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RADIO  
CONTINUITY

LUCKY STRIKE

KAY KYSER

JULY - DEC.  
1941

JUN

THE AMERICAN TOBACCO COMPANY

Kay Kyser's College of Musical Knowledge

# 171

July 2, 1941

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BOONE: (CHANT....ENDING "SOLD AMERICAN")

\*HIESTAND: Let that chant remind you that Luckies are a  
cigarette of milder, better-tasting tobaccos. With  
independent tobacco experts-- buyers, auctioneers,  
warehousemen -- with men who know tobacco best -- it's  
Luckies two to one!

(LUCKY STRIKE TIME.....)

HIESTAND: Lucky Strike presents Kay Kyser's College of Musical  
Knowledge....and tonight we salute "The Army".

AUDIENCE: "Yeah Army"...."Hooray".

(KYSER THEME & APPLAUSE)

KYSER: Evenin' folks....how y'all? Tonight, we're holding class with the Army - at the historic old Presidio of San Francisco. I see boys here from Fort Mason, Fort Winfield Scott, Funston, Letterman Hospital and all the Posts in the Bay area. Yes, we're at Headquarters of the 4th Army - Headquarters of the 9 corps area - 15,000 men strong (Horray) The boys just got back yesterday from maneuvers and they're rarin' to go--

ISH: "To sleep"

KYSER: Oh is that so -- well wake 'em up, Dean Hiestand -- shine my buttons and press my pants - what are we waiting for: "Yet's Dance".

1. WHY CRY BABY.....ORCHESTRA
2. DO I WORRY.....GINNY

KYSER: Now Dean Hiestand tells us about a man who knows the answers,

HIESTAND: Professor, he knows a mighty good answer to one question that I think might stump quite a few people. The question: why did you select the cigarette you smoke? Well, this gentleman, Charles L. Belvin of Durham, North Carolina - an independent tobacco buyer for many years - said recently:

MAN: When anybody asks me why I smoke Luckies, here's what I tell 'em....Year in and year out, at thousands of tobacco auctions, I see Lucky Strike pay the price to get the finer, lighter leaf. That means Luckies must be a finer, milder cigarette. So that's why I smoke Luckies.

WHITMAN: Well, smokers, have you as good reasons for selecting the cigarette you smoke as Mr. Belvin has for choosing Luckies? For instance, do you know what kind of tobacco is bought for it? Is it the better-quality leaf?....the kind that will give you a milder, better-tasting smoke for your money? If you're smoking Luckies, you have the best authority to answer yes. For the vast majority of independent tobacco experts - auctioneers, buyers, and warehousemen - choose Luckies for their own smoking enjoyment. Yes, with men who know tobacco best, it's Luckies 2 to 1. Next time ask for Lucky Strike.

ORCHESTRA PLAY OFF

~~OUND: GLASS BELL~~

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ISH: All right break it up boys - Exams are about to begin - Lock up the co-eds, Sergeant!

~~(SOUND: JACK & BREEZE SCREAM - DOOR SLAM)~~

HIESTAND: ~~Thank you ISH - You first three rookies go after those cookies and ninety five dollars in prizes.~~  
 AND NOW, The Presidio pants, the recruits recoil, cause here comes that heap who fell off a jeep -  
 KAY KYSER!

(KYSER MARCH - AUDIENCE APPLAUSE)

KYSER: *"Ah Jeeps Creepers" Let's have no sleepers*  
~~Oh, quiet - And don't let me hear a peep, a heep, or a jeep out of ya! ... unless its the right answer. Our first contestant is~~

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(FIRST QUESTION ROUND - Page One)

1. This one from Bob Stephens of Phoenix, Arizona, concerns the Dress Parade being held in honor of the 4th of July. The Commanding Officer told a rookie to have the band master play something appropriate for the occasion. The rookie decided to use his own judgment and asked the band master to play <sup>Hut Sat</sup> (PLAY). The commanding officer was sure burned up and waved frantically for the band to stop but (PLAY). ~~"That~~  
~~rookie pulled a boner so he's a gonna to the Guard House."~~

2. Miss Mae Chaney of Denver, wants you to pick out the names of four well-known magazines from what I'm about to say. <sup>You know</sup> Back in 1776 our forefathers may have said something like this) <sup>Look</sup> -- Esquire, this week the time has come to pick a new way of life, and if it clicks, we'll have liberty on the Atlantic and make fortunes in town and country.

3. Here's a song that Irving Berlin wrote for our Government. Barry Wood introduced it for the first time on Your Hit Parade and we played it last week. Alfred Humphreys of Charleston, West Virginia, would like you to name it. <sup>Any Bonds Today</sup> (PLAY) (Is that "God Bless America", "Any Bonds Today," "Arms for the Love of America" or "Wham Wham for Uncle Sam"?) ~~Yes, sir,~~ <sup>Can you name 3 kinds of bonds?</sup> ~~becomes the official theme song of the Defense Bond Program which replaces Fred Allen for the summer starting today. If Fred Allen is F.A. who is F.P.A.?~~

or an ad-lib "Hot Cross Buns"

(FIRST QUESTION ROUND - Page Two)

4.. Miss Beth Manning of Augusta, Georgia, would like you to distinguish between Presidio, *perfidia, De Magio & Jo dodeo do* ~~Rodeo, Perfidis, Montevideo.~~

5.. This one from Miss Mary Jane Murray of Detroit takes us out to the Rifle Range where the boys are rootin' tootin' and shootin' all day long because they know (PLAY). The star of the Rifle Range is an X-Texas Ranger who hits 'em standing, kneeling, sidewise, blindfolded, and anyway at all. In fact he's right at (PLAY).  
*What's a sniper? Is he a parachute, capshant, sharpshooter*

6.. This one from William Hand of Harrisburg, Pa., we dedicate to all the draftees and buck privates. What two comedians are starred in the picture "Buck Privates"? What comedian is starred in the picture "Caught In The Draft"? ~~Can you name a baseball star who is now a buck private?~~ Can you name a movie star who is now a corporal in Uncle Sam's Army?

(FIRST QUESTION ROUND - Page Three)

7. Most of the boys at the Presidio just got back from maneuvers and Ursala Mean of Hollywood says she knows they're glad they aren't (PLAY). But whether it's in tents or in barracks first call comes at 5:45 because (PLAY).

8. Here's a song the American Legion boys had a lot of fun with in '17 and '18 and Roderic Brusius of Oshkosh, is sure you can have a lot of fun with it tonight. Here're some words to "Hinky-Dinky Parlez-Vous" and we'd like you to sing 'em. (PLAY). Now let's do it again and as we go along I'll mention a few things and you tell us what branch of the service they bring to your mind, but keep singing the song. (PLAY). *(cannon)*

*(Anpaly)*

*(cavillary)*

9. Here's a song called "The Girl I Left Behind Me" and Miss Ruth Sullivan of Brooklyn says it's very appropriate to play at this time because it should bring to your mind a very famous painting. (PLAY). In that picture there's a flute, two drums and a flag carrier -- can you tell us the name of it? There's another famous painting of a certain rowboat out in the icy waters of a certain river, with a certain gentleman standing in the bow of the boat -- What picture is that?

(SOUND: CLASS BELL)

HIESTAND: Cease firing, professor --- put your barrage in a garage the first maneuver is over.

KYSER: Well, then, das all chillun --- our faculty observers will now report on the result of the first sham battle ... yes, sir, here it is naming the shimmy-sham man of the first exam to be \_\_\_\_\_

(APPLAUSE)

KYSER: Ah, dear Private \_\_\_\_\_, you are a credit to the corps --- you are a fugitive from a snore --- your bean should blossom in possum time -- go light up a Lucky Strike and see the dean at the canteen till you're called up for the final roll. Right now, recess is here ...

AUDIENCE: (HOORAY)

- (3. "I'VE BEEN DRAFTED" . . . . . MASON AND BOYS)
- (4. "MY SISTER AND I" . . . . . BABBITT)

(APPLAUSE)

COMMERCIAL #2

July 2, 1941

KYSER: Now Dean Hiestand says you folks who smoke are much talked-about ~~people~~ at the tobacco auctions.

HIESTAND: Yes, folks, your smoking preferences are frequently discussed among tobacco buyers. They know that what you're looking for is a milder, better-tasting cigarette. That's why, when a basket of the finer, the lighter, the naturally milder tobacco comes up for sale, they bid it up and up in price. Let's show you how it goes and you'll see for yourself that Lucky Strike not only bids for this finer, milder leaf ... but pays the price to get it. Listen --

(QUICK FADE-IN OF CROWD NOISE & CHANT - QUICK SALE - AMERICAN)

WHSMAN: Start 'er at 19!

WOLF: This is your commentator Hal Wolf, ladies and gentlemen. We're reenacting a tobacco auction in Gallatin, Tennessee. This great big warehouse is filled with baskets piled high with fragrant burley ... and each basket is being sold individually to the highest bidder. Listen ... here comes another sale!

(SOLD TO BELVIN - INDISTINCTLY)

WHSMAN: Start 'er at 21!

WOLF: That was the warehouseman calling out the opening bid on the next basket. It's 21 - 21 dollars a hundred pounds - a dozen or more buyers bidding for this fine, mild leaf ... bid's up to 23 already...Lucky Strike makes it 24 ... another cigarette company 25 and a leaf company 26. The cigarette company comes back with 27 ... but wait, still another bid from Lucky Strike. And it looks like ... yes ... this basket's going ... going to Luckies at 28!

(CHANT UP - SOLD AMERICAN)

WHITMAN

Smokers, because tobacco is sold in the open market in open competition, everyone can see who buys what tobacco and the prices paid. If you attended the auctions, you, too, could find out what kind of tobacco is bought for your cigarette. But, if you smoke Luckies ... you already know ... because we give you the facts and figures to prove that at auction after auction The American Tobacco Company pays higher prices to get the finer, the lighter, the naturally milder tobaccos. For example, at Gallatin, Tennessee, last season, American paid 32 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 32 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought will go to Luckies! This finer, milder tobacco assures you greater smoking enjoyment ... a milder, better-tasting cigarette. So next time you step up to a cigarette counter ... ask for Lucky Strike!

5. . . Ida Orchestra

6. . . Intermezzo Duet

*Taps Till Reveille*  
~~Glee Club Reprise : Testing Tonight~~

*Taps Till Reveille*

~~GLEE CLUB~~ Reprise: ~~Tenting Tonight~~

HIESTAND: Here in the old Presidio guarding the entrance to San Francisco Bay -- men of the Army's Ninth Corps relax tonight from the discipline of defense training ... in cap and gown their thoughts go out to you -- friends and loved ones in every state -- and in this brief moment of communion we take our way too across the nation to pay them tribute at every station.

...STATION BREAK...(Station xxx Salutes The ARMY)

Lucky Strike Time

Orchestra

HIESTAND: The second Exam comes to Kyser College  
like a Movie Star to an Army Camp!

Girls: ~~SOUND (WHISTLE AND "HEY BABE")~~ *Soldiers, Soldiers, Everywhere*

KYSER: And they're not kidding, because tonight our college  
is like a Charm School. Our honorary judges are

*Marlene Dietrich, Linda Darnell, Lucille Ball*

And that's not all because as I look around

the classroom I see *Phil Ryan, Jerry Adler, Desi Arnaz,  
Kay Aldrich and George Carroll - many others*

(AUDIENCE APPLAUSE & HOORAYS)

Yes suh, chillun ... in cooperation with the

Motion Picture Recreation Camp Committee, we've all  
*done a 3 hour show for the boys.*  
been ~~visiting your buddies~~ at the various camps.

~~Friday~~ *We* were at Camp Callan, ~~Saturday~~ Camp Haan.

~~Monday~~ Camp Roberts, last night Hamilton Field, ~~tomorrow~~

Moffett Field. Its been a great thrill to us - visiting

you in person ~~at the camps~~ - and we take our hats off to

~~you~~ *them* and the fine work ~~you're~~ *they're* doing.

(AUDIENCE APPLAUSE & HOORAYS) KYSER MARCH BY ORCHESTRA

KYSER: And now for the second exam - our first contestant is ...

ROUND 2, Page 1

1. Since the "Declaration of Independence" we have become 48 states strong, and there are boys here tonight from most of those States. While we all have that national spirit we all take pride in our own state. <sup>For</sup> For instance, there's a boy here who admits he's got (PLAY). -- And there's a fellow who says when he isn't drilling his thoughts are (PLAY). And Miss Edith Jaboo of Evansville, Indiana, says the boys from what state are called "Hoosiers?"
2. Going back again to those early American days, Chief Frederick Coe of Woonsocket, R.I., asks where was the Declaration of Independence signed? Did Paul Revere sign the Declaration of Independence? Did John Hancock sign it? Does a man lose his independence when he gets married?
3. Miss Myrna Gault of Des Moines says that boy, <sup>over there</sup> from Baltimore is always talking about (PLAY). The boys from the "Buckeye State" hail from where? Who is Secretary of State? ~~Were Washington's horses shed at Valley Forge?~~

ROUND 2, Page 2

4. Just for fun Arthur Henderson of Toronto, Canada, wants you to distinguish between an army post, a lamp post, "They're at the post," and Emily Post. By the way, do you boys eat according to Emily Post?

5. There's a young man who says that like all Americans, his heart swells with pride on the 4th of July, but ~~he's~~ <sup>I'm</sup> also proud of (PLAY). Miss Alice Edwards of Cleveland says that in addition to July fourth <sup>the</sup> being <sup>considered</sup> the birthday of Independence, it is also the birthday of the man who wrote \_\_\_\_\_. Can you tell us who he is?

6. It's tonight's right or wronger. R.J. Barber of Charlotte, N.C., wants me to preside over this Presidio presentation and to Court

Marshall you if you can't say right or wrong to the following statements:

1. The ~~Presidio~~ <sup>Presidio</sup> is the home of the 30<sup>th</sup> Infantry where they home
- 2 - Draftees in the Cavalry ride draft horses.
- 3 - ~~Joe Dinaggio runs a restaurant in San Francisco at Fisherman's~~  
~~Wharf.~~  
*An Army travels on its stomach*
- 4 - ~~Paul Whiteman played viola in the San Francisco Symphony~~  
*Bugle calls at the Presidio are given by phonograph record*  
Orchestra.
- 4 - ~~The best loved officer is the Second Lieutenant's~~ are called  
*gold bricks and stone tails*

ROUND 2, Page 3

7. Here's one from James Duke of Columbia, S.C. ~~All the cavaliers~~  
~~here~~ says <sup>he's</sup> ~~they are~~ happy about the whole thing, but if ~~they~~ <sup>he ever</sup> gets any  
time off to please (PLAY). Was that song written by Stephen Foster?  
Speaking of Virginia, who was Virginia Dare?

8. We are about to sound out on some familiar sounds. Mary Garton of  
Kansas City, Mo., is sure that by now you'll be able to detect what  
branch of the Army the following sounds bring to your mind.

(SOUND) (SOUND) (SOUND) *air corps*  
*signal corps*  
*cavalry*  
*infantry*

9. Getting back to the States, Edward Perry of Minneapolis says a  
young fellow told him that during the maneuvers he did lots of  
traveling for Uncle Sam, but since he was one of Bob Burns kin-folks,  
he was really an (PLAY), to which the boys from the Lone Star State  
retorted -- "Be careful what you say, because (PLAY). What is the  
Empire state?"

SOUND: CLASS BELL

HIESTAND: Pardon me, Professor, there's an officer over here with an eagle on his shoulder.

ISH: That ain't nothin' - There's a private over here with a chicken on his knee -  
(COON LAUGHS)

KYSER: Oh Ish - go way, go way, cause the Paymaster is here to pay tribute to the winner of the second exam

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(AUDIENCE APPLAUSE)

KYSER: Ah \_\_\_\_\_ I decorate you with slum and gravy. (SPLASH) Go light up a Lucky Strike and make yourself ready for the final inspection.

Right now, recess is here - and it's time to hear...

*A song written by your own Col. Muntensen  
and sung for the first time tonight*

7. HUT SUT SONG

KYSER: Now Dean Hiestand has a tip for you on ... how to select a cigarette.

HIESTAND: Yes,folks. Just remember this: the amount of enjoyment you get out of a cigarette depends on the quality of tobacco that's put into it. That's why you can be sure of enjoying a milder, better-tasting cigarette in Luckies. For we pay the price to get the finer, the lighter, the naturally milder tobaccos. For example, The American Tobacco Company paid 25 percent more than the average market price for tobacco at Mt. Sterling, Kentucky last season - 28 percent more at Bloomfield, Kentucky - 35 percent more at Knoxville, Tennessee. So it goes at market after market and the best we buy goes into Luckies.

WHITMAN: Smokers, next time you step up to that cigarette counter just remember: no cigarette is better than the tobacco that goes into it. We pay the price to get the finer, the lighter, the naturally milder tobaccos for Luckies and you get what we pay for: more real smoking enjoyment. With men who know tobacco best, it's Luckies 2 to 1. Make that next package of cigarettes you buy ... Lucky Strike.

- 8. A LITTLE BIT SOUTH OF NORTH CAROLINA. . . . .BABBITT
- 9. ~~TAPS TILL REVELLE.~~ . . . . .~~GROUP~~

FANFARE

-18-

HIESTAND: The Final Exam - so Wham Wham for Uncle Sam!

SOUND: (SLIDE WHISTLE)

KYSER: Ah, my barefaced..fair-faced boy, these are the kind  
of questions I think you'll enjoy.

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FINAL ROUND

Since we are celebrating the 4th of July, and since we are in the midst of so many thousands of patriotic Americans, we think there's nothing more appropriate than to dedicate our final round to America's patriotic music.

1. Here's a march which is always played when the President enters an assembly hall or any place where music is part of the ceremony. Miss Louise Wyatt of Galveston, Texas, wants you to tell us whether it's the Washington Post March, Hail to the Chief, or The Red White and Blue (Forever). (PLAY). Congress once considered The Stars and Stripes Forever for our National Anthem. Who wrote it? Is he known as the March King?

2. Philip Downs of Seattle, Washington, is sure you'll be able to give us two accepted names for this one. (PLAY). Congress didn't officially make the Star Spangled Banner our National Anthem until 1931. Yet the words were written during the War of 1812 by whom?

FINAL ROUND, Page 2

3. Now listen to these two numbers and tell Miss Freda Swanson of Chicago which you think is "Under The Double Eagle." (PLAY). What was the other one? Can you name a Gem that comes from the Ocean?

4. Here's one of the loveliest of all our patriotic numbers. See if you can name it for John Gadsby of Atlantic City, New Jersey. (PLAY) Who made the first American Flag? Is there a Flag Day?

SOUND: CLASS BELL

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HIESTAND: Professor, the exams are over.

(APPLAUSE)

KYSER: Then take to the pill box faculty and skirmish a verdict. While they are gone Dean Hiestand will you read the order of the day.

HIESTAND: Does your cigarette give you the most smoking enjoyment for your money? Consider the known facts in favor of Luckies -- that at market after market Luckies pay the price to get the milder, better-tasting tobaccos -- that the independent tobacco experts themselves smoke Luckies two to one. Yes, compare your cigarette with the tobacco experts' own smoke and we think you'll decide to give Luckies a real try. Next time you step up to that cigarette counter, ask for Lucky Strike.

FANFARE

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-22-

KYSER: And here are the final reports --- our faculty declares that the honor man of the week --- the pride of the <sup>Bay</sup> Ninth Corp Area is none other than \_\_\_\_\_!

(APPLAUSE)

Why, dear Private \_\_\_\_\_, you got what it takes --- unclench your little hand and drop your machine-gun ~~(SOUND)~~ while I grace your palm with this wild green unscented lettuce ---- this \$35 first prize ---- go ---- get a pass and paint San Francisco red. To you dear second placer, this consolation prize of \$20, and to the other four scholars ten dollars each, and to all six a carton of Luckies. Then to each and every member of our student body here tonight for that good old Presidio persistency --- those snorts from the forts --- a package of better-than-ever Lucky Strike Cigarettes.

(APPLAUSE)

(10. AMAPOLA

KYSER THEME

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KYSER: Well das all chillun the old school certainly has had happy camping here at the Presidio on the Bay at San Francisco and we thank *General Peck* and everyone for being so hospitable to us. *Tomorrow we'll beat Moffett field* Next week our classes will be held on our summer campus in Hollywood. In the meantime, don't forget that your homework is Your Hit Parade and Information Please. The address for questions to the College is Post Office Box 909, Los Angeles, California. And so, until next Wednesday, this is Kay Kyser -- thinkin' of you -- thanks a lot for being with us, and so long everybody.

(LUCKY STRIKE TIME. . .)

*(yeah Army)*

HIESTAND: The famous tobacco auctioneer heard on tonight's program was Mr. F. E. Boone of Lexington, Kentucky.

The War Department authorization of this broadcast from The Presidio of San Francisco, does not constitute United States Army endorsement of our product.

THIS IS THE NATIONAL BROADCASTING COMPANY.

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*As Broadcast*

The American Tobacco Company  
KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - No. 172  
July 9, 1941

BOONE: (CHANT ... ENDING "SOLD AMERICAN")

HIESTAND: With independent tobacco experts -- buyers, auctioneers,  
warehousemen -- with men who know tobacco best -- it's  
Luckies two to one!

(LUCKY STRIKE TIME)

HIESTAND: Lucky Strike presents Kay Kyser's College of Musical  
Knowledge -- with makes-you-want-to-dance music ...  
ninety-five dollars in prizes -- plenty of fun --  
and Kay Kyser!

(KYSER THEME . . . )

(APPLAUSE)

KYSER: Evenin' folks -- how y'all? A winsome welcome to our summer West Coast classroom that's been hopping around California <sup>lately</sup> and tonight <sup>sits down</sup> ~~winds up~~ in Hollywood. <sup>now</sup> Scholars to the number of six have been chosen at random from the students present -- examinations have been approved by our board of regents ... and we're all set for a hot weather hop. So while the scholars prep -- let's show lotsa pep, and ~~come on~~ get hep to this ~~hot~~ one-step.  
*Come on chillun, yets dance*

1. (SHE'LL BE COMIN' ROUND THE MOUNTAIN.....ORCHESTRA)
2. (~~YOURS~~ *Everything Happens To Me*.....SIMMS & ORCHESTRA)

KYSER: Now chillun, Dean Hiestand points out that some folks just seem to depend on "fisherman's luck" in selecting cigarettes.

HIESTAND: Yes smokers, but every fisherman's luck is better if he takes along a competent guide. And the best guides to greater smoking enjoyment are the independent tobacco experts. They know where the finer, milder, better-tasting tobaccos are - they know because they see at the auctions who buys what tobacco and the prices paid. So if you want the most smoking enjoyment for your money, you'll take a tip from this fact: Among independent tobacco experts Lucky Strike has twice as many exclusive smokers as all other cigarettes combined.

WHITMAN: And, ladies and gentlemen, there's a mighty good reason why Luckies offer you more smoking enjoyment. Famous tobacco experts like auctioneer Joe Burnett of Buffalo Springs, Virginia will tell you that "American 'creams' the market" - which means: the makers of Luckies pay the price to get the finer, the lighter, the naturally milder tobaccos. So that's the reason you enjoy a milder, better-tasting cigarette in Luckies. Why not begin with the next package of cigarettes you buy and ... smoke the smoke tobacco experts smoke. Remember - with men who know tobacco best, it's Luckies 2 to 1.

ORCHESTRA: PLAYOFF

HIESTAND: Three ragged rascals have reached the Rubicon -- ready to run the revolving repertory of readin' writin' and rhythm. Rhabdomancy is rampant as they rummage in their ruck-sacks for reasonable replies to the rousing rustic raz-ma-taz of our rural reprobate. The reservoir is ready to rip -- so hit the Road to Roundelay as with a resounding roar comes the recondite recluse --  
 Ro-fessor ~~Ray~~ *Ry*ser!

(APPLAUSE)

(PLAY-ON MARCH . . . )

(SOUND - CLASS BELL)

KYSER: Rove right up and recite, Mr. \_\_\_\_\_.

(ADD FIRST EXAM)

ROUND ONE

1. Marvin Trumble of San Diego asks do you know what the fellow who was courting three girls simultaneously said when he got his calendar mixed and found he had dates with all three <sup>girls on</sup> the same night? He said I'm

(PLAY.) What is having ~~more than one~~ <sup>two</sup> wives called? *What's monogamy?*

2. I'm about to mention some well-known things and people, and as I mention them, Miss Winifred Warren of Denver, wants you to tell us what city they bring to your mind -- The Holland Tunnel - Jack Benny - Mrs. O'Leary's Cow. <sup>Real Street</sup> Hershey Chocolates.

3. Here's a song that identifies a well-known orchestra. William Capper of Philadelphia, wants you to name the song (PLAY). Now that's the theme of an orchestra leader who made a famous recording of "Beat Me Daddy Eight To The Bar." Is it Griff Williams, Will Osborne, Will Bradley, or Will O'The Wisp? *(Insert thanks you for getting hat back)*

ROUND ONE, PAGE 2

4. Miss Arda Mills of Fresno, California, reminds us that some well-known radio personalities have the same last name as some outstanding personalities in the sports world. I'll name both and you tell us which is in radio and what the sport is of the other -- Tony Martin and Pepper Martin. Frankie Parker and Frank Parker. Barry Wood and Craig Wood. And Firewood - that's a hot one.

5. It's the right or wrongers for July 9th and ~~Nick Brown~~ <sup>Dan London San Francisco</sup> of ~~Reno,~~  
Nevada, says don't July to me about whether they are right or wrong.

1. For Whom the Bell Tolls was written by the President of NBC.
2. Two ancient instruments, the lute and the lyre were strummed with the fingers.
3. Fritz Kreisler plays the piano ~~as well as~~ <sup>in addition to</sup> the violin.
4. Huckleberry Finn was the son of Mickey Finn.

6. Here's an instrument that might sound odd coming from the College of Musical Knowledge. We are going to blindfold you so you can't see it, and Miss Marie Oakley of Chicago, wants you to tell us what instrument it is (PLAY) Now we'd like you to try and play it. Here it is ---

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ROUND ONE, PAGE 3

7. Here's an interesting query from Miss Lucille Gruber of Milwaukee, Wisconsin. Here are two songs; one is *by* Debussy ~~composition~~ and the other a Tschaikowsky melody. Listen and tell us what popular songs were based on both of them. (PLAY) (PLAY).

8. Now you're about to hear some sounds and we would like you to tell us what they bring to your mind. (SOUND) Now would you be kind enough to give us your impression of that? Now what is this? (SOUND)

*I think of a number - any number - "that's right"*

9. Here's a hot-sock song called "The Hut Sut Song" and we are about to play it in three different rhythms. Miss Ruth Hickman of Kansas City, Missouri, wants you to listen and tell us what the rhythms are. (PLAY)

SOUND: (CLASS BELL)

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HIESTAND: *Professor* Hold the exam - the bell means to scam -- ~~Professor.~~

KYSER: And the decision is being written in the records by the learned Faculty who reports that the winner of the first exam is \_\_\_\_\_.

(APPLAUSE)

KYSER: Ah, dear Mr. \_\_\_\_\_, you have done well -- you have done swell -- go, soak your head in the ~~cooling waters~~ *will* ~~of the Campus~~ ~~Enter~~ until you are called for the final *spell* ~~exam.~~ Time to light up a Lucky Strike, chillun, recess is here!

(CHEERS)

Yes, suh -- kids -- time to shine -- time to grab those beautiful dolls and wing-ding in a dancin' thing -- so fill up your socks and *get ready to rock* ~~go into those rocks!~~

3 (DADDY . . . . . MASCN)

4 (THE THINGS I LOVE. . . . . BABBITT)

(CHANT ESTABLISH & FADE)

KYSER: Now, friends - here's that game smokers are talking about. Let's go Dean Hiestand, with another session of "Lucky Markets!"

(CHANT UP....SOLD AMERICAN)

HIESTAND: Folks, this game of ours has a real meaning for smokers. It proves that the American Tobacco Company pays the price to get the finer, the lighter, the naturally milder tobaccos for Luckies....the tobaccos that give you a milder, better tasting cigarette. Here in a goldfish bowl are the names of one hundred and nineteen different tobacco markets.. ...markets where tobacco buyers buy over 96 percent of all the cigarette tobacco sold at auction in this country. Now a member of our audience, Miss \_\_\_\_\_ of \_\_\_\_\_ will draw the names of these tobacco markets completely at random out of the goldfish bowl, and as I call out each name, whoever in the audience holds the card for that market will call out the percentage figure above the average market price we paid there for tobacco...and then (SOUND: CASH REGISTER)...see what happens. All right, Miss \_\_\_\_\_, will you draw the first name, please? Thank you - it's \_\_\_\_\_, \_\_\_\_\_ percent more.

MAN OR  
WOMAN:

HIESTAND: \_\_\_\_\_ percent more in \_\_\_\_\_, \_\_\_\_\_.  
(CASH REGISTER) And Lucky Strike pays the \_\_\_\_\_  
with the \_\_\_\_\_, \_\_\_\_\_ card \_\_\_\_\_ dollars.  
Now friends, that means that at tobacco auctions in \_\_\_\_\_,  
\_\_\_\_\_, last season, The American Tobacco  
Company paid \_\_\_\_\_ percent more per pound for the tobacco  
it bought for its cigarettes and other tobacco products....  
yes \_\_\_\_\_ percent above the average market price paid for  
all the various types and grades of tobacco sold there....  
and the best we bought goes into Luckies. All right....next  
market being drawn from the goldfish bowl and it's \_\_\_\_\_,  
\_\_\_\_\_.

(CROWD MURMURS UP)

(ETC.)

(BELL)

HIESTAND: Oh - oh - there's the bell, ending this session of Lucky  
Markets. Thanks very much, everyone. Now Gayne Whitman  
has a question....

Markets Picked

Covington, Kentucky	21%
Fair Bluff, N.C.	43%
Goldsboro, N.C.	49%
Louisville, Ky. (Camp Taylor)	13%
New Albany, Ind.	10%
Pamlico, S.C.	54%

WHITMAN: Smokers - what cigarette would you ask for, if you were stepping up to a cigarette counter right at this minute? Surely, you'd take into consideration the facts our game has put before you: the clear proof of why Luckies are a milder, better-tasting cigarette. For at market after market we pay the price to get the finer, the lighter, the naturally milder tobaccos. Just remember....those tobacco markets tonight were drawn completely at random....yet at every one of them, The American Tobacco Company paid more than the average market price for tobacco....and the best we buy goes into Luckies. Surely that fact is worth keeping in mind, next time you buy cigarettes. For Luckies finer, milder, better-tasting tobaccos mean greater smoking enjoyment for you. So ask for Lucky Strike.

- 5. CONGA.....ORCHESTRA
- 6. ~~EVERYTHING HAPPENS TO ME~~ <sup>you</sup>.....SIMMS
- ~~GLEE CLUB, REPRISÉ ROCKIN' CHAIR~~

WHITMAN: Smokers - what cigarette would you ask for, if you were stepping up to a cigarette counter right at this minute? Surely, you'd take into consideration the facts our game has put before you: the clear proof of why Luckies are a milder, better-tasting cigarette. For at market after market we pay the price to get the finer, the lighter, the naturally milder tobaccos. Just remember....those tobacco markets tonight were drawn completely at random....yet at every one of them, The American Tobacco Company paid more than the average market price for tobacco....and the best we buy goes into Luckies. Surely that fact is worth keeping in mind, next time you buy cigarettes. For Luckies finer, milder, better-tasting tobaccos mean greater smoking enjoyment for you. So ask for Lucky Strike.

5. CONGA.....ORCHESTRA

6. ~~EVERYTHING HAPPENS TO ME~~ *you*.....SIMMS

~~GLEE CLUB; REPRISE ROCKIN' CHAIR~~

Markets Picked

Covington, Kentucky	21%
Fair Bluff, N.C.	43%
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Louisville, Ky. (Camp Taylor)	13%
New Albany, Ind.	10%
Pamplico, S.C.	54%

(GLEE CLUB SONG. . . . .) OLD ROCKIN' CHAIR

HIESTAND: The old school has gone to the mountains and  
the seashore for the season and quietly sits on  
the front porch of its summer hotel fanning  
itself with a rolled-up copy of the home town  
gazette. To them we send our best wishes for  
a pleasant vacation all across the nation as  
we indulge in hesitation and discourage  
extra-curricular rumination to identify each  
station.

.....STATION BREAK.....

KYSER MARCH: TARHEELS ON HAND

HIESTAND: The second semester comes to Kyser College like a  
~~determined~~ mosquito to a picnic.

(MOSQUITO CRUISES ALONG...SPOTS HIS QUARRY...POWER DIVES  
ONTO THE PREY)

GIRL: (SCREAMS ... SLAPS) Archie - ain't you goin to do  
somethin -- I been bit!

