

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #295

10:00-11:00 PM EWT

NOVEMBER 17, 1943

WEDNESDAY

Program originates at Camp Cooke, Lompoc, California with
switchovers at NBC, New York, for commercials and closing.

(FROM NEW YORK)

Reason
why

RUYSDAEL: With men who know tobacco best, it's Luckies 2 to 1!

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFT

LS - MFT

Impulse

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

SHARBUTT: 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 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)

(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)

REASON WHY
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.

IMPULSE
BOONE: (CHANT - SOLD AMERICAN)

REASON WHY
RUYSDAEL: Remember, Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco.

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

IMPULSE
RUYSDAEL: LS - MFT
LS - MFT

REASON WHY
DELMAR: Yes, Lucky Strike means fine tobacco. So smoke the smoke (Impulse Tag #2) tobacco experts smoke, Lucky Strike.

(SWITCHOVER TO CAMP COOKE, CALIFORNIA)

(FROM CAMP COOKE, CALIFORNIA)

KYSER: Oh man ... you had us jiggin' with your diggin'. Thanks,
gang, very much.

(FROM NEW YORK)

IMPULSE BOONE: (CHANT - SOLD AMERICAN)

PERSON WHY
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 ...

IMPULSE 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)

Historical
Narration
from -
Commercial

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

Removal

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.

Impulse

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

Reason
why

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.

Impulse

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFT

LS - MFT

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

Reason
why

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)

(FROM CAMP COOKE, CALIFORNIA)

KYSER: Now, chillun, let's listen to Kenneth Delmar of our Common Sense Department ...

(FROM NEW YORK)

impulse RIGGS: (CHANT - SOLD AMERICAN)

W.C. Hason
W.H.Y.
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!

impulse BOONE: (CHANT - SOLD AMERICAN)

(MORE)

Reason
why

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

Impulse

RUYSDAEL: LS - MFT

LS - MFT

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

Reason
why

SHARBUTT: Yes, Lucky Strike means fine tobacco ... so smoke the smoke
(Impulse
Tag #2) tobacco experts smoke -- Lucky Strike.

(SWITCHOVER TO CAMP COOKE, CALIFORNIA)

SMITH: Fess, here's the winner - shall we shout "hooray?"

KYSER: First hear what they're tapping through the whole U.S.A.

(SWITCHOVER TO NEW YORK)

BOONE: (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
(Impulse Tag #1) with men who know tobacco best, it's Luckies 2 to 1.

BOONE: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO CAMP COOKE, CALIFORNIA)

(FANFARE)

SMITH: Final winner, professor!

KYSER: And the winner is Contestant number _____!
Well, sir, you were in fine fettle, so you win the
expert sharpshootin' medal, first prize of a \$50. War
Bond.

(MORE)

(FROM CHICAGO)

CHICAGO
ANNOUNCER:

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

(SWITCHOVER TO NEW YORK)

RUYSDAEL:

IMPULSE

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

Reason
WAY

of Lucky Strike, the cigarette that means fine tobacco -
yes, Lucky Strike means fine tobacco.

TICKER:

IMPULSE

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

RUYSDAEL:

LS - MFT

LS - MFT

SHARBUTT:
(Impulse
Tag #2)

Reason
WAY

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

NBC
ANNOUNCER:

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this broadcast is not intended as an endorsement of
the advertised product by the War Department. This
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New York.

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