, we're going to read some imaginary newspaper headlines. Here's the first headline!

*Kay*  
~~SMITH:~~ Marine in Jersey night club gives tough guy the (PLAY)

KAY: Here's the next headline.

*Kay*  
~~SMITH:~~ Society burglar steals valuable (PLAY)

KAY: Here's the big headline.

*Kay*  
~~SMITH:~~ Japan's Hirohito when interviewed on loss of Tarawa said  
"So Sorry, with those <sup>*Yankers*</sup> ~~Marines~~ it's (PLAY)

2. Since you fellows call yourselves the Marine Jackrabbits, Miss Janice Dew, of Baltimore, Md., thinks you're capable of discussing the difference between Eugs Bunny, ~~Bunny Waters~~, the Bunny Hug and Rabbit Funch and Welsh Rabbit.

3. Pvt. Harold Hemmer somewhere with Uncle Sam's boys, wants us to play our theme song "Thinking of You" the way a certain other orchestra might play it if it were his theme. You listen and tell us who the orchestra is. (PLAY) This fellow <sup>used to</sup> features triple tonguing in his brass sections and if "Thinking of You" were his theme, he might play this way (PLAY)

4. There's been a lot of whistling going on around this field, so we're going to tell a little story with whistles - and everytime you hear a whistle Airman Wm. Boyer of Phoenix, Arizona, wants you to tell us what's going on in the story. Ready now - here we go...Mr. Jones is on a (WHISTLE) That's right, the boat arrives in New York but Mr. Jones has to go to Chicago so he takes a (WHISTLE) ~~he remembers that he hasn't bought a present for his wife -- and he's only got a nickle left. He hears a~~ (WHISTLE) and he buys her a bag of crackers and decides to walk home. ~~As he's crossing a busy intersection against the lights he is startled by~~ (WHISTLE)

BOBBY: ~~Hay! Watch where you're going!~~  
~~when he gets off the train~~  
 So he decides to take a short cut thru the park and who does he run into but (PLAY) He says what are you doing in the park at this time of day? And the whistler says - "I always take my love out when I hear (PLAY)

KYSER: And here is something of vital importance. This year more than ever before the need for your purchases of Christmas seals is great. When you send in your musical questions to the Old College be sure to put ten official Christmas Seals on <sup>an</sup> ~~your~~ envelope. When we reply, we'll put ten seals on your letter, too. The Christmas seal campaign is for a very worthy cause. What about it, Americans? I know you'll want to help.

5. It's visiting dean time now and tonight our guest is Staff Sergeant Robert Cappola from Flushing, L. I. Let's clear the runway for Cappy (APPLAUSE) Cappy Cappola is an expert at vocal sound effects and Paul Keast of Los Angeles wants to know what game you would be watching if you heard this sound (SOUND) See if you can tell us what these Marine F4U's are doing (SOUND) What are these B24's doing over Tokio (SOUND)

*Jerry Jones of Santa Monica says*

6. Football is still in the news as all America looks ahead to the Bowl games. ~~On New Year's Day some of the nations greatest players will meet in end of the year classics, so for Bill Schroeder of Los Angeles, you lister and tell us who meets who in what bowl. In the Cotton Bowl at Dallas <sup>Texas</sup> University of Texas will meet the Randolph Field Flyers, in the Sugar Bowl at New Orleans, Georgia Tech will tackle Tulsa, while in the Orange Bowl game at Miami, Florida Louisiana State will square away against (PLAY) In the Sun Bowl, New Mexico will meet Southwestern, and when it's Rose Bowl time in Pasadena, the University of Washington will tangle with (PLAY) Yes sir, chillun, and this Saturday here on the west Coast College of Pacific meets the March Field 4th. Air Force Flyers.~~

(APPLAUSE)

SOUND: CLASS BELL



SMITH: First winner, Fess.

KYSER: And he is \_\_\_\_\_.

ISH: (TRUMPET) Ish K. Bibble's Hour of Witty Gems about our little furry friends of the desert. First gem - joke about jackrabbits.

KYSER: Start jumping.

ISH: Once upon a time there was two jackrabbits.

KYSER: Yes.....

ISH: Now look at 'em.

SMITH: Let's get to the first winner, Fess.

KYSER: Yes sir, Dean, yes sir. And our first best guesser is \_\_\_\_\_  
Nice work leatherneck, you're in line for the final check. So light up a Lucky, have a puff, while the chillun do some dancin' and stuff to a tune from our RKO picture "Around the World."

3. THEY JUST CHOPPED DOWN THE OLD APPLE TREE ..... SULLY

(APPLAUSE)

KAY KYSER

- 3 -

12-8-43

Commercial #2

(Charles Dickens and Washington Irving Speak of an American Tradition)

(FROM MOJAVE, CALIFORNIA)

KYSER: Oh man! You had us hoppin' with that choppin'!  
Roodle-ee-do!

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

SHARBUTT: Let that historic chant remind you that Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco. No wonder that with men who know tobacco best, it's Luckies 2 to 1 ...

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: Charles Dickens and Washington Irving ...

RUYSDAEL: On the evening of March 22, 1842 ... at precisely eight o'clock ... two distinguished gentlemen came into the dining room of the old Barnum Hotel in Baltimore, Maryland. They sat down at a table near the tall windows ... and ordered their dinner with great care. For they were both men of the world who loved the good things of life ... good food, good fellowship, good conversation ... and their names were Charles Dickens and Washington Irving. Go back in imagination to that memorable evening, a hundred and one years ago ... back to the dining room at Barnum's where two of the world's great authors met and dined together.

(MORE)

- 3 -

ATX01 0115703

KAY KYSER

- 4 -

12-8-43

Commercial #2 (CONTD)

(Charles Dickens and Washington Irving Speak of an American Tradition)

RUYSDAEL: They have many things to talk about, these two, and many  
(CONTD)

sincere criticisms to exchange -- for Irving is a great admirer of Dickens' "Pickwick," and Dickens is a warm friend of Irving's "Rip Van Winkle," and both are masters of the written word. As the dinner progresses, Washington Irving speaks of his appointment as Ambassador to Spain and of the journey he will make in a few days to the Court at Madrid. And Charles Dickens who has been touring the country, and who only yesterday was the guest of President Tyler at the White House, speaks of America and of all the cities he has seen. He tells of his walks through the streets of Baltimore ... describing vividly the excitement of the water front, and the great hogsheads of Maryland tobacco stacked along the piers waiting to be loaded into the holds of ships from all over the world. And now, as the coffee is served, Charles Dickens opens a leather pouch and shares with Washington Irving some of the mild, mellow tobacco from the Sherwood plantation of President Tyler himself. Thus, on a night in the year, 1842, Charles Dickens and Washington Irving sat together smoking the fragrant leaf of the President's own harvest ... and spoke of the tradition, the romance of fine tobacco.

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

- 4 -

ATK01 0115704

KAY KYSER

- 5 -

12-8-43

Commercial #2 (CONTD)

(Charles Dickens and Washington Irving Speak of an American Tradition)

SHARBUTT: Ladies and gentlemen, today that same tradition of fine  
(Short  
Closing  
"K") tobacco is yours to enjoy in Lucky Strike ... Remember, in  
a cigarette, it's the tobacco that counts and first, last  
and always Lucky Strike means fine tobacco - yes, Lucky  
Strike means fine tobacco, so round, so firm, so fully  
packed, so free and easy on the draw.

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFT

LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

DELMAR: Yes, Lucky Strike means fine tobacco. So smoke the smoke  
(Impulse  
tag #2) tobacco experts smoke -- Lucky Strike.

(SWITCHOVER TO MOJAVE, CALIFORNIA)

- 5 -

ATX01 0115705

KYSER: *How bad that!*  
Oh man! You had us hoppin' with that choppin!  
Roodle-ee-do!

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

(approx. 3.05)

(RETURN CUE:)

SHARBUTT: Remember, in a cigarette, it's the tobacco that counts, and first, last and always Lucky Strike means fine tobacco - Yes, Lucky Strike means fine tobacco - so round so firm, so fully packed, so free and easy on the draw.

AUCTIONEER: CHANT SOLD AMERICAN

RUYSDAEL: LS - MPT  
LS - MPT

TICKER: (2 & 3, 2 & 3, 2 & 3)

DELMAR: Yes, Lucky Strike means fine tobacco. So smoke the smoke tobacco experts smoke - Lucky Strike

(SWITCHOVER TO MOJAVE, CALIFORNIA)

ORGE: (CARROL INTRO)

KYSER: Now under the desert stars, a beautiful girl and a melody for you Marine flyers. It's our cover girl, gorgeous Georgia Carroll! (APPLAUSE) And Georgia, I know these men will listen eagerly while you're telling them that...

4. MY HEART TELLS ME.....GEORGIA

(APPLAUSE)

GLEE CLUB: MARINE HYMN

GLEE CLUB: "MARINE HYMN" . . . . . FADE FOR:

SMITH: The Old College pauses to honor the flying Leathernecks...  
The dare-devil devildogs who have sunk Jap warships and  
downed countless Zeros, and who will fly and fight until  
peace comes and men are free. ~~From~~ From the halls of Montezuma..  
to the shores of Tripoli.

LOCAL N B C STATION SAYS

"STATIONS X X X SALUTES MARINE CORPS AVIATION!"

(PLEASE TELETYPE THIS CUE TO ALL STATIONS RELEASING THIS  
PROGRAM)

ORCH: KYSER MARCH

t

SMITH: Fess, we're ready for the second fray!

DIANE: Professor aren't we going to do my western play?

KYSER: Yes, let's get it over with. This western costume I've got on is chilly.

JACK: Well, for one thing you're supposed to wear pants under those chaps.

KYSER: Oh. Well it's too late now. Dean, announce the play!

SMITH: We take you now to the little theatre off the Mojave Bowling Alley for Diane Pendleton's western saga -- the Code of the West! Starring Kay Kyser as Hop-a-long Nutzbaum! Curtain!

DIANE: Hark! I hear hoofbeats! Could that be Hop-a-long Nutzbaum, my suitor? You had better hide, Desperate Desmond.

FERDY: It's too late now!

SOUND: HOOFBEATS, DOOR OPEN

KYSER: Aha! Desperate Desmond! How is it I come here and find you kissing my sweetheart! How is it, I say!

FERDY: Not bad.

KYSER: Diane, gal, you've been untrue to me. And you used to call me your gold nugget!

BOBBY: YEAH, YOU GOLD ERICK!

KYSER: QUIET!

DIANE: There is only one way to decide between you. I shall marry the best horseman of the two.

KYSER: Why that's far and squar. I'll ride along, swoop down and pick up a thread with my teeth. What can you do after that, Desperate Desmond.

FERDY: I'll ride along and pick up your teeth!

ORCH: CHORD

SMITH: Fess, these Marines are anxious to go.

KYSER: Well Dean, yet's get on with the show. And our first second-rounder is...

1: According to Infantryman Bob Stahlman and Terry Allen's boys in Italy, they have some pretty rough and tough hombres in these desert towns: When I visited Mojave, I saw a big he-man leanin' against a building just lookin' nasty. I asked a native who he was and the native said "That's Bad Bill! Just get in his way (PLAY). Yes, that Bad Bill will hit you at the drop of a hat. He's just plain (PLAY). "My" I said, "some of these desert rats are awful men!" The native said "Bad Bill's no desert rat - but he'll hit you at the drop of the hat 'cause he's a car driver from Hollywood.

2. Speaking of devil dogs, Miss Mary D'Angelo of Cincinnati, wants you to tell us who two of the dogs are in the three following comic strips: Annie Rooney, Buster Brown, and Little Orphan Annie.

ISH: Oh professor, my dog had 15 puppies last week.

KYSER: That's fine, what's her name?

ISH: We call her Outboard Motor.

KYSER: Why?

ISH: Pup-pup-pup-pup.

KYSER: Now we can't talk about dogs & not mention cats. Would you just be a cat for a moment and go "meow". That's fine. Now I'd like for you to meow a bit of "My Wild Irish Rose."  
(PLAY)



3. Here're two well-known songs that Richard Magnelli of Pueblo, Colo. is sure you'd know if we played the start of the song, but we wonder if you can identify them if we start in the middle. Listen to the middle part of this well-known ditty and tell us what it is (PLAY) And here's one that was so popular you should have no trouble identifying it by listening to the middle part (PLAY).

KYSER: And by the way, chillun, this week-end I'll be on the 'We The People' program to tell the world what I think of our guys in uniform - as if you didn't know - and I hope you'll listen to the Burns and Allen program too, 'cause the old Prof is dropping in on Gracie and George.

4. And this one is from Carol Landis of Hollywood. Three Seabees were discussing their sweethearts and if you know the lyrics of some well-known songs you'll know what their girls' names were. The first fellow said "My Gal is the sweetest flower that grows. You can search everywhere but none can compare." What was her name? The second fellow said about his girl "After all is said and done, she's the only, only one. And the third fellow said "My Gal is so wonderful that in my dreams her fair face beams - she's the flower of my heart."

5. Here's Ishkabibble and his Ishbone - an old music stand with a lot of bells and odds and ends which Ish has put together to confuse himself -- And Tennis Swedell of Glendale wants to see if you can tell us the name of this rendition on the Ishbone.

(PLAY) (PLAY)

Next Wednesday we'll be with the Desert Troops at Camp Young for our second broadcast of four during the holidays to spend a White Christmas with as many isolated desert units as possible.

6. Many years ago pioneers of this part of the country used to roll across the plains on (PLAY) Later on there was another kind of Pioneers, fellows like (PLAY) But now we've got new kind of pioneers. It's men like you, Mojave flyers who are pioneering around the globe so that it will be the (PLAY)

(APPLAUSE)

SOUND: CLASS BELL

SMITH: Professor, the champ of the second fall!

~~KYSER: Well, Dean Smith, sound the pay day call!~~

ISH: (TRUMPET) Ish K. Bibble's news events. First news event.

Kay Kyser broadcasts show for leathernecks.

KYSER: Right.

ISH: Deviled Ham lays deviled eggs for devil dogs.

KYSER: Oh fine.

ISH: Second news item. Mojave Marines go in for gold mining.

KYSER: Ish! Marines don't know anything digging for the precious yellow metal!

ISH: Well, they're certainly workin' on that yellow streak down Tojo's back!

KYSER: Yes indeed.

ISH: Now for some history of the old west.

KYSER: Where did you learn anything about the old west.

ISH: From my uncle Bicarbonate.

KYSER: Your uncle Bicarbonate?

ISH: Yeah, he was one of the early settlers.

~~KYSER: Scream, Ish, scream. Here's the winner of the second exam.~~

And he is \_\_\_\_\_.

Nice goin' flyin' fighter. Have a Lucky, here's my lighter. You won the chance to be a final flihter and now yets dance to a beautiful song from "Oklahoma", beautifully sung by Harry and Georgia, and all the gang.

5. "OH WHAT A BEAUTIFUL MORNING". . . . . PRODUCTION  
(APPLAUSE)

KAY: (GUE TOP OF NEXT PAGE!)

(FROM MOJAVE, CALIFORNIA)

KYSER: Now Kenny Delmar has a word to say about an old tradition  
in the U. S. A.

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: Good companionship, good conversation, and good tobacco ...  
these were among the good things of life dearly loved by  
Charles Dickens and Washington Irving. Yes, they knew  
then -- just as we know today -- that fine tobacco makes  
a fine smoke. And, remember ... America's tradition of fine  
tobacco is carried on by the makers of Lucky Strike. For  
first, last, and always Lucky Strike means fine tobacco --  
yes, Lucky Strike means fine tobacco. Year after year, at  
markets all over the South, independent tobacco experts --  
auctioneers, buyers and warehousemen -- can see the makers  
of Luckies consistently select the riper, the naturally  
mellow Lucky Strike tobacco. No wonder that among such  
independent tobacco experts - with these men who know  
tobacco best -- it's Luckies 2 to 1.

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

KAY KYSER  
Commercial #3 (CONTD)

- 8 -

12-8-43

SHARBUTT: A friendly suggestion: for your own greater enjoyment,  
smoke the smoke tobacco experts smoke -- Lucky Strike.

RUYSDAEL: LS - MFT

LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: Yes, Lucky Strike means fine tobacco, so round, so firm  
(Impulse  
Tag #4) so fully packed, so free and easy on the draw.

(SWITCHOVER TO MOJAVE, CALIFORNIA)

- 8 -

ATX01 0115714

KYSER: Now Kenny Delmar has a word to say about an old tradition in the U. S. A.

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

(Approx. 1:30)

(RETURN CUE)

DELMAR: No wonder that among such independent tobacco experts - with these men who know tobacco best - it's Luckies two to one.

AUCTIONEER: CHANT SOLD AMERICAN

SHARBUTT: A friendly suggestion - for your own greater enjoyment, smoke the smoke tobacco experts smoke - Lucky Strike.

RUYSDAEL: LS - MPT  
LS - MPT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: Yes; Lucky Strike means fine tobacco, so round, so firm, so fully packed, so free and easy on the draw.

(SWITCHOVER TO MOJAVE, CALIFORNIA)

6. PISTOL PACKIN' MAMA.....GROUP

~~7. PEOPLE WILL SAY WE'RE IN LOVE.....HARRY~~

(APPLAUSE)

ORCHE: KYSER MARCH

SMITH: Fess, final exam. is drawing nigh.

KYSER: Then get our two winning leathernecks out of the sky.  
This is easy as pie, and for the first try here is.....

1. Since we're here in the Mojave Desert we'd like to dedicate our final round tonight to the word "sand." Sgt. John Dennis ~~is~~ somewhere in England, surely you can tell us the same 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, is baby Sandy a boy or a girl?

2. The word "san" is so prominent in this song that Lynn Burt of Lansdowne, Pa., is sure you can name it. (PLAY) Will you distinguish between The Road to Sands-Ibar, San Quentin and ~~Tar san, la dote~~

Sound: Clara Bell

SMITH: Shall I announce the man who came through to the end?

KYSER: First, some 'Lucky Logic' my friend.

(SWITCHOVER TO NEW YORK .. PICK UP TOBACCO LAUREATE)  
(Approx. .30)

*Riggs:*  
~~AUCTIONEER:~~ CHANT SOLD AMERICAN

RUYSDAEL: Ladies and gentlemen, in a cigarette it's the tobacco that counts, and Lucky Strike means fine tobacco.

SHARBUTT: Remember - with men who know tobacco best, it's Luckies two to one.

RUYSDAEL: So smoke the smoke tobacco experts smoke - Lucky Strike, the cigarette that means fine tobacco.

*Riggs:*  
~~AUCTIONEER:~~ CHANT SOLD AMERICAN

(SWITCHOVER TO MOJAVE, CALIFORNIA)  
(FANFARE)

SMITH: The champ, Professor!

KYSER: The winner!! And he is \_\_\_\_\_!  
You - are - my - boy! And it gives me joy to present you with this fifty dollar bond - first prize! And to number two, here's a bond for you, a twenty-fiver! And the four remainin' aren't complainin' because they each get ten dollars in stamps! All six get a carton of Luckies. And then! AND THEN! To all you Mojave Marines, you all get jobs as honorary Deans and a package of better than ever LUCKY STRIKE CIGARETTES!

(CHEERS)

8. WHISPERING . . . *faded!* . . . . . ORCHESTRA  
-(APPLAUSE)

~~ORCH:~~ KYSER THEME



KYSER:

Well chillun, das all until class time next Wednesday. Remember -- the address for questions to the old Professor is -- Box 909 -- Los Angeles, Zone 53, California. For the privilege of this visit at the Marine Corps Air Station at Mojave, we're grateful to Lt. Colonel Joseph P. Adams, and Major H. S. Mazet, two fine officers. These thousands of Marine pilots and <sup>General</sup> crewman before me tonight, ladies and gentlemen, will go direct ~~from the grey sand of the Mojave~~ <sup>to the green and in a matter of days they'll be at Guimaras with the Japs!</sup> to ~~the green Jap jungles in the blue Pacific~~. Here at Mojave they have learned to fly and service the deadly Corsair fighter plane, the snip the Japs have learned to call "Whistling Death" ~~and with good reason. They fly the Dauntless Dive bomber, too, but greater even than these magnificent American ships they fly, are the determination and vengeance in these fliers eyes.~~ They remember Pearl Harbor, believe me. And because of them there will never be another such tragic day as that one which dawned two years ago <sup>yesterday</sup> ~~this week~~. Instead, they are set and eager to give the Jap a half hundred Pearl Harbors all the way up the Pacific to Tokyo! And we say - let the Marines at them! And to you men the whole nation says "Thank you very much". Next week we'll be into our second week with desert units as we hold class with the men of the California-Arizona Maneuver Area, Desert Center, Camp Young. Until then...this is Kay Kyser...thinkin' of you. Thanks a lot for bein' with us...and so long everybody!

(APPLAUSE)

ORGH: "THIS IS MY LUCKY DAY"

(SWITCHOVER TO CHICAGO)

KAY KYSER

~~11~~

12-8-43

(FROM CHICAGO)

CHICAGO

ANNOUNCER: This program was presented by Lucky Strike for the entertainment of the men at The Marine Corps Air Station.

(SWITCHOVER TO NEW YORK)

RUYSDAEL: The famous tobacco auctioneers heard on tonight's program were Mr. F. E. Boone of Lexington, Kentucky - (CHANT - SOLD AMERICAN), and Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina - (CHANT - SOLD AMERICAN). Basil Ruysdael speaking for the makers of Lucky Strike, the cigarette that means fine tobacco -- Yes, Lucky Strike means fine tobacco.

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT

DELMAR: Yes, Lucky Strike means fine tobacco. So smoke the smoke  
(Impulse Tag #2) tobacco experts smoke - Lucky Strike.

NEC

ANNOUNCER: The Navy Department does not endorse any product, and this broadcast is not intended as an endorsement of the advertised product by the Navy Department. This program came to you from Mojave, California and New York.

THIS IS THE NATIONAL BROADCASTING COMPANY

~~11~~

~~21~~

ATX01 0115719

# FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE, NEW YORK • WICKERSHAM 2-6600

CLIENT: THE AMERICAN TOBACCO CO. REVISION: \_\_\_\_\_ NETWORK: NBC  
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 10:00-11:00 PM EDT  
DATE: DECEMBER 15, 1943 - #299 REPEAT: \_\_\_\_\_

"KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE" *As Broadcast*

## ROUTINE

- |  |                                    |
|--|------------------------------------|
| 1. THEY'RE EITHER TOO YOUNG OR TOO OLD | ORCHESTRA                          |
| 2. STAR EYES                           | HARRY BABBITT                      |
| COMMERCIAL ONE                         |                                    |
| ROUND ONE                              |                                    |
| 3. SHOO SHOO BABY                      | SULLY MASON & GROUP                |
| COMMERCIAL TWO                         |                                    |
| 4. NO LOVE NO NOTHING                  | GEORGIA CARROLL                    |
| STATION BREAK                          |                                    |
| ROUND TWO                              |                                    |
| 5. DEACON JONES                        | PRODUCTION                         |
| COMMERCIAL THREE                       |                                    |
| 6. AIN'T MISBEHAVIN'                   | ORCHESTRA                          |
| 7. CANDLELIGHT AND WINE                | HARRY BABBITT &<br>GEORGIA CARROLL |
| FINAL ROUND                            |                                    |
| 8. PUT YOUR ARMS AROUND ME, HONEY      | ORCHESTRA                          |

ATX01 0115720

WEAF

THE AMERICAN TOBACCO COMPANY

12-15-43

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #299

10:00-11:00 PM EWT

DECEMBER 15, 1943

WEDNESDAY

(Originates at the Coachella High School for the men of Camp Young, Coachella, California, with switchovers at NBC, New York for commercials and closing.)

---

(FROM NEW YORK)

RUYSDAEL: With men who know tobacco best, it's Luckies 2 to 1.

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFT

LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

DELMAR: Yes, Lucky Strike means fine tobacco. So smoke the smoke  
(Impulse Tag #1) tobacco experts smoke -- Lucky Strike.

RIGGS: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO COACHELLA, CALIFORNIA)

ORCHESTRA: "THIS IS MY LUCKY DAY"

SMITH: LUCKY STRIKE presents for the entertainment of the men  
of the California-Arizona Maneuver Area, Desert Center,  
Camp Young, California -- KAY KYSER'S COLLEGE OF MUSICAL  
KNOWLEDGE!

AUDIENCE: "YEAH ARMY!" "DESERT TROOPS!" "HOORAY!"

ORCHESTRA: KYSER THEME

(AUDIENCE APPLAUSE UP BIG!)

KYSER: Evenin' folks, how y'all? Well, das fine. Well, tonight chillun, the old college has really traveled to hold class for the desert trocops of Camp Young. Camp Young is just out of Indie ... Indie is just out of this world! Most of the fellows at Camp Young live in tents and those tents are really something. You remember all the comforts of home? Well, they're still at home! They call them pup tents. Yes, they call them pup tents because a dog would know better!

SMITH: Professor, don't you think it's about time to start the men on that \$115. War Bond test?

KYSER: Well, if they're willin', I'm willin'. But first, here's a tune for all the chillun!

- 1. . . . . THEY'RE EITHER TOO YOUNG OR TOO OLD . . . . . ORCHESTRA
  - 2. . . . . STAR EYES . . . . . HARRY
- (APPLAUSE)

KAY KYSER  
Commercial #1

- 2 -

12-15-43

(FROM COACHELLA, CALIFORNIA)

KYSER: And now, my chillun, it's time to hear - a friendly  
suggestion for Christmas cheer ...

(FROM NEW YORK)

SEARBUUTT: With men who know tobacco best it's Luckies two to one!  
Let that important fact be your guide this Christmas,  
ladies and gentlemen.