HIESTAND: No, Archie, ... be calm. There's nothing to do for these  
three bootiful maidens here on the old lecture platform...  
and if you think mosquitos bother them wait till you see  
what happens to them now .. for out of the bushes peers  
that boogie man of girls' town ... that sponge puss in  
cap and gown ... that Carolina calypso ... Kay Kyser.

(SLIDE WHISTLE AND POP)

KYSER: Don't pant girls ... just pat your permanents ... and  
relax your firmaments ~~... exams are going to pour down~~  
~~upon you.~~

(ADD SECOND EXAM)

ROUND TWO, PAGE 1

1. Thomas Grob of Wheeling, West Virginia, says that the Jello kid has had so much trouble being a super-duper musician that he finally had a mechanical instrument made and now all he has to do is say (PLAY). Can you name a couple of songs that he has tustled with on the radio?

2. Miss Pearl Lockard of York, Alabama, says that the family name "Sidney" is a famous one and wants to see if you can tell us about the following Sydneys -- Sylvia Sydney, Sidney <sup>Toller</sup> ~~Grauman~~, Sidney, Australia and Sidney Skolsky.

3. Speaking of "The Bee," Mr. Charles Griffith of Parsons, Kansas, wants us to play that song and also "The Flight of the Bumble Bee." Listen to Lyman Gandee and then tell us which is which. (PLAY).

Who is Bea Wain? *Whats it mean to have the "B" on you*

ROUND TWO, PAGE 2

4. Miss Wilamena Riley of Fort Worth says you don't have to be a graduate of a Conservatory of Music to answer this question. How is an elephant related to a piano? How is a cow related to a drum? And how is a horse related to a violin bow?

5. The merry month of July means that the greatest show on earth is right in the middle of its tour of America and Bernard Marblo of New York City wants you to listen and tell us what part of the circus parade this reminds you of. (PLAY). *now Ringling Bros. Barnum & Bailey* Can you name ~~two~~ ~~circuses?~~ ---

*have* ~~has~~ one of the largest gorillas alive - what's his name?

6. Lots of well-known people have first names that can denote either sex. I'll name a few and Miss Charlotta Waller of Tampa, Florida, wants you to tell us whether they are men or women. Billie Burke, Ira Gershwin, *Jackie Cochran Pat Patterson Guyana Vanderbilt* ~~Jane Buck, Kay Francis, Kay Kyser,~~ Michael Strange.

ROUND TWO, PAGE 3

7. We've taken the Number 1, 2 and 3 songs on "Your Hit Parade" of last Saturday and we've jumbled them up. Xavier Hunt of Nashville, Tenn., wants you to listen, name two of the three and tell us which you think was Number 1. (PLAY).

8. We pause now for a bit of an impersonation -- We'll blindfold you and Marvin Harve of Columbus, Ohio, wants you to listen and tell us what well-known personality you think is being impersonated. (PLAY) And now who does this sound like. (PLAY) That's right \_\_\_\_\_ and we saw \_\_\_\_\_ last Thursday night when we appeared at Moffitt Field. He's looking fine - and we had a grand time there entertaining the men. We're gonna remember our visits to all the camps for a long time. (And by the way our thanks to Lt. Colonel Monteneau at the Presidio for returning our Professor's Cap. We thought we lost it, but when the Colonel posted a bulletin saying "NO Questions Asked" it was returned. Its been a Lucky Cap for us so thanks - for getting it back to us.)

9. Here's the theme song of one of radio's oldest Saturday night programs and Miss Louise Levy of Tucson, Arizona, wants you to name the song and tell us what radio show it identifies. (PLAY) Now will you distinguish between barn dance and barn-storming?

SOUND: CLASS BELL

HIESTAND: Hey, James Kay - stop the test, the gals need a rest.

KYSER: ~~Well~~ das all chillun - the exam is over - soon one of  
you will be in clover. Ah yes, the Faculty has weeded  
out the other contestants and declared the one with the  
dandelion to be - MISS \_\_\_\_\_

(AUDIENCE APPLAUSE)

KYSER: Dear Miss \_\_\_\_\_ I throw my arms around you -  
I embrace you -

GIRL: "Ouch" Don't squeeze so hard.

BOYS: (GOON LAUGH)

KYSER: Ah a teacher's life is not an easy one - Go light up a  
Lucky Strike and sun yourself at Malibu - Whoo Whoo!  
~~Recess is here!~~

BAND & AUDIENCE: Hooray

KYSER: Yes sir chillun, and we're gonna play a song Irving Berlin  
has written for the U. S. A. ....It's "ANY BONDS TODAY"

7. ANY BONDS TODAY

PRODUCTION

Markets and Percentages quoted

Covington, Ky.	21%
Goldstone, N.C.	49%

KYSER: Now Dean Hiestand's going to do a little super-condensing for us....<sup>Dean</sup>You're boiling down a good million words, aren't you, ~~Dean~~?

HIESTAND: More, Professor, much more! In fact, folks, I want to boil down everything....everything that you ever heard about cigarettes....into just one little statement of fact....it's the tobacco that counts! The better the tobacco, the better the smoke you'll get. ~~Lightness, mildness, better taste....~~ <sup>whatever quality you want</sup> ~~they all~~ depends on the tobacco in your cigarette. That's why it means so much that The American Tobacco Company consistently pays the price to get the finer, the lighter, the naturally milder leaf. For example, as our Lucky Markets game showed you a few minutes ago, American paid \_\_\_\_\_ percent more than the average market price for tobacco at \_\_\_\_\_, \_\_\_\_\_ last season \_\_\_\_\_ percent more at \_\_\_\_\_, \_\_\_\_\_, and the best we bought goes into Luckies.

WHITMAN: Smokers, next time you step up to that cigarette counter just remember: no cigarette is better than the tobacco that goes into it. And at market after market, we pay the price to get the finer, the lighter, the naturally milder tobaccos for Luckies and you get what we pay for: more real smoking enjoyment. With men who know tobacco best, it's Luckies 2 to 1. Make that next package of cigarettes you buy....Lucky Strike.

8. LET'S GET AWAY FROM IT ALL.....ORCHESTRA

9. GREEN EYES.....BABBITT

FANFARE

*cut on air*

KYSER: Now Dean Hiestand's going to do a little super-condensing for us...<sup>Dean</sup>You're boiling down a good million words, aren't you, ~~Dean?~~

HIESTAND: More, Professor, much more! In fact, folks, I want to boil down everything...everything that you ever heard about cigarettes...into just one little statement of fact...it's the tobacco that counts! The better the tobacco, the better the smoke you'll get. ~~Lightness, mildness, better taste....~~  
*whatever quality you want*  
~~they all~~ depends on the tobacco in your cigarette. That's why it means so much that The American Tobacco Company consistently pays the price to get the finer, the lighter, the naturally milder leaf. For example, as our Lucky Markets game showed you a few minutes ago, American paid \_\_\_\_\_ percent more than the average market price for tobacco at \_\_\_\_\_, \_\_\_\_\_ last season \_\_\_\_\_ percent more at \_\_\_\_\_, \_\_\_\_\_, and the best we bought goes into Luckies.