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: This is the time of year - the approach of Christmas -  
when we all wonder what gift would be acceptable. No  
gift is more acceptable than a carton of cigarettes.  
No gift offers so much for so little. And this season,  
Lucky Strike comes to you in an extremely handsome  
embossed packing at no extra cost - a pure white "Merry  
Christmas" carton - the gift hit of the year in  
cigarettes. Say "Merry Christmas" to all your friends  
with Lucky Strike, the cigarette that means fine tobacco.

BOONE: (CHANT - SOLD AMERICAN)

(SWITCHEOVER TO COACHELLA, CALIFORNIA)

- 2 -

ATX01 0115723

X

KYSER: And now, my chillun, it's time to hear a friendly suggestion for Christmas cheer...

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

(Approx. .50)

(RETURN CUE:)

RUYSDAEL: And this season, Lucky Strike comes to you in an extremely handsome embossed packing at no extra cost - a pure white 'Merry Christmas' carton - the gift hit of the year in cigarettes. Say 'Merry Christmas' to all your friends with Lucky Strike, the cigarette that means fine tobacco.

AUCTIONEER: CHANT SOLD AMERICAN

(SWITCHOVER TO COACHELLA, CALIFORNIA)

ORCH: KYSER MARCH

12/15/43

SMITH: Fess, we're ready for the first contest.

KYSER: Then sound the trumpet for that first bond quest!

ISH: (TRUMPET) Ish K. Eibble's News Events for the Infantryman!

KYSER: Do you know what infantrymen are?

ISH: Yeah - corn plaster commandoes.

KYSER: That's a man with a head on him like a glass of G.I. pop.  
Go ahead Ish.

ISH: First news event. Gold discovered near Indio.

KYSER: Indio? No fooling?

ISH: Right.

KYSER: Right? What do you mean, right?

ISH: No fooling in Indio.

KYSER: Never mind! Gold discovered near Indio!

ISH: Yeah - Mountain springs full of gold nuggets! Desert springs  
full of gold dust! Palm Springs full of Gold Bricks!

ATX01 0115725



SMITH: First contestant, professor!

KYSER: And he is \_\_\_\_\_

*Now from the town of Coachella with the Camp Young Desert Troop - here's your 1st question*

1. Lt. George Hansen somewhere in Iceland tells of the new foot-soldier, formerly of cafe society, who came out to Desert Center with some very mistaken ideas. He said to the Sergeant "I don't know where you're planning for me to sleep, but I presume (PLAY) Yes, he said "I presume there's a small hotel, and I'll take the (PLAY). The tough sergeant replied "I'm sorry, our hotel is not a small one - it's called 'Hotel Outdoors' - and your room won't be blue - it's a kind of a canvas brown. You see, you'll be (PLAY)

2. Since you are here at Camp Young, Nurse Mary Lumbar and the rest of her associates in Cincinnati, think you should know a lot of "Youngs". Name a male and female movie star named "Young". Is Pepper Young's Family a radio show, a book, or a picture? What Young is on Dinah Shore's program - he was starred in Topper pictures. And what Young led a pilgrimage over the Rockies <sup>+ plains</sup> and founded Salt Lake City?

3. A certain nurse at the Desert Field Hospital had a patient who was very fond of coffee, and Miss Visconti of Long Island, New York, says by playing the radio themes of two coffee programs you should be able to tell us the brands he was asking for. (PLAY) Can you name a star of each show?

SEAMAN 2ND CLASS RUTH SMITH OF MIAMI, FLORIDA says that Camp Young is not far from another famous winter resort.....Palm Springs, and in connection with Palms - can you tell me who is on the air for palmolive? Speaking of palmolive, let me soft soap you and name three makes of soap in this silly story. "Why, I swan, "said Barry, "canay I hold your palmolive...ivory much want to. Why, yes, I wood-Barry, but with my lux you'll probably get another sweetheart, so not on your life-boy!"

KYSER: And chillun, here's a thought for Christmas. When you send in your musical questions to the old college, be sure to put ten official Christmas seals on your envelope. When we reply, we'll put ten seals on our letter, too. That way we'll both be contributing to the Christmas Seal campaign. This year, more than ever before, <sup>we should buy</sup> ~~the need for your~~ ~~seals + help fight another kind of war~~ ~~purchases of Christmas Seals is great.~~ So what about it, Americans -- I know you'll want to help.

12/15/43

5. Sgt. Carmine Lemme of Springfield, Mass. is our first visiting dean tonight and he can really squeeze that accordian. Come on out here Sergeant and bring your stomach Steinway (APPLAUSE) Lt. Milden E. Mather somewhere overseas wants you to tell us what Sgt. Lemme is about to play (PLAY) (PLAY) Now I want you to hear him really whip up the "Poet and Peasant Overture" (PLAY) (APPLAUSE)

6. This one from Miss Maxine Smith, Pierre, South Dakota, is about a foot-soldier in the Army. The foot soldier says "those lucky guys in the Cavalry don't walk. They have (PLAY). And those guys in the Artillery have a nice comfortable seat (PLAY). And here I am, a poor foot soldier and (PLAY)

(APPLAUSE)

SOUND:        CLASS BELL

~~SMITH: Professor, before the close of the first examination, let's talk a little about irrigation. The irrigation system is wonderful here, you know.~~

~~KYSER: Yes, it is! And I can't understand it, because most of the water comes all the way from the Colorado...~~

~~SMITH: Yes?~~

~~KYSER: And takes one look and goes right back!~~

SMITH: Fess, is it true that this is gold mining country?

KYSER: And how! Why, Dean Smith, they have panned millions in gold around here!

AUDREY: Say, professor, what do you have to have to prospect for gold?

KYSER: Why, little Audrey, to prospect successfully for gold you need a very odd-looking pan.

BOBEY: BROTHER, IF THAT'S ALL YOU NEED, YOU'VE JUST STRUCK IT RICH!

KYSER: Oh, quiet! I've had enough trouble today!

FERDY: You ain't had half the trouble I had. I got court martialed!

KYSER: Ferdy Froghammer! You got court martialed? What for?

FERDY: Well, you showed me the tent I was supposed to sleep in last night, so I opened the flap and crawled in.

KYSER: Go on -- flap happy.

FERDY: That was the first tent I ever saw hanging on a line.

KYSER: Ferdy, get to the point. How could you get court martialed for simply opening the flap on a tent and going in?

FERDY: It wasn't a tent -- it was the general's union suit!

SMITH: First winner, Fess!

KYSER: And he is \_\_\_\_\_!

A good showin', nice goin' - here's a Lucky, keep it glowin' while the chillum dance!

3. SHOO SHOO, BABY. . . . . SULLY & GROUP  
(APPLAUSE)

KAY: Cue top of next page!

(FROM COACHELLA, CALIFORNIA)

KYSER: ..... You were on the beam and that's no dream.  
Thanks, gang, that was swell.

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: Let that historic chant remind you that Lucky Strike means  
fine tobacco - yes, Lucky Strike means fine tobacco. No  
wonder that with men who know tobacco best, it's Luckies  
2 to 1 ...

RIGGS: (CHANT - SOLD AMERICAN)

SHARBUTT: Woodrow Wilson Honors the Memory of Robert E. Lee ...

DELMAR: The date ... January 19, 1909. The place ... Chapel Hill,  
historic site of the University of North Carolina. Within  
the auditorium, the students are gathered to honor the  
memory of a great soldier and a great gentleman ... for this  
is the One Hundredth Anniversary of the birth of General  
Robert E. Lee. It is almost time now for the commemorative  
address ... and just as the clock in the campus tower  
strikes the hour of ten, a tall distinguished man rises  
from his chair on the stage and walks to the rostrum. For  
a moment he looks out over the youthful faces before him,  
and then quietly he begins to speak. The students are  
spellbound, for there is something in the voice of this  
man that comes with deep sincerity from the heart.

KAY KYSER  
Commercial #2 (Woodrow Wilson Honors the Memory of Robert E. Lee)  
12-15-43  
(CONTD)

DELMAR:  
(CONTD)

They know this man as Woodrow Wilson, President of Princeton University, but within four years they will know him as the 28th President of the United States. And now President Wilson, reaching back into his own memories, recalls his meeting -- when he was a boy of 14 -- with the great Robert E. Lee in the city of Augusta, Georgia. He describes the General's distinguished bearing ... the courtliness of his manners, the gentleness of his speech, the silver hair and the calm blue eyes. And there is something in this personal recollection that sums up the true feeling of the Old South, that traditional feeling that has flourished for so long. For Woodrow Wilson, as a Georgian and a Virginian who visited the famous plantations, knew that feeling as part of his own life. And Robert E. Lee, as the Master of Stratford Hall where for generations great tobacco harvests were cut from the fields, inherited this same feeling from his planter-patriot ancestors. Thus, at a University built in the heart of the tobacco country of North Carolina, President Woodrow Wilson spoke to the students of their great hero, Robert E. Lee ... and evoked the plantation tradition of the Old South -- the tradition, the romance of fine tobacco ...

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

- 4 -

ATX01 0115731

KAY KYSER

- 5 -

12-15-43

Commercial #2 (Woodrow Wilson Honors the Memory of Robert E. Lee)

(CONTD)

RUYSDAEL: Ladies and gentlemen, that tradition of fine tobacco --  
(Short  
Closing  
"F") carried on by Lucky Strike -- is important to you. For  
remember: in a cigarette it's the tobacco that counts and  
Lucky Strike means fine tobacco -- yes, Lucky Strike means  
fine tobacco, so round, so firm, so fully packed, so free  
and easy on the draw.

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFT

LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

SHARBUTT: Yes, Lucky Strike means fine tobacco. No wonder that with  
(Impulse  
Tag #3) men who know tobacco best, it's Luckies 2 to 1.

(SWITCHOVER TO COACHELLA, CALIFORNIA)

- 5 -

ATX01 0115732

KYSER: ....You were on the beam, and that's no dream. Thanks, gang, that was swell.

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

(Approx. 3.30)

(RETURN CUE:)

AUCTIONEER: CHANT SOLD AMERICAN

RUYSDAEL: Ladies and gentlemen, that tradition of fine tobacco - carried on by Lucky Strike - is important to you. For remember - in a cigarette it's the tobacco that counts, and Lucky Strike means fine tobacco - Yes, Lucky Strike means fine tobacco. So round, so firm, so fully packed, so free and easy on the draw.

AUCTIONEER: CHANT SOLD AMERICAN

RUYSDAEL: LS - MFT  
LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

SHARBUTT: Yes, Lucky Strike means fine tobacco. No wonder that with men who know tobacco best, it's Luckies, two to one.

(SWITCHOVER TO COACHELLA, CALIFORNIA)

ORCH: (CARROLL INTRO)

KYSER: Now, for you men of the desert battalions...a desert song, sung by our stop, look at and listen to girl, gorgeous Georgia Carroll! (APPLAUSE) And Georgia, I know these men will be thinking of nothing but love when they hear you sing "No Love, No Nothin'..."

4. NO LOVE, NO NOTHING. . . . . GEORGIA  
(APPLAUSE)

GLEE CLUB: "WHAT DO YOU DO IN THE INFANTRY"



12/15/43

CLEE CLUB: "WHAT DO YOU DO IN THE INFANTRY " . . . FADE FOR:

*Orchestra*  
SMITH: From the California-Arizona desert, the old College and  
Kay Kyser hold class with thousands of infantrymen, anti-  
aircraftsmen and armored units in battle training. And  
for you men from every corner of the nation, here's  
"Hello" and a handshake from your hometown station.

LOCAL NBC STATIONS SAYS

"STATION X X X SALUTES THE ARMY!"

(PLEASE TELETYPE THIS CUE TO ALL STATIONS RELEASING THIS  
PROGRAM)

KYSER MARCH

SMITH: Fess, Fess It's second round time!

KYSER: But we won't get to it, I'll bet you a dime!...Because...

ISH: (TRUMPET)

KYSER: See what I mean, Dean?

ISH: Ish K. Bibble's Newspaper of the air! Society Column!

KYSER: Now wait a minute, Ish. Did you write this stuff?

ISH: Oh no -- that there girl I been going around with.

KYSER: Oh, you mean Fair Faced Flo from Indio!

ISH: No -- Sour Puss Ella from Coachella!

KYSER: Oh, that one! Proceed!

ISH: First item -- interesting places to go while in Indio!  
(FIVE SECOND PAUSE) Next item!

~~KYSER: Now wait a minute! There must be some place to go around here.~~

~~ISH: If you want to go some place, ask a sergeant.....he'll tell you where to go!~~

KYSER: ~~Sorry. Oh, brother!~~

ISH: Next item -- stock market reports! Wheat and rye steady..  
Beef and Pork going steady...Herman and Elsie going steady--  
Congratulations, Herman and Elsie!

KYSER: Ish, please take it on the lam, here's our first  
contender for the second exam \_\_\_\_\_!

1. The men here just love to eat "B" rations - that's the dehydrated food the Army uses to sustain privates on the Desert, and Corporal Howard Mathies somewhere in the Aleutians, tells the story of a rookie and "B" rations. The rookie took his first look at those rations and said "They'll never get that stuff into me, no sir, (PLAY). The sergeant said "It's either that or nothing so I think you'll change your mind (PLAY). The Sarg was right. Now the rookie looks at his "B" rations and says (PLAY).

2. Miss Harriet Candless of Oklahoma City, Oklahoma, thinks that as long as you men do a lot of field maneuvers you should be able to quickly distinguish between Shep Fields, Betty Fields, David Copperfield, and W.C. Fields. W.C. Fields used to be in the mechanized forces -- he was a tanker.

12/15/43

3. Marine John T. Lanekin of Camp Mojave, is sure you're familiar with the News Reels, so listen and tell us which one you think is coming on the screen now. (PLAY). Is that Pathe News, Hearst Metrotone, Fox Movietone, Paramount News or what? In the newsreels what commentator says "Monkeys is the Cwaziest pipples"?

4. For Miss Alice Riley of Madison, Wisconsin, I'm going to name three famous actors and ask you the radio programs in which ~~each~~<sup>one</sup> is featured ... Here are the actors... Jean Hersholt, Basil Rathbone, and Lionel Barrymore. You look as if you have the making of a good radio actor. We have a little sketch here written especially for this occasion - entitled "Papa, cover your nose up, you're ruining the blackout"! The scene is a Department Store - A husband and wife are shopping. <sup>for a hat</sup> ~~In the first part "I'll be the wife" - Here's your part -~~

KYSER: You be the wife - I'll take the first line.

KYSER: Well, here's the hat department. Let's go in.

CONT: My, isn't that a beautiful hat over there with all the plums, cherries, apples and bananas on it? I think I'll take it with me.

KYSER: Take it with you? Why don't you eat it here?

KYSER: Now I'll be the wife ... They certainly have lovely hats in here, don't they dear?

CONT: Yes, they do.

KYSER: Do you like this one turned down?

CONT: How much is it?

KYSER: Thirty-five dollars.

CONT: Yes, turn it down!

5. Our visiting deans tonight are four soldier musicians from Camp Young. They call themselves the Camp Young Coyotes, and they're a swell rhythm combination. So let's get them out here! (APPLAUSE) See if you can tell us what Jube Tack, John Tortola, John King, Harvey Bushway, and John Costanza are about to play. (PLAY) (PLAY) (APPLAUSE)

KYSER: By the way, chillun, next Wednesday we'll be saying "Merry Christmas" to Uncle Sams, flyers at the Muroc Army Air Base, in the Desert...our third broadcast of four during the holidays to spend a White Christmas with as

many isolated desert units as possible, & by the way, after class tonight, there'll be a big outdoor show for all the rest of you Camp Youngers.

6. With all due respect to the wonderful work other branches of the service are doing in this war, I think most Generals agree that wars are won by foot soldiers. Airman Warren Spratt of Yuma, Arizona, says if you will tell us with what country you associate the following two songs you'll also tell us where the American infantryman is doing a great job of fighting. (PLAY). Yes sir, infantrymen are doing a fine job of reinforcing the Marines in the South Pacific and pretty soon they'll be walking right over (PLAY).

(APPLAUSE)

SOUND: CLASS BELL.

SMITH: Professor, the second round is done!

KYSER: Well, Dean, find out who lost - who won!

FERDY: Say, Professor!

KYSER: Yes, Ferdy Froghammer?

FERDY: Did you hear that three thousand beautiful show girls were imported to entertain the men at Camp Young.

KYSER: Ferdinand! These men here don't like show girls! They don't pay any attention to things like that! They're too old.

FERDY: I guess you ain't heard that new song.

KYSER: What song?

FERDY: (SINGS) "THEY'RE NEVER TOO OLD AT CAMP YOUNG."

SMITH: Second big shot, Fess!

KYSER: And he is \_\_\_\_\_! Nice goin', desert trooper! Light up a Lucky, it's super dooper! You've struck oil, so start pumpin', while the rest of the chillun do some jumpin'!

5, DEACON JONES . . . . . PRODUCTION  
(APPLAUSE)

KAY KYSER  
Commercial #3

- 7 -

12-15-43

(FROM COACHELLA, CALIFORNIA)

KYSER: Now, Del Sherbutt has a word to say, about a solid rule  
that's here to stay ...

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

SHARBUTT: It was more than seventy years ago that the 14-year-old  
Woodrow Wilson met Robert E. Lee in Augusta, Georgia. And  
there were many planters who could have told you then -- as  
their sons will tell you now -- that it takes fine tobacco  
to make a fine cigarette. Yes, ladies and gentlemen, one  
solid fact remains through the years: In a cigarette it's  
the tobacco that counts, and Lucky Strike means fine tobacco  
-- And first, last and always, Lucky Strike means fine  
tobacco. No wonder that among independent tobacco experts  
-- auctioneers, buyers and warehousemen -- with men who  
know tobacco best, it's Luckies 2 to 1.

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

- 7 -

ATX01 0115740

KAY KYSER  
Commercial #3 (CONTD)

- 8 -

12-15-43

DELMAR: A friendly suggestion: For your own greater enjoyment,  
smoke the cigarette that means fine tobacco -- Lucky  
Strike!

RUYSDAEL: LS - MFT  
LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: Yes, Lucky Strike means fine tobacco, so round, so firm,  
(Impulse  
Tag #2) so fully packed, so free and easy on the draw.

(SWITCHOVER TO COACHELLA, CALIFORNIA)

- 8 -

ATK01 0115741



KYSER: Now Del Sharbutt has a word to say, about a solid rule that's here to stay.

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

(approx 1.20)

(RETURN CUE:)

SHARBUTT: No wonder that among independent tobacco experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies two to one.

AUCTIONEER: CHANT SOLD AMERICAN

DELMAR: A friendly suggestion - for your own greater enjoyment, smoke the cigarette that means fine tobacco - Lucky Strike.

RUYSDAEL: LS - MFT  
LS - MFT

TICKER: ( 2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: Yes, Lucky Strike means fine tobacco, so round, so firm, so fully packed, so free and easy on the draw.

(SWITCHOVER TO COACHELLA, CALIFORNIA)

6. AIN'T MISBEHAVIN'! . . . . .ORCHESTRA

7. CANDLELIGHT AND WINE . . . . .HARRY & GEORGIA

(APPLAUSE)

ORCH: KYSER MARCH

SMITH: Fess, it's final round for these men of the dunes.  
KYSER: Well, dean, let's see if they know their tunes.  
~~date.~~

1. We'd like to dedicate our final round tonight to Terpsichore or dancing. Pvt. Louis Gomes of Chapman's College, Los Angeles, says this song typifies the type of dancing most popular in America (PLAY). Now can you name another kind of trot? (KAY IMITATES) Can you name an orchestra leader who has a "trot" in his name? Who teaches dancing in a hurry?

2. The Marine Squadron 222' somewhere in the South Pacific, asks what's this song and what type of dancing does it bring to mind. (PLAY) Who's known as the Waltz king? Is there a radio program called Waltz Time? Who was Fred Astaire's first dancing partner? Was it Adelt, Ginger, Eleanor, or Rita?

3. Here's a number called "La Cumparsita" and Mrs. Betty Ann Houck of Paso Robles Cal., wants you to identify the type of dancing associated with it. (PLAY) Yes, that's an \_\_\_\_\_ Now can you name ~~three~~ <sup>two</sup> American dances that have been popular in the past few years such as the ~~Charleston?~~ <sup>Cowbells, Hootchy Kootchy, Indian Square</sup> What dancer was the star of "~~Married An Angel~~" and danced to "That Old Black Magic" in Star Spangled Rhythm"? What famous dancer is called "Bojangles"?

4. Other South-American rhythms are very popular in America right now and Pvt. Spilker and the rest of his buddies at Camp Sibent, Alabama, wants you to name this song and tell us what type rhythm it is. (PLAY) If that's the (Lumber) what is this? (PLAY) Answer this right or wronger. You can learn the conga by taking six lessons from \_\_\_\_\_?

(Applause!)  
Sound: Class Bell!

SMITH: Shall I announce the man who really came through?

KYSER: Right after this 'Lucky Logic', please do.

(SWITCHOVER TO NEW YORK...PICK UP TOBACCO LAUREATE.)

(approx .35)

*Bone*  
~~AUCTIONEER~~: CHANT SOLD AMERICAN

RUYSDAEL: Ladies and gentlemen, in a cigarette it's the tobacco that counts, and Lucky Strike means fine tobacco.

DELMAR: Remember, with men who know tobacco best, it's Luckies two to one.

RUYSDAEL: So, smoke the smoke tobacco experts smoke - the cigarette that means fine tobacco - Lucky Strike.

*Bone*  
~~AUCTIONEER~~: CHANT SOLD AMERICAN

(SWITCHOVER TO COACHELLA, CALIFORNIA)

(FANFARE)

SMITH: The desert King, Fess!

KYSER: Look at this, oh boy it's a tie--one of them had a perfect score, Cpl. Charlie Guseo from Fort Lee, N.J., and therefore, he wins not only the \$50 first prize War Bond, but he also wins a \$25 additional bond for having a perfect score all the way, or \$75 to Cpl. Charlie Guseo of Fort Lee, New Jersey. And for tying the first round, also a first prize of a \$50 War Bond goes to Pvt. Geo. M. Cohan, Jr. from New York City.

Ten

each in stamps to the other four champs. All six get a carton of Luckies. And then -- and then! To all you fightin' desert troops, for all your laughin' and hollers and whoops a package of better than ever LUCKY STRIKE CIGARETTES!

(CHEERS)

8. PUE YOUR ARMS AROUND ME HONEY . . . . .ORCHESTRA

(APPLAUSE)

ORCH: KYSER THEME

KYSER:

Well chillun, das all until class time next Wednesday. .  
~~Remember - the address for questions to the "Old Professor~~  
~~is -- Box 900 -- Los Angeles, Zone 55 California. For this~~  
 visit with the desert troops of Camp Young we want to  
 thank General <sup>Anderson</sup> Patch and Lt. D.G. Farkas, as well as all  
 of you man. The whole nation is proud of the mechanized  
 and armored units, but I want to say a special word  
 tonight about the American infantrymen. Overhere he trains  
 hard for the tough job he knows lies ahead, Over there,  
 he's the guy who is out in the front lines, ~~in rain, in~~  
~~sleet, in mud,~~ slugging away, winning and holding the  
 ground, and winning this war the only way it can be won...  
 by beating the enemy soldier in individual combat. So I  
~~want to say "Here's to the American infantryman...the guy~~  
~~with the tough job who is doing a great job for his~~  
~~country!~~ Next week we'll be into our third week with  
 desert units as we hold a White Christmas with Uncle  
 Sam's Flyers at the Muroc Army Air Base. Until then, this  
 is Kay Kyser...thinkin' of you. Thanks a lot for bein'  
 with us...and so long.....everybody!

(APPLAUSE)

ORCH: "THIS IS MY LUCKY DAY"

(SWITCHOVER TO CHICAGO)

KAY KYSER

21  
- 11 -

12-15-43

(FROM CHICAGO)

CHICAGO

ANNOUNCER: This program was presented by Lucky Strike for the entertainment of the men of the California-Arizona desert maneuver area, Camp Young.

(SWITCHOVER TO NEW YORK)

RUYSDAEL: The famous tobacco auctioneers heard on tonight's program were Mr. L. A. (Speed) Riggs, of Goldsboro, North Carolina - (CHANT - SOLD AMERICAN), and Mr. F. E. Boone, of Lexington, Kentucky - (CHANT - SOLD AMERICAN). Basil Ruysdael speaking for the makers of Lucky Strike, the cigarette that means fine tobacco -- Yes, Lucky Strike means fine tobacco.

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT

SHARBUTT: Next time you step up to a cigarette counter, ask for (Impulse Tag #5) Lucky Strike - for with men who know tobacco best, it's Luckies 2 to 1!

NBC

ANNOUNCER: The War Department does not endorse any product, and this broadcast is not intended as an endorsement of the advertised product by the War Department. ~~This program came to you from Gochele, California and New York.~~

THIS IS THE NATIONAL BROADCASTING COMPANY.

- 11 -  
~ !

ATX01 0115747

# FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE, NEW YORK • WICKERSHAM 2-6500

CLIENT: AMERICAN TOBACCO CO. REVISION: \_\_\_\_\_ NETWORK: NBC  
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 10:00-11:00 PM EWT  
DATE: DECEMBER 22, 1943 - #300 REPEAT: \_\_\_\_\_

*Alfred Brown*

## "KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE"

### ROUTINE

1. PISTOL PACKIN' MAMA GROUP
2. SPEAK LOW HARRY BABBITT

### COMMERCIAL ONE

#### ROUND ONE

3. PAPER DOLL ORCHESTRA

### COMMERCIAL TWO

4. MY IDEAL GEORGIA CARROLL  
~~or HOW SWEET YOU ARE~~ & HARRY BABBITT

### STATION BREAK

#### ROUND TWO

5. CHRISTMAS MEDLEY PRODUCTION

### COMMERCIAL THREE

- ~~6. MOON OF MANAKORA~~ ORCHESTRA

6. DON'T BELIEVE EVERYTHING YOU DREAM GEORGIA CARROLL  
& HARRY BABBITT

### FINAL ROUND

- ~~8. PUSHIN' SAND~~ ORCHESTRA

*7. Man of Manakora*

ATX01 0115748

WEAF

THE AMERICAN TOBACCO COMPANY

12-22-43

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #300

10:00-11:00 PM EWT

DECEMBER 22, 1943

WEDNESDAY

(Program originates at the Muroc Army Air Field, with switchovers to  
NBC, New York, for commercials and closing.)