WHITMAN: Smokers, next time you step up to that cigarette counter just remember: no cigarette is better than the tobacco that goes into it. And at market after market, we pay the price to get the finer, the lighter, the naturally milder tobaccos for Luckies and you get what we pay for: more real smoking enjoyment. With men who know tobacco best, it's Luckies 2 to 1. Make that next package of cigarettes you buy....Lucky Strike.

- 8. LET'S GET
- 9. GREEN EYES
- FANFARE

ORCHESTRA

Markets and Percentages quoted

Covington, Ky.	21%
Goldsbore, N.C.	49%

*cut on air*

-19-

HIESTAND: The final exam! ... the doors are locked and the professor swallows the key . . .

SOUND: (DESCENDING SLIDE WHISTLE AND CLANG . . .)

Yes ----- it's too late now ----- for here he is ---  
the diz of quiz ----- Aw phizz!

SOUND: (PHIZZING)

KYSER: Things sure are phizzing, lets start the quizzing.

(ADD FINAL EXAM)

-19-

-20-

1. One of the most artistic phases of musical endeavor is the opera. Therefore, let's dedicate our final round tonight to the opera. Miss Helen Bernard of New York says this selection is so well-known you should be able to name it immediately and the opera from which it is taken. (PLAY) If there is a \_\_\_\_\_ in \_\_\_\_\_ is there a <sup>Carmen</sup> ~~Glenn~~ in <sup>Lombardi</sup> ~~Falsetto~~? And a devil in Faust? And is there a Doctor in the House?

2. George Steffy of Boston wants you to name two opera companies in America. What are Opera Glasses? Were the Metropolitan Operas broadcast this year?

-20-

3. Marguerita Bermingham of Southport, Connecticut, wants you to name two opera stars who have been in the movies. Was "The Girl Of The Golden West" an opera written by Victor Herbert? What's a horse opera?

4. Stewart Wark of Vermont asks is there a radio program called

"Metropolitan Auditions of the Air"? *Does Billy Rose have the* ~~What's the~~ Diamond Horse Shoe? *at the Met*

The selection you're about to hear is either the Anvil Chorus from Il Trovatore, the Sextette from Lucia, or the March Starve from Hunger.

(PLAY). Can you tell us the difference between an opera and an operetta.

SOUND: CLASS BELL

-22-

HIESTAND: Throw away your books, chillun -- exams are over.

(CHEERS)

KYSER: Now now -- don't be bolsterous, -- the faculty is locked up with the grades and while they are gone sit with me in brief convocation while Dean Hiestand delivers a summer dissertation on the advantages of a Tobacco Education ...

HIESTAND: Does your cigarette give you the most smoking enjoyment for your money? Consider the known facts in favor of Luckies -- that at market after market Luckies pay the price to get the milder, better-tasting tobaccos -- that the independent tobacco experts themselves smoke Luckies two to one. Yes, compare your cigarette with the tobacco experts' own smoke and we think you'll decide to give Luckies a real try. Next time you step up to that cigarette counter, ask for Lucky Strike.

FANFARE

-22-

KYSER: By official faculty decree the honor student of the week  
is declared to be \_\_\_\_\_.

(APPLAUSE)

KYSER: Ah, yes dear \_\_\_\_\_, you have come thru like a July  
fly. --- ~~you have earned the right to be called "Doc" -~~  
*I feel*  
~~and as I award~~ your pink little palm with this first prize  
of \$35 you can go forth into the world and be known as  
Old Got Rocks. To you dear second placer this consolation  
of \$20 second prize ... to the other four scholars ten  
dollars each --- and to all six a carton of Luckies. Then  
to each and every member of our student body here tonight  
for those grins and wagging chins -- a package of better-  
than-ever Lucky Strike Cigarettes.

(APPLAUSE)

(THERE'LL BE SOME CHANGES MADE.....ORCHESTRA)

~~NEW KYSER RADIO THEME~~

KYSER: Well, das all chillun -- the old school goes back to bed until reveille next Wednesday night, ~~at the same time when we will pry into the canyons of abysmal musical ignorance prevailing in these benighted parts.~~ In the meantime -- hone up and bone up on your homework by attending Information Please and Your Hit Parade. The address for questions to the College is Post Office Box 909, Los Angeles, California. And so, until next Wednesday, this is Kay Kyser -- thinkin' of you -- thanks a lot for being with us, and so long everybody.

(LUCKY STRIKE TIME . . .)

HIESTAND: The famous tobacco auctioneer heard on tonight's program was Mr. F.E. Boone of Lexington, Kentucky.

(SONG CREDITS, IF ANY)

THIS IS THE NATIONAL BROADCASTING COMPANY.

The American Tobacco Company

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - No. 173

July 16, 1941

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BOONE: (CHANT ... ENDING "SOLD AMERICAN")

HIESTAND: Let that chant remind you that Luckies are a cigarette of milder, better-tasting tobaccos. With independent tobacco experts -- buyers, auctioneers, warehousemen -- with men who know tobacco best -- it's Luckies two to one!

(LUCKY STRIKE TIME . . .)

HIESTAND: Lucky Strike presents Kay Kyser's College of Musical Knowledge -- and here comes the man and his band who gave America singing song titles and that famous makes-you-want-to-dance music -- Kay Kyser.

(CHEERS)

(KYSER THEME . . .)

KYSER: Evenin' folks. How're y'all? Welcome again to ye oldey schoolyhousey in Hollywoody where all our students are gathered for another session of musical science. Laying siege to me here on the platform are six chosen-at-random scholars all ready to knuckle the noodle for top degrees and ninety-five dollars in prize winning boodle. But before class starts, let's skiddle a skaddle, fiddle a faddle, hit the beat with prancing feet ... and let's dance.

- |   |   |           |
|---|---|-----------|
| 1 | (FRIENDLY TAVERN  | ORCHESTRA |
| 2 | <i>Don't Worry</i><br><del>(IT'S SO PEACEFUL IN THE COUNTRY</del> | GINNY     |

Commercial #1

July 16, 1941

KYSER: Now, attention chillun ... we're going to hear from a real old timer in the tobacco business.

HIESTAND: He's auctioneer Otis Grey Rucker of Kinston, North Carolina and, in talking about you smokers, he said recently:

MAN: Years ago, tastes were different. But today, most smokers want the finer, lighter leaf. They want it because it's milder.

HIESTAND: Ladies and gentlemen, isn't this true of you?... don't you want a milder cigarette these days? ... Well, listen to what Mr. Rucker went on to say about Lucky Strike's tobacco..