(FROM NEW YORK)

RUYSDAEL: With men who know tobacco best, it's Luckies 2 to 1!

BOONE: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MET

LS - MET

SHARBUTT: You said it!

DELMAR: Lucky Strike means fine tobacco, so round, so firm, so  
(Impulse fully packed, so free and easy on the draw.  
Tag #2)

BOONE: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO MUROC, CALIFORNIA)

ORCHESTRA: "THIS IS MY LUCKY DAY"

SMITH: LUCKY STRIKE presents for the entertainment of Uncle Sam's  
desert fliers at Muroc Army Air Field, Muroc, California --  
KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE!



KYSER: Evenin' folks, how y'all? And a merry three days before Christmas!

AUDIENCE: SAME TO YOU, KAY!

KYSER: Well, thank you! And tonight, chillun, we're conductin' a special holiday class with the desert flyers at Muroc Dry Lake. Muroc -- that's a mirage with a hangover. When I thanked the mayor for showing us around Muroc, he said 'Oh, it's really nothing at all! ... And he wasn't kidding! They've got a great bomber base here. Colonel Gore was showing me around today. He showed me Muroc flying Fortresses, Muroc P-38's. I pointed to a heavy bomber and said what is that. He said - a Liberator from Muroc. I said a what? He said - a Liberator from Muroc. I said - it can't be ... nobody can liberate you from Muroc!

SMITH: Professor, what's your girl going to give you for Christmas!

KYSER: Dean, all I have to do is hint, and she'll run around all over Hollywood looking for it. If she can't find it there, she'll run around all over Los Angeles, she'll even run around all over San Francisco.

SMITH: But what will she give you?

KYSER: The run around!

SMITH: Fess, it's time for the \$115 War Bond quiz!

KYSER: Dean, right after a tune we'll get right to it. Right now yet's dance, chillun, come on, yet's do it!

1. PISTOL PACKIN' MAMA . . . . . GROUP

2. SPEAK LOW . . . . . HARRY

(APPLAUSE)

(FROM MUROC, CALIFORNIA)

KYSER:       And now, my chillun, it's time to hear - a friendly  
              suggestion for Christmas cheer ...

(FROM NEW YORK)

RUYSDAEL:    With men who know tobacco best it's Luckies two to one!  
              Let that important fact be your guide this Christmas,  
              ladies and gentlemen.

RIGGS:       (CHANT - SOLD AMERICAN)

SHARBUTT:    This is the time of year - the approach of Christmas -  
              when we all wonder what gift would be acceptable. No  
              gift is more acceptable than a carton of cigarettes.  
              No gift offers so much for so little. And this season,  
              Lucky Strike comes to you in an extremely handsome  
              embossed packing at no extra cost - a pure white "Merry  
              Christmas" carton - the gift hit of the year in  
              cigarettes. Say "Merry Christmas" to all your friends  
              with Lucky Strike, the cigarette that means fine tobacco.

RIGGS:       (CHANT - SOLD AMERICAN)

(SWITCHOVER TO MUROC, CALIFORNIA)

KYSER: And now, my chillun, it's time to hear a friendly suggestion for Christmas cheer...

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

(approx. .50)

(RETURN CUE:)

SHARBUTT: And this season, Lucky Strike comes to you in an extremely handsome embossed packing at no extra cost - a pure white 'Merry Christmas' carton - the gift hit of the year in cigarettes. Say 'Merry Christmas' to all your friends with Lucky Strike, the cigarette that means fine tobacco.

AUCTIONEER: CHANT SOLD AMERICAN

(SWITCHOVER TO MUROC, CALIFORNIA)

ORCH: KYSER MARCH

SMITH: Fess, these air men are ready for that first round haul!

KYSER: Well, bugler, blow the starting call!

ISH: (TRUMPET) Ish K. Bibble's Hour of Holiday poems and witty Yuletide gems.

KYSER: Gentlemen, there stands a man with a mind like the Murr...  
P. K. It's never been open!

ISH: Ah, you're just sayin' that.

KYSER: Yes. Read.

ISH: First gem. Riddle ... give up?

KYSER: No! Ask the riddle!

ISH: Oh! oh, yeah! ... What's the difference between you  
ridin' on a mule, and Santy Claus?

KYSER: I give up.

ISH: Santy Claus is carryin' a happy pack, but the mules'  
carryin' a sad sack.

KYSER: Thank you.

ISH: Oh, that's all right. Now for a Christmas poem  
dedicated to Professor Kyser ... the great lover.

KYSER: Read!

ISH: Ohhhhhhhhhunder the spreading mistletoe, Kay Kyser  
stands and stands. There's no rouge upon his kisser,  
'Cause that's where lipstick never lands!

SMITH: First contestant, professor!

KYSER: And he is \_\_\_\_\_!

1. This one from the Gals from Idaho Falls, Idaho, for the boys of the 537th and 538th at Muroc, is about a soldier who met a beautiful gal in Muroc. He said "What would you like for Christmas, and don't answer that because (PLAY) Well, the gal said just wrap yourself up and come on over because (PLAY) Okay, said the soldier, I'm not much of a Kris Kringle with the jingle bells, but when it comes to ringing those love bells (PLAY)

2. Since this is Muroc, Irving Bales, somewhere in England, wants you to distinguish between Muroc, ~~White Rock~~, Sheet Rock, Little Rock and Plymouth Rock.

3. Seaman Burton Shepard of San Antonio, Texas, says the name of this song is a cinch (PLAY). Now we'd like for you to sing this special lyric to that song (PLAY)

DON'T STAND UNDER THE MISTLETOE FOR ANYONE ELSE BUT ME,  
 ANYONE ELSE BUT ME, ANYONE ELSE BUT ME.  
 I GOT MY KISSING RATION CARD, AND BABY, IT'S A "C",  
 SO LET'S KISS TILL THE COWS COME HOME!

Georgia Carroll and Diane Pendleton are standing right here. We're going to blindfold you. Here's a piece of mistletoe. Hold the mistletoe up high and swing it around, and you'll get a kiss from whoever is under it. Swing your arm around in a circle, and see who comes under the mistletoe. (ISH)

4. ~~Here's some facts the kiddies might want to know Saturday so their~~  
~~ma's and pa's had better listen and learn in self-defense.~~ For Denis  
 Patterson of Homesville, Ohio, <sup>first</sup> say right or wrong to the following  
 statements: (1) Santa Claus is in Indiana. Christmas is in Arizona.  
 Turkey is in Arkansas, North Carolina, Pennsylvania and Texas. (2) And  
 the Angels Sing is a Christmas Carol. (3) Mendelssohn wrote the music  
 to 'Hark the Herald Angels Sing'. (4) Another name for Santa Claus  
 is St. Nick a Lucas.

~~KYSER: And chillun, here's a thought for Christmas. When you send  
 in your musical questions to the old College, be sure to  
 put ten official Christmas Seals on your envelope. When  
 we reply, we'll put ten seals on our letter, too. That way  
 we'll both be contributing to the Christmas Seal campaign.  
 This year, more than ever before, we should buy Seals and  
 help fight another kind of war. So what about it,  
 Americans - I know you'll want to help!~~

- 7 -

5. Since this is the season for toys, for Seaman Joe Fontana of Sargent, Texas, some of the boys in the band with some Christmas toy instruments are going to play some ditties and you name 'em.  
(PLAY) (PLAY)

6. A couple of our co-ed correspondents have asked how they can be sure of getting a nice present from their boy friends Saturday, and here's some good advice suggested by Private John Constabile of Mojave, California. His hint to any gal is, first be sure that you're (PLAY). He also says at this time of year, don't argue or nag him - just (PLAY). Summing it up, gals, if you want that present (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

SMITH: First winner, Fess!

KYSER: And he is \_\_\_\_\_!

Well, Camp Muroc Knight, you were right! Have a Lucky,  
here's a light, while the chillun dance to a tune that's  
bright!

3. PAPER DOLL . . . . . ORCHESTRA

(APPLAUSE)



KAY KYSER  
Commercial #2  
(Commodore Robert Peary ... The Man Who Would Not Fail)

- 3 -

12-22-43

(FROM MUROC, CALIFORNIA)

KYSER: Wonderful! Thanks, gang, for that nice blendin'  
and solid sendin'.

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: Let that historic chant remind you that Lucky Strike  
means fine tobacco - yes, Lucky Strike means fine  
tobacco. No wonder that with men who know tobacco best,  
it's Luckies 2 to 1 ...

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: Commodore Robert E. Peary ... The Man Who Would Not Fail!

SHARBUTT: The date ... April 6th, 1909. The place ... the end of  
the world ... the apex of the earth ... a mathematical  
point set in the center of a vast sea of ice and called --  
the North Pole! It is the hour of midnight but there is  
no darkness here ... only the harsh blue-white glare of  
the arctic skies. And here, on this bleak, frozen  
wasteland, five exhausted men have pitched their camp.  
The sledges are unpacked ... the dogs are dug in under  
the snow-drifts ... and the men are asleep -- all except  
their leader.

(MORE)

- 3 -

ATX01 0115758

KAY KYSER

- 4 -

12-22-43

Commercial #2 - (CONTD)

(Commodore Robert Peary ... The Man Who Would Not Fail!)

SEARBUIT: Under the caribou tent, with the wind roaring in his ears,  
(CONTD)

he crouches on the ice-packed floor and makes a pencilled entry in his soiled journal ... He writes of reaching his goal of 20 years - his dream is fulfilled -- he has conquered -- he has reached the North Pole! This man, writing alone in his diary, is Robert E. Peary ... the man who was called an impractical dreamer. Tall, thin, his face blistered and deeply lined by the lash of the wind, he has known all the terror, the silence, the dreary desolation of the White Wilderness. He has stood in the path of the charging musk-ox, firing his last cartridge with deadly aim ... he has fought the frenzy of Eskimo dogs maddened with hunger ... he has faced the bellowing walrus herd with his harpoon poised for the kill. Here, Peary has stood alone against the slashing fury of blizzard and fog, of avalanche and tidal wave. And now, at long last, he has reached his goal, and staked the American flag in the hard ice of 90 degrees North latitude. Robert Peary shuts his journal, lights his tobacco, and suddenly his thoughts go back to the warm South ... to the far-off days along the Potomac when he attended the plantation dances with the most beautiful of the Washington belles, the graceful Josephine -- his own beloved wife.

(MORE)

- 4 -

ATK01 0115759

KAY KYSER  
Commercial #2 - (CONTD)  
(Commodore Robert Peary ... The Man Who Would Not Fail)

- 5 -

12-22-43

SHARBUTT: And, as the fragrant tobacco smoke drifts on the frosty  
(CONTD) air, Robert Peary dreams of returning one day to the  
quiet beauty of the Southland, to the serenity of those  
Southern plantations that produce so many golden harvests  
of tobacco ... that contribute so much to the tradition,  
the romance of fine tobacco ...

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: Today - that tradition of fine tobacco continues in Lucky  
(Short Strike. For with men who know tobacco best, it's Luckies  
Closing "I") 2 to 1. So in selecting your cigarette remember, Lucky  
Strike means fine tobacco - yes, Lucky Strike means fine  
tobacco, so round, so firm, so fully packed, so free and  
easy on the draw.

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFT  
LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: Have you tried a Lucky lately? Remember in a cigarette  
(Impulse it's the tobacco that counts and Lucky Strike means fine  
Tag #4) tobacco.

(SWITCHOVER TO MUROC, CALIFORNIA)

- 5 -

ATX01 0115760

KYSER: ...Wonderful! Thanks gang, for that nice blendin' and solid sendin'.

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

(Approx. 3.30)

(RETURN CUE:)

AUCTIONEER: CHANT SOLD AMERICAN

DELMAR: Today, that tradition of fine tobacco contindes in Lucky Strike. For with men who know tobacco best, it's Luckies two to one. So in selecting your cigarette, remember Lucky Strike means fine tobacco - Yes, Lucky Strike means fine tobacco, so round, so firm, so fully packed, so free and easy on the draw.

AUCTIONEER: CHANT SOLD AMERICAN

RUYSDAEL: LS - MFT  
LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: Have you tried a Lucky lately? Remember in a cigarette it's the tobacco that counts, and Lucky Strike means fine tobacco.

(SWITCHOVER TO MUROC, CALIFORNIA)

ORCH: (CARROLL INTRO)

KYSER: Here's a Christmas vision for you heavy bomber men...  
~~Here's an ideal singer - Harry Babbitt  
Let's our cover girl, gorgeous Georgia Carroll! (APPLAUSE)  
and Georgia Carroll to do "My Ideal" and  
And Georgia, I know the hearts of these men are your  
little bibles - it's a swell deal  
target for tonight, as you and Harry Babbitt sing.....~~

4. MY IDEAL. . . . . GEORGIA & HARRY  
(APPLAUSE)

ORCH REPRIS: "JINGLE BELLS"

ORCH. REPRISE: "JINGLE BELLS"

GLEE CLUB: Ring dem bells,  
Ring dem bells,  
Ring 'em one-two-three.  
Let each station be identified  
On good old N.B.C.  
On N.B.C.

(CEIMES)

(PLEASE TELETYPE THIS CUE TO ALL STATIONS RELEASING  
THIS PROGRAM)

KYSER MARCH

DIANE: Professor.

KYSER: What is it, Diane?

DIANE: You know, professor, some of us students think you have a very distinctive face -- well, it sort of reflects the spirit and glow of the holidays.

KYSER: Oh now, Diane ... it's not that pretty. I ...

GEORGIA: (ALL VERY TENDER) You know how beautiful Christmas Eve is

KYSER: (OVER COME) Why Georgia ...

DIANE: Christmas Eve -- a cheerful fire in the hearth ...

GEORGIA: A rhapsody of light and tinsel.

BOBBY: The landscape is covered with clean, white snow, tinted a delicate hue by the warm light of Christmas windows.

DIANE: It's clean - it's happy - it's good!

KYSER: I ... I ... You mean my....

DIANE: Your face...well, you know what Christmas Eve looks like.

KYSER: Yes! Yes I do, but....

BOBBY: WELL YOUR FACE LOOKS LIKE NEW YEAR'S MORNING!

12/22/48

SMITH: Time for the second round, Fess!

KYSER: And first man up is \_\_\_\_\_!

1. This is the home stretch of the Yule Tide season and we're all in the Christmas spirit because Friday night at midnight (PLAY). He doesn't make his famous ride until then, but Miss Patricia Myers of Buffalo, says for the past few weeks he's been visiting every town in the land - on the streets, in the department stores - most everywhere - just to see that the kiddies (PLAY). You can bet me they're on their good behavior. They might not care what you call 'em the rest of the year, but at Christmas they want Santa to call them (PLAY).

2. (~~ALTERNATE~~) Christmas will be a day of carols so the boys of the Anti-Aircraft Artillery, Thermal, want you to name three lovely gals whose first or last name is Carol.

3. At the request of Miss Frances Crew - Jacksonville, Florida, we're about to play "Jingle Bells" the way it might be played in three of the countries which you fliers may soon visit. And as we do, you tell us the countries our playing suggests. (PLAY) (PLAY)

~~(PLAY) (That's fine ... now let's see how well you can jingle jangle jingle. Here are some jingle bells, we're going to attach some around your ankles, and some around your wrists, and while the orchestra plays "Jingle Bells" you jingle whenever they stop. (PLAY))~~

4. It's Visiting Dean time again in the old college, and tonight we have one of your own boys stationed right here at Muroc. It's Corp. Stanley Bridges. Come on out here Stan. (APPLAUSE) Before Corp. Bridges joined the Army, he played piano at Earl Carrol's. Let's see if you can tell us the name of this tune (PLAY) Now let's listen to this boogie-woogie. (PLAY)



12/22/43

5. The Lake bed here has always been a great place for testing different types of equipment and from the followin' hints Pfc. Albert Maffia, somewhere in England, wants you to tell us what you think they'd be testin' (SOUND). Sometime ago you could have heard this sound goin' on around here (SOUND). You'll have to listen very closely to get this one. (SOUND). And we know that this camp has one of the outstanding ranges for (SOUND)

KAY: (HICCUPS) Pardon me that wasn't suppose to be in there -- I was just testing out one of the cook's pies. Here's one maybe you haven't heard yet, it's a kind of speed test.

KAY: YAHOO!

SOUND: FAST SLIDE WHISTLE AND DOOR SLAM.

KAY: That was a guy with a three day pass seein' how fast he could get to Los Angeles.

5. ~~ALTERNATE~~: Pfc. Albert Maffia, Somewhere in England, says let's suppose Santa Claus brought gifts to fit personalities. For instance Santa would bring a bazooka for Bob Burns. To whom would Santa bring a sarong? To whom would Santa bring a brown derby? To whom would Santa bring a fan? To which of the Dorsey Brothers would he bring a saxophone? Now let's assume you are all those folks and you got all those presents. Put on this brown derby - put on this sarong, here's a fan and a saxophone. The orchestra will play and while they're playing you do a fan dance and every time they stop, you be Jimmy Dorsey and play the saxophone (PLAY).

ATX01 0115766

KYSER: Next Wednesday we'll be saying Happy New Year to Uncle Sam's Marines at Barstow, California near Death Valley. And between now and then on Christmas Day we'll be part of a very special off shore show for the Navy. Sunday at the evacuation hospital in the Needles area, Monday at the Freedor Rail Head Evacuation Hospital and the Iron Mountain area, Tuesday the Coxcomb and Desert center Air Bases and Hospital and next Wednesday the Marines from Barstow.

1. ~~ALTERNATE~~: This is the letter writing season, and 3-year-old Mike Rogers of Van Nuys, California, wrote a letter to a certain fat man in a red suit, and said "Dear (PLAY). Well, Mike wrote, "Dear Santa, I don't want much but there are a lot of bad men around this year so don't let anybody steal what you're bringing me. Santa wrote back and said "Dear Mike, don't worry about any bandits stealing anything, I've got my wife working for me this year and she's a (PLAY).

(APPLAUSE)

SOUND:        CLASS BELL

SMITH: Fess, the second winner has just been found!

KYSER: And the top man in the second round is....

ISH: Just a second, Professor, Second Christmas poem written  
by my girl.

KYSER: Oh, you mean that pretty Esther from Winchester.

ISH: No, that silly Aster from Lancaster.

KYSER: Entitled what?

ISH: 'Twas the Night Before Christmas'.

KYSER: Read.

ISH: Okay. 'Twas the night before Christmas,  
And all thru Muroc,  
Not a creature was stirring ....  
It was past 9 o'clock.

SMITH: Second winner, Fess!

KYSER: And it is \_\_\_\_\_. My man, you're in line for the  
War Bond poke so light up a Lucky and have a smoke, while  
we play for the sixth year, George Dunning's beautiful  
arrangement of the Christmas carols - it's our way of  
saying Merry Christmas from all of us to all of you.

5. CHRISTMAS MEDLEY . . . . . PRODUCTION  
(APPLAUSE)

(FROM MUROC, CALIFORNIA)

KYSER: Now, chillun, let's listen to some plain words from our  
Dean of Common Sense, Basil Ruysdael ...

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

HUYSDAEL: When Commodore Robert E. Peary sailed for the North Pole,  
one of the indispensable items included in his cargo  
was -- tobacco. And it was just as true then as it is  
today -- that it takes fine tobacco to make a fine  
cigarette. Yes, ladies and gentlemen, in a cigarette  
it's the tobacco that counts. And remember: Lucky Strike  
means fine tobacco -- so round, so firm, so fully packed,  
so free and easy on the draw. No wonder that among  
independent tobacco experts -- auctioneers, buyers and  
warehousemen -- with men who know tobacco best, it's  
Luckies 2 to 1.

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

KAY KYSER  
Commercial #3 - (CONTD)

- 8 -

12-22-45

DELMAR: Yes, the better the tobacco, the better the cigarette.  
So for your own greater enjoyment, light up a Lucky --  
the cigarette of fine tobacco.

RUYSDAEL: LS - MFT  
LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

SHARBUTT: Have you tried a Lucky lately? Remember Lucky Strike  
(Impulse Tag #7) means fine tobacco and with men who know tobacco best,  
it's Luckies 2 to 1.

(SWITCHOVER TO NUROC, CALIFORNIA)

- 8 -

ATK01 0115770

KYSER: Now, chillun, let's listen to some plain words from our  
Dean of Common Sense, Basil Ruysdael...

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

(approx 1.15)

(RETURN CUE:)

RUYSDAEL: And remember, Lucky Strike means fine tobacco, so round,  
so firm, so fully packed, so free and easy on the draw.  
No wonder that among independent tobacco experts -  
auctioneers, buyers and warehousemen - with men who know  
tobacco best, it's Luckies two to one.

AUCTIONEER: CHANT SOLD AMERICAN

DELMAR: Yes, the better the tobacco, the better the cigarett. So  
for your own greater enjoyment, light up a Lucky - the  
cigarette of fine tobacco.

RUYSDAEL: LS - MFT  
LS - MFT

TICKER ( 2 & 3, 2 & 3, 2 & 3)

SHARBUTT: Have you tried a Lucky lately? Remember, Lucky Strike  
means fine tobacco and with men who know tobacco best,  
it's Luckies two to one.

(SWITCHOVER TO MUROC, CALIFORNIA)

~~6. MOON OF MANAKOSZA . . . . . ORCHESTRA~~

7. DON'T BELIEVE EVERYTHING YOU DREAM . . . . HARRY & GEORGIA

(APPLAUSE)

ORCH: KYSER MARCH

SMITH: Fess, our winners want some folding green with their holly.  
 KYSER: Well, bring them up, Dean. This will be simply jolly.

1. The old globe's in pretty bad shape these days, but in spite of that we're going to take the word "world" for the basis of our final round tonight. ~~Of course, not even Sherwin Williams could hope to cover it in so short a time, but let's take a whirl at the world with you whirlwind fliers and see who knows the most.~~ First Pvt. Ray Bunnell and the Petroleum Engineers of Camp Claiborne, Alabama, is waiting for you to name this song. (PLAY) Which way does the world whirl - east to west or west to east? In mythology, who held the world on his shoulders?

2. Miss Jane Erwin, of Lafayette, Indiana, asks who said "All the world's a stage"? Now tell us who wrote the "New World Symphony". He also wrote "Humoresque". Was it Sibelius, Dvorak, Ravel or <sup>the Strauss</sup> Germausky? What country is on the other side of the world from us? Can you name something that is out of this world?

CONTESTANT: Yes -- Muroci

*(Applause)*  
 Sound: Slow Bell

SMITH: Shall I post the final winner, professor?

KYSER: Right after this 'Lucky Logic' - yes sir!

(SWITCHOVER TO NEW YORK ... FICK UP TOBACCO LAUREATE)

(Approx .30)

*Reggs:*  
~~AUCTIONEER:~~ CHANT SOLD AMERICAN

DELMAR: Ladies and gentlemen, in a cigarette it's the tobacco that counts, and Lucky Strike means fine tobacco. Remember with men who know tobacco best, it's Luckies, two to one. So, smoke the smoke tobacco experts smoke - the cigarette that means fine tobacco - Lucky Strike.

*Reggs:*  
~~AUCTIONEER:~~ CHANT SOLD AMERICAN

(SWITCHOVER TO MUROC, CALIFORNIA)

(FANFARE)

SMITH: The Muroc Champion, professor!

KYSER: Look here chillun, it's a perfect tie--in other words, Cpl. Joe Heinkel from Wichita, Kansas and Cpl. Alex Zlawchin from Bayonne, New Jersey, both had a perfect score all the way, and therefore they are both entitled not only to a first prize of a \$50 War Bond each but for the perfect score all the way, they got an additional \$25 War Bond a piece or \$75 each. There they are!

dough. Ten each in stamps right on the line, to the other four who were really fine. All six get a carton of Luckies, and then...AND THEN! To all you other desert troopers whose cheers were really super dupers, a package of better than ever LUCKY STRIKE CIGARETTES!

(CHEERS)

~~8-7-~~ ~~PUSHIN' SAND~~ *March of the Minutemen* ... ORCHESTRA

(APPLAUSE) (OR FANFARE IF NUMBER IS ELIMINATED)

(N.B. ~~No applause or fanfare if number is played~~)



SMITH: Now at the request of the United States Government, and speaking for the United States Government, Kay Kyser brings you the following message. Time: about a minute and a half. Subject - careless talk. Mr. Kyser.

KYSER: Ladies and gentlemen, Uncle Sam wants me to talk to you tonight about security of war information. He says, now that our forces all over the world are on the attack, we can't over-emphasize the importance of keeping war information to ourselves -- because men's lives are at stake, the success of Army and Navy strategy is at stake. Our enemy has a method of uncovering important military facts from little things you and I might say or do, and because of this, Uncle Sam suggests five key questions to help us remember the kind of information our enemies are after. The first - where. Where are our soldiers, ships, planes, factories, mine fields, etc. 2. How. How are our men going, how are they equipped. How are our planes, tanks and other weapons made. 3. When. When are they going, when will that ship be launched, when will that production job be finished. 4. How many. How many transport ships, planes, tanks. 5. What kind of duty is he doing, training is he getting. What kind of ship or plane or cargo is it. Five key things not to talk about - especially at Christmas time with millions of service men at home - don't ask them seemingly harmless questions that involve where, how, when, how many and what kind. If we read it in the newspapers, or hear it on the radio, then it's public property, and we can talk about it. But if we hear it or see it ourselves, let's not repeat it. Let's think before we talk, because careless talk costs lives. What about it America?

(APPLAUSE)

ORCH: KYSER THEME

ATX01 0115774

KYSER: Well chillun, das all until the old College holds its New Year's classes next Wednesday night. It's been swell to ~~to have been a part of the holiday spirit~~ <sup>le</sup> here with Uncle Sam's pilots, groundmen, and heavy bomber crews at Muroc Army Air Field and for that pleasure we thank Colonel F.D. Gore, commanding, and Captain L.W. Kaiser, ~~two fine officers~~. And to you men, to your buddies overseas, to all Uncle Sam's men and women in uniform, whorover they may be, and to all the students at home, the old College sends a heartfelt wish for your happiness and safety. Next Wednesday we'll be ~~into our fourth week with desert units~~ <sup>celebrating</sup> ~~as we say~~ "Happy New Year" to Uncle Sam's Marines at Barstow, California. Until then...this is Kay Kyser... thinkin' of you...thanks a lot for bein' with us... and Merry Christmas .... everybody!

(APPLAUSE)

ORCH: "THIS IS MY LUCKY DAY"

(SWITCHOVER TO CHICAGO)

KAY KYSER

- 21 -  
~~- 15 -~~

12-22-43

(FROM CHICAGO)

CHICAGO

ANNOUNCER: This program was presented by Lucky Strike for the  
entertainment of the men of the Marroc Army Air Field.

(SWITCHOVER TO NEW YORK)

RUYSDAEL: The famous tobacco auctioneers heard on tonight's  
program were Mr. F. E. Boone, of Lexington, Kentucky -  
(CHANT - SOLD AMERICAN), and Mr. L. A. (Speed) Riggs,  
of Goldsboro, North Carolina - (CHANT - SOLD AMERICAN).  
Basil Ruysdael speaking for the makers of Lucky Strike,  
the cigarette that means fine tobacco -- Yes, Lucky  
Strike means fine tobacco.

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

DELMAR: A friendly suggestion: For your own greater enjoyment,  
(Impulse  
Tag #6) smoke the smoke tobacco experts smoke -- Lucky Strike.

NBC

ANNOUNCER: The War Department does not endorse any product, and  
this broadcast is not intended as an endorsement of the  
advertised product by the War Department.

THIS IS THE NATIONAL BROADCASTING COMPANY.

~~- 15 -~~  
- 21 -

ATX01 0115776

# FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE, NEW YORK - WICKERSHAM 2-6600

CLIENT: THE AMERICAN TOBACCO CO. REVISION: \_\_\_\_\_ NETWORK: NBC  
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 10:00-11:00 PM EWT  
DATE: DECEMBER 29, 1943 - #301 REPEAT: \_\_\_\_\_

"KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE"

*As Broadcast*

## ROUTINE

- |   |                          |
|---|--------------------------|
| 1. BYE BYE BLUES                                  | ORCHESTRA                |
| 2. LITTLE DID I KNOW                              | HARRY BABBITT            |
| COMMERCIAL ONE                                    |                          |
| ROUND ONE   |                          |
| 3. SHOO SHOO BABY                                 | SULLY MASON & GROUP      |
| COMMERCIAL TWO                                    |                          |
| 4. MY HEART TELLS ME                              | GEORGIA CARROLL          |
| STATION BREAK                                     |                          |
| ROUND TWO   |                          |
| 5. OH, WHAT A BEAUTIFUL MORNING                   | PRODUCTION               |
| COMMERCIAL THREE                                  |                          |
| <del>6. THEY'RE EITHER TOO YOUNG OR TOO OLD</del> | <del>ORCHESTRA</del>     |
| <del>7. HE'S GOT A SECRET WEAPON</del>            | <del>HARRY BABBITT</del> |
| OR<br>MARES EAT OATS                              | GROUP                    |
| FINAL ROUND                                       |                          |
| COMMERCIAL FOUR                                   |                          |
| <del>8. ON THE SUNNY SIDE OF THE STREET</del>     | <del>ORCHESTRA</del>     |
| 7. <i>They're either Too Young or Too Old</i>     |                          |

ATX01 0115777

WEAF

THE AMERICAN TOBACCO COMPANY

12-29-43

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #301

10:00-11:00 PM EWT

DECEMBER 29, 1943

WEDNESDAY

(Program originates at U. S. Marine Corps Supply Depot, Barstow, California, with switchovers to NBC, New York, for commercials and closing.)

(FROM NEW YORK)

RUYSDAEL: With men who know tobacco best, it's Luckies 2 to 1!

RIGGS: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

DELMAR: Right!

SHARBUTT: Lucky Strike means fine tobacco, so round, so firm, so  
(Impulse Tag #2) fully packed, so free and easy on the draw.

RIGGS: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO BARSTOW, CALIFORNIA)

ORCHESTRA: "THIS IS MY LUCKY DAY"

SMITH: LUCKY STRIKE presents for the entertainment of the men at the U. S. Marine Corps Supply Depot, Barstow, California, and Army units from Camp Irwin, California -- KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE!

KYSER: Evenin' folks, how y'all? And a double Happy New Year!

AUDIENCE: SAME TO YOU, KAY!

KYSER: Well, thank you. And tonight, chillun, the old college is celebrating New Year's with the Marines near Barstow, California. Barstow...that's Death Valley with a gas pump! You know, this is Indian country out here. Long ago, Big Chief "Big Bull" bestowed this country on the white men. Yes ... and these Marines are ready to be-stow Barstow back to Big Bull! Also present in the class room are Army units from Camp Irwin. I was over at Camp Irwin this morning. You know, it's wonderful what you men of Camp Irwin have done. When you went out there, there was nothing but barren waste. And now, after all these months of hard work and planning ... look what you have! Barren Waste!

SMITH: Fess, let's stop this backin' and fillin' and get ready to quiz the chillun for that \$115 in War Bond prizes.

KYSER: That's right, Dean, I remember. But first let's ring in January and ring out December. What I mean is ... come on, chillun, yet's dance!

- 1. EYE BYE BLUES . . . . . ORCHESTRA
  - 2. LITTLE DID I KNOW . . . . . HARRY
- (APPLAUSE)

(FROM BARSTOW, CALIFORNIA)

KYSER: You really did a job on that number, fellows. And now,  
chillum, here's Kenny Delmar --

(FROM NEW YORK)

DELMAR: Here are three facts, ladies and gentlemen, three basic facts that mean greater smoking enjoyment for you.  
ONE: In a cigarette it's the tobacco that counts.  
TWO: Lucky Strike means fine tobacco, so round, so firm, so fully packed, so free and easy on the draw. And  
THREE: Sworn records show that among independent tobacco experts -- auctioneers, buyers and warehousemen -- with men who know tobacco best, it's Luckies 2 to 1. At market after market, tobacco experts present at the auctions can see the makers of Luckies consistently select the riper, the naturally mellow Lucky Strike tobacco. So, remember those basic facts, ladies and gentlemen, and next time you buy cigarettes, ask for the cigarette that means fine tobacco -- LUCKY STRIKE!

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: It takes fine tobacco to make a fine cigarette. Remember,  
(Impulse Tag #8) Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco.

(SWITCHOVER TO BARSTOW, CALIFORNIA)

KYSER: You really did a job on that number, fellows. And now,  
...chillun, here's Kenny Delmar.....

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

(approx 1.00)

(RETURN CUE:)

DELMAR: So, remember those basic facts, ladies and gentlemen, and  
next time you buy cigarettes, ask for the cigarette that  
means fine tobacco - Lucky Strike.

AUCTIONEER: CHANT SOLD AMERICAN

RUYSDAEL: It takes fine tobacco to make a fine cigarette.  
Remember, Lucky Strike means fine tobacco. Yes, Lucky  
Strike means fine tobacco.

(SWITCHOVER TO BARSTOW, CALIFORNIA)

ORCH: KYSER MARCH



SMITH: Fess, it's time the first round's begun!

KYSER: Well, Dean, let's hear the starting gun!

ISH: (TRUMPET) Ish K. Bibble's suggestions for New Year's resolutions. First resolution. Let's all be optimistic this here next year.

KYSER: You don't even know what an optimist is.

ISH: An optimist is a Marine with a twelve hour pass and ten bucks in his pocket going to Barstow for a good time.

KYSER: That's an optimist.

ISH: Yep.

KYSER: What's a pessimist?

ISH: The same guy coming back!

SMITH: First contestant, professor!

KYSER: And he is \_\_\_\_\_! A Marine, out to do his darndest to beat the three soldiers we'll have in our second round.

1. You know, you men are different here. For instance, Janet Anderson of Hollywood, says that when it's time to retire here at the Marine Depot, a string quartet wanders around playing (PLAY) Then in the morning they greet you with (PLAY) And no matter what time it is, all you men jump right out of bed and shout (PLAY)

2. Friday night at midnight we say 'Hello' to another of the 'forties' ... 1944, so Lorraine Lette of Chicago, thinks it appropriate to ask you to distinguish between these other forties: forty winks, 'Life Begins at Forty', <sup>Q "45"</sup> ~~'Forty Thieves'~~, forty-niners, ~~forty and eight~~, and the foolish forties.

3. Since you are so familiar with the desert, John Boney, U. S. Naval Mail Clerk, Hawthorne, Nevada, wants you to tell us which of the heroes in the following songs you would most likely find in the desert. (PLAY)  
 What's a desert rat? Don't look at me - I'm a coyote!

4. There'll be a heck of a lot of whistles tooting and bells ringing on New Year's morning, so Lt. George Shocks, somewhere in England, would like you to identify some of the following whistles and bells.

(SOUND) (SOUND) (SOUND) (SOUND) (SOUND).. <sup>(Sound)</sup> ~~What is the name of~~

~~Whistler's mother?~~

*If you hear that you'll  
 hear this (Play) (police)*

~~CONTESTANT: Mrs. Whistler.~~

5. Who is Whistler's Mother? Cont: Mrs. Whistler!

Our Visiting Dean today is Ishkabibble with his Ish Bone. Jean Foster of Stone Harbor, New Jersey, wants you to tell us the name of this symphony in corn. (PLAY) (PLAY)

6. By this time on Saturday, the Rose Bowl game will be settled. One of the teams that will take the field is (PLAY). The other team invited to participate is Washington, and William Hubbard of Springfield, Illinois, says when the University of Washington accepted, they said, 'Lock out (PLAY). Well, the Trojans say they're not afraid of the Huskies, so it looks like the New Year's Day battle is going to be (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

SMITH: First winner, Fess!

KYSER: \_\_\_\_\_! You're number one in the first batch, so light up a Lucky, here's a match. And here's a tune that's really thrillin': So come on, yet's dance chillun!

3. SHOO SHOO BABY . . . . .SULLY & GROUP  
(APPLAUSE)

(Kay: Cue top of next page)

KAY KYSER  
Commercial #2  
(Martha Washington Comes to Valley Forge)

- 3 -

12-29-43

(FROM BARSTOW, CALIFORNIA)

KYSER: Wonderful! You had us jiggin' with your diggin'.  
Thanks, gang, that was great!

(FROM NEW YORK)

ROONE: (CHANT - SOLD AMERICAN)

SHARBUTT: Let that historic chant remind you that Lucky Strike  
means fine tobacco - yes, Lucky Strike means fine tobacco.  
No wonder that with men who know tobacco best, it's  
Luckies 2 to 1...

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: Martha Washington Comes to Valley Forge ...

RUYSDAEL: It is the beginning of Winter, the terrible Winter of  
1777 ... and the place is Valley Forge. The camp is  
asleep, for the hour is almost midnight. But suddenly  
a carriage rolls into the camp and stops in a clearing  
before a crude log hut, General Washington's headquarters.  
A faint light glows in the window ...

(KNOCK ON DOOR. DOOR OPENS)

WASHINGTON: "My dear Martha!"

MARTHA: (QUIETLY) "My dear husband ..."

(MORE)

- 3 -

ATK01 0115787

KAY KYSER  
Commercial #2 - (CONTD)  
(Martha Washington Comes to Valley Forge)

- 4 -

12-29-43

WASHINGTON: "But you're cold, come in, come in. (DOOR SHUTS) Here, sit before the fire. Give me your wraps. Now, tell me, why have you come here?"

MARTHA: "I have come to stay the winter."

WASHINGTON: "But this is no place for you --"

MARTHA: "My place is with my husband, wherever he may be."

WASHINGTON: "There is only danger here ... danger and tribulation."

MARTHA: "I know ... but there are wounded men here, and I will care for them. There are discouraged men, and I have brought gifts to comfort them. Please! Please allow me to stay."

RUYSDAEL: And that winter at Valley Forge, Martha Washington did stay. She helped with the wounded. She comforted the weak and the discouraged. And among the gifts she brought to comfort the forlorn soldiers was one that came out of the good rich earth of Washington's own plantation at Mount Vernon. It was a familiar gift that brought a welcome interlude of solace and comfort ... for it was the gift of mellow Virginia tobacco. And thus the visit of Martha Washington to Valley Forge adds still another page to the tradition, the romance of fine tobacco ...

RIGGS: (CHANT - SOLD AMERICAN) (MORE)

- 4 -

ATX01 0115788

KAY KYSER  
Commercial #2 - (CONTD)  
(Martha Washington Comes to Valley Forge)

- 5 -

12-29-43

SHARBUTT: In Lucky Strike you yourself can discover how much  
(Closing the tradition of fine tobacco means. For in a cigarette  
D) it's the tobacco that counts, and Lucky Strike means  
fine tobacco - yes, Lucky Strike means fine tobacco -  
so round, so firm, so fully packed, so free and easy  
on the draw.

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFT

LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

DELMAR: Yes, Lucky Strike means fine tobacco. No wonder that  
(Impulse with men who know tobacco best, it's Luckies 2 to 1.  
Tag #3)

(SWITCHOVER TO BARSTOW, CALIFORNIA)

- 5 -

ATX01 0115789



KYSER: ...wonderful. You had us jiggin' with your diggin'. *Thank*  
~~Reedle-se-do!~~ *gang - that was great*  
(SWITCHOVER TO NEW YORK...PICK UP COMMERCIAL NO. 2)

(Approx. 2.30)

(RETURN CUE)

SHARBOFF: For in a cigarette it's the tobacco that counts, and  
Lucky Strike means fine tobacco - Yes, Lucky Strike means  
fine tobacco - so round, so firm, so fully packed so free  
and easy on the draw.

AUCTIONEER: CHANT SOLD AMERICAN

RUYSDAEL: LS - MFT  
LS - MFT

TICKER: ( 2 & 3, 2 & 3, 2 & 3)

DELMAR: Yes, Lucky Strike means fine tobacco. No wonder that with  
men who know tobacco best, it's Luckies two to one.

(SWITCHOVER TO BARSTOW, CALIFORNIA)

ORCH: (CARROLL INTRO)

KYSER: Here's a New Year's belle for you men of Barstow....our  
stop, look at, and listen to girl, gorgeous Georgia  
Carroll! (APPLAUSE) And Georgia, I know these  
thousands of Marines and soldiers will make you their girl  
of 1944, when they hear you sing. *the #1 song in your Hill Country*

4. MY HEART TELLS ME. . . . .GEORGIA

(APPLAUSE)

CATHEDRAL CHOIR: (FULL BAND SINGING WORDS:) "AULD LANG SYNE"

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CATHEDRAL CHOIR: (FULL BAND SINGING WORDS:) "AULD LANG SYNE" ....

FADE:

KYSER: As we come to the close of another year and think of "old acquaintance", ~~the Professor and his children of the old College~~ <sup>we</sup> pause to thank you for the loyal support you've given us again this year. As we start our seventh year of class sessions, we resolve now more than ever to bring all the fun and entertainment we possibly can to our men and women in uniform around the world and to the home folks we send our heartfelt thanks across the nation as we identify each station.

(LOCAL NBC STATION SAYS)

"Station XXX says "Happy New Year, Kay!"

(PLEASE TELETYPE THIS CUE TO ALL STATIONS RELEASING THIS PROGRAM)

KYSER MARCH

SMITH: Fess, here's our first second round contestant.

KYSER: Just a second, Dean, chillun, in exactly forty-six hours and thirty-five minutes, the New Year will be here, and the old College is proud to say that we have scooped the world in bringing you ... THE SPIRIT OF NEW YEARS! The Spirit of fire and steel! (CRUMS AND FANFARE) Hark to the deep thundering words of this mighty giant as he roars ...

KRAMER: I am the spirit of New Years ... Honest I am ... Honest!

DIANE: Oh, mighty Spirit of New Years, the world is in bad shape this year. What shape will I be in next year?

KRAMER: The same as you are now ... and that ain't bad!

KYSER: Oh, mighty spirit of New Years, tell me... will I still have a radio program next year?

KRAMER: Professor, I've listened to you every Wednesday night for the last six years!

KYSER: Yes, yes?

KRAMER: (PAUSE) ... Monotonous, isn't it?

GEORGIA: Oh, mighty spirit of New Year, I am in love with a Marine. Will he be true to me?

KRAMER: Where is he stationed?

GEORGIA: Barstow!

KRAMER: What else can he do?!

SMITH: Second round lead-off man!

KYSER: And he is \_\_\_\_\_

The first of three soldiers who will try to outshine those three Marines we had in our first round.

1. Most orchestras and singers have a theme song, but Private Charles Cockwell of Arcadia, California says when you join the different branches of the service, you get a theme song too. For instance, the M.P.'s theme is (PLAY) The boys stationed at ~~Benbow~~ <sup>Camp Junci</sup> theme is (PLAY). But according to Private Cockwell, no matter how tough the Jap lines are, every American soldier's theme is (PLAY)

2. ~~APPROPRIATE~~. On New Year's Eve we 'ring out the old, ring in the new', so Cora Henderson of St. Louis, Missouri, thinks it appropriate to ask you to distinguish between ring-around-the-rosy, Ringling Brothers, <sup>a "ringer"</sup> ~~Three-ring Time!~~, ringmaster, riding ring, and ring-tailed baboon. (~~What are you looking at me for?~~) ~~Who wrote the words - Ring out the old, ring in the new!~~ What's the most dangerous ring?

CONTESTANT: A wedding ring!

3. See if you can tell us <sup>what theme this is</sup> ~~the name of this song~~? (PLAY) Now the words of that song mention "old acquaintance". Is there a movie called "Old Acquaintance"? Who are its stars? Speaking of ringing out the old and ringing in the new for New Year's, we'd like to see if you can do a little ringing. We're going to put a string of jingle bells around your waist, and turn your back to the audience, and our band is going to play "Auld Lang Syne" in stop time. And every time they stop, you ring the jingle bells with a little hula dance. Ready? Let's go. (PLAY)

4. We also want to salute tonight, the other bowl games that will be played all over the land on New Year's day. For instance, Sergeant O. E. Bennett of Spokane, says that the Sugar Bowl game will be played (PLAY) The East-West all-star game will be played in San Francisco ~~and Arkansas A. & M. and Southwestern meet~~ in the Oil Bowl <sup>Game</sup> at Houston, Texas, ~~in~~ the Sun Bowl in El Paso, ~~New Mexico will meet Southwestern,~~ and the fur will fly in the Cotton Bowl in Dallas ~~when the Randolph Field Flyers take off against Texas A.~~ and in the Orange Bowl, down in Florida, L. S. U. will be in there trying its best to give Texas A and M a (PLAY)

- 14 -

5. It's the last right or wronger for 1943, so for Marvin Peterson of Los Angeles, let's see if you know right from wrong... 1. The picture of Father Time is by Bulova. 2. 1944 is leap year and vote year. 3. Automobile tires are made by the New Year Rubber Company. 4. Next year, Christmas Day and New Year's Day come in the same year.

*The Navy C B's are celebrating their second anniversary so let's say Happy Birthday to another swell branch of Uncle Sam's fighting force. (Applaud)*

6. This one is from Coach Jeff Cravath of the Trojan team. He says <sup>his star</sup> ~~his~~ Dick Jameson came up to him today and said, 'Coach, (PLAY). And Cravath said, 'What was it?' Jameson said 'I dreamed the Rose Bowl game was just about over - it was the last 10 seconds of the game and we were on our own 30 yard line. We needed a field goal to win, so I dropped back to kick and the fellows asked how I was going to drop-kick that far and I said, 'I'll tell you (PLAY) It went right through the uprights and the fellows said, 'How did you do it?' Jameson replied 'It was easy - I just imagined that the football was (PLAY)

(APPLAUSE)

SOUND: CLASS BELL

SMITH: Second round winner, Fess!

KYSER: And he is!...

ISH: Just a second, professor. I got a New Years poem wrote by my girl which I would like to read same.

KYSER: Your girl wrote it ... what's the name of it?

ISH: I want a Sweetheart for New Year's.

KYSER: Read!

ISH: Ohhhhhhh, I want a knight that will watch over me  
Through happiness and tears.

I want a knight that will watch over me

Throughout the troubled years.

I want a knight that will watch over me

In sickness and in health!

I want a knight that will watch over me in .....

(PAUSE) Hey She don't want no sweetheart! She wants a  
knight watchman!

SMITH: Second round winner, Fess.

KYSER: And he is \_\_\_\_\_!

Daddy, you won goin' away, so rest up for the final fray.

Light up a Lucky while the chillun play! And listen to

George Dunning's swell arrangement of "Oh What a Beautiful  
Morning."

5. OH WHAT A BEAUTIFUL MORNING ..... PRODUCTION

(APPLAUSE)

(FROM BARSTOW, CALIFORNIA)

KYSER: That was swell, chillum, and now you take it,  
Del Sharbutt ...

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

SHARBUTT: In the year 1777, there were soldiers with General Washington at Valley Forge who could pick out a leaf of perfect tobacco with the skill of an expert -- for they were men who grew their own fine crops on the plantations of Virginia. Today, that same tobacco skill belongs to the men who spend their lives buying, selling and handling tobacco at the auctions down South ... men like Mr. Charles L. Belvin of Durham, North Carolina, who recently said:

VOICE: I have spent 13 years buying tobacco. Obviously, we men who know just how a tobacco auction is run - just how tobacco is sold - just what leaf is milder, better tasting - and who buys it -- well, we are in a position to choose a cigarette that will really give us the best smoke. That is why I have smoked Luckies myself for the past 12 years.

BOONE: (CHANT - SOLD AMERICAN)

(MORE)



RUYSDAEL: Yes, ladies and gentlemen, sworn records show that among independent tobacco experts like Mr. Belvin - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1.

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: Yes, Lucky Strike means fine tobacco. So smoke the  
(Impulse Tag #1) smoke tobacco experts smoke -- Lucky Strike.

(SWITCHOVER TO BARSTOW, CALIFORNIA)

6. THEY'RE EITHER TOO YOUNG OR TOO OLD . . . . . ORCHESTRA
7. HE'S GOT A SECRET WEAPON . . . . . HARRY  
OR  
MARES EAT OATS . . . . . GROUP

(APPLAUSE)

ORCHESTRA: KYSER MARCH

KYSER: That was swell, chillun, and now you take it, Del  
Sharbutt.....

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

(approx 1.10)

(RETURN CUE:)

RUYSDAEL: Yes, ladies and gentlemen, sworn records show that among  
independent tobacco experts like Mr. Belvin - auctioneers,  
buyers and warehousemen - with men who know tobacco best,  
it's Luckies two to one.

AUCTIONEER: CHANT SOLD AMERICAN

RUYSDAEL: Yes, Lucky Strike means fine tobacco. So smoke the smoke  
tobacco experts smoke - Lucky Strike.

(SWITCHOVER TO BARSTOW, CALIFORNIA)

~~6. THEY'RE EITHER TOO YOUNG OR TOO OLD . . . . ORCHESTRA~~

~~7. HE'S GOT A SECRET WEAPON . . . . . HARRY~~

~~MARES EAT OATS . . . . . GROUP~~

(APPLAUSE)

ORCH: KYSER MARCH

t

SMITH: Fess, Soldier meets Marine in final race!

KYSER: And the one who loses won't dare show his face.

1. Here's an idea - in tonight's final round we're going to propose a few New Year's resolutions. ~~Pick out the ones you like, try them from now until the first of the year. If you don't break them, make them your resolutions for 1944.~~ Coast Guardsman Ashland Fornaris, somewhere in the South Pacific, says that next year our country is going to work even harder than before and if you want to show that good old American spirit just (PLAY). That tune is from what picture? Can you name three characters from that picture? ~~Who is "Dopey"?~~ (What are you lookin' at me for?) ~~And here's something we all know but every now and then we should remind ourselves.~~ (PLAY).

2. At the suggestion of Diana Young of Gresham, Oregon, I had planned to propound a few priceless pearls of wisdom, but they got kind of jumbled up in the shuffle - so see if you can straighten them out. First, an apple a day would make William Tell. He who hesitates pays the check, <sup>where there's a will there are ~~ways~~ 1944</sup> And try this idea for ~~the next week:~~ when you get up on the wrong side of bed in the morning, and start barking at everybody, get on to yourself and say to yourself (PLAY).

3. Always beautiful to express, but sometimes hard to do is this (PLAY). ~~Especially if she's a beautiful blonde.~~ But even if you don't love 'em, it's a swell idea as often as you can to yell next door and say (PLAY). ~~Distinguish between resolution, revolution and evolution.~~

*4. The Golden Rule is the greatest resolution to follow - what is the Golden Rule?*

4. Speaking of New Years resolutions, John Pride of Camp Parks, California, says that to match what our fighting men will be doing in ~~1944, we can help by doing without.~~ *on the home front should resolve to cooperate, sacrifice on essentials - work hard and conscientiously* From the following tunes, see if you can pick out some of the things Uncle Sam wishes we'd try to do without. ~~For instance, we can do a little conserving on~~ (PLAY). ~~That's right. And all patriotic motorists will resolve to conserve on~~ (PLAY). ~~But, Uncle Sam says there's one thing we mustn't conserve on.~~ *emphatic Uncle Sam says* Let's say 'Yes' as often as he says (PLAY). (PLAY)

(APPLAUSE)

SOUND: CLASS BELL