MAN: As a matter of course, this finer, lighter leaf is bid up higher at the auctions. But in markets where I sell, I see Lucky Strike pay the price to get it. That's why I pick Luckies for my own cigarette.

HIESTAND: Yes, smokers, Mr. Rucker knows that the finer, lighter tobaccos that Lucky Strike buys make a milder, better-tasting cigarette. That's reason enough for him to smoke Luckies. Isn't it reason enough for you? Remember the overwhelming preference of independent tobacco experts - auctioneers, buyers, and warehousemen. In fact, with these experts - with men who know tobacco best, it's Luckies 2 to 1. Surely that's a tip worth taking, if you want a milder, better-tasting cigarette. Next time ask for Lucky Strike.

ORCHESTRA: Playoff

SOUND: Class Bell

HIESTAND: Poaching on the portico of our educational farmhouse stand three bearded bucolics braced for the business of battle. And now here comes the man behind the plow. The golden bantam of corn silk row - that old pasteurizer ... Kay Butter milk Kyser.

(APPLAUSE)

SOUND: (MILKING THE COW) (MOO AND KICK PAIL)

KYSER: Step up, Mr. \_\_\_\_\_, Bessie couldn't help it.

(ADD FIRST EXAM)

-5-

ROUND ONE

Farmers all over our land are busy at their jobs of feeding America and so in our first round tonight we would like to salute them wherever they may be.

1. This one from Miss Addie Ford of Houston is about a fellow who had a farm. Tell us who he is (PLAY). Mac's farm was situated (PLAY). Mac did truck farming. Does that mean he raises Mac Trucks. What does it mean?

2. Speaking of farms, Milton Ferguson of Denver would like you to distinguish between Frances Farmer, Fanny Farmer, a gentleman farmer, and ~~Farmers' Market~~ *a farmette*.

3. Miss Teresa Meyer of Covington, Kentucky, says the following is the theme of one of America's oldest and most constructive radio programs (PLAY). Now that's the theme of either The Farmer Family, the National Farm and Home Hour, or Farmers on Parade. What's a baseball Farm? Is that where they raise fowls? What's a fur farm? *fur?*

-5-

-6-7-

ROUND ONE, PAGE 2

4. Let's plow into this hill of beans from Thomas Gary of Philadelphia, and chop chop chop. Here are some things very familiar to a farm and from the following names tell us what we're referring to -- Rhode Island, Red, Plymouth Rock, White Leghorn, etc. Golden Russet, Baldwin, crab, Maiden Blush, Northern Spy, Pippin'. Jersey, Holstein, Guernsey. Golden Bantam, flint, dent.

5. Here is a sad, sad story written by Miss Betty Fuller of Toledo, Ohio. And here's Ish Kabibble to tell it.

ISH: It's entitled "The Farmer Takes A Wife. Their names were (PLAY).

ISH: Pretty soon they had a little daughter and her name was "Mary."

And pretty soon the daughter had a pet -- Yes sir, (PLAY). ISH: And pretty soon the lamb became a chop, and (PLAY) ~~Are you a lambie pie?~~

6. Through the cooperation of our government research and the many agricultural colleges in America, farming is becoming more scientific and efficient all the time. Walter Miller of Los Angeles asks what is

the nick name given a student at an agricultural college? *Who was Sec. of Agricul*

*he's now Vice Pres.?* Secretary of Agriculture? ~~What's a scare crow? (BOBBY)~~

-6-7-

-8-

ROUND ONE, PAGE 3

7. Miss Marian Wright of Birmingham, Alabama, says from the following song you should be able to tell us where this farm <sup>lives</sup> ~~is located~~ (PLAY).

Who is the alarm clock on a farm? When we <sup>we're on</sup> ~~get to~~ the farm we find the

"Cow's in the meadow, the sheep's in the corn, and there's a (PLAY).

*What does it mean when you say "we're in clover"*  
~~Which came first the comedian or the egg? By the way you Army boys down  
 in Panama, we're glad your keeping up your correspondence course.~~

*→ plug for the boys at Panama*

8. William Brewer of Fort Wayne, Indiana, says our visit to the farm wouldn't be complete if we didn't have you sing "Old MacDonald Had A Farm." Here are the words. (PLAY). That was great. Now just for fun will you please imitate a rooster, a cow, a pig, crow, etc.

9. Mildred Perrin of Seattle says of course we can't leave the farm until we say "hello" to (PLAY). Whose favorite pastime is eatin' oats from the (PLAY). And of course she occasionally takes a little nip from (PLAY).

SOUND: CLASS BELL

-8-

HIESTAND: Muffle the stuff, Professor ... the round is over.

KYSER: Okay Dean. Get the produce market report.

HIESTAND: The Faculty has raked and hoe hoed, Professor, and the big turnip of the first exam is -

KYSER: Yes - the Strawberry of Asperagus lane is - Mr. \_\_\_\_\_

(APPLAUSE)

Dear Mr. \_\_\_\_\_ *you are back Lums Abner* you are cut out for a country squire - go rest your laurels in the cabbage patch till you are called for the finals. In the meantime, chillun, light up a Lucky Strike and pilot your honey right onto the floor. The music's comin' out so, let's dance some more.

3. (DADDY.....SULLY)

4. (COWBOY SERENADE.....HARRY)

Commercial #2 - July 16, 1941

KYSER: Chillun, have you ever wondered how independent tobacco experts know so much about cigarettes?...

HIESTAND: Well, folks, we're going to show you how tobacco is sold right out in the open market, where the independent experts see just who buys what leaf. (SNEAK IN CHANT AND CROWD) And if you listen closely, we think you'll know why most of these independent experts choose Luckies for their own smoking enjoyment.....

(CROWD NOISE AND CHANT UP FULL - AMERICAN)

*Earl Ross*  
WHSMAN:

Start 'er at ~~22~~<sup>18</sup>

THORGERSEN: This is Ed Thorgersen, ladies and gentlemen. We're reenacting a tobacco auction in Hahira, Georgia. Each basket of tobacco in this huge warehouse is sold individually - and they're going at the rate of one every ten seconds. Listen, here's another sale...

(SOLD TO X)

WHSMAN: Next basket at 24!

THORGERSEN: The opening bid has just been called by the warehouseman. 24 - 24 dollars a hundred pounds. But now a leaf company makes it 25 and Lucky Strike 26. A dozen or more buyers want this fine, mild leaf ... there's 27 ... another cigarette company signals 28 ... Lucky Strike 29 ... and still another cigarette company 30. The auctioneer is eyeing the buyers ... and ... Lucky Strike bids again. And this basket's going ... going to Luckies at 31!

(CHANT UP - SOLD AMERICAN)

WHITMAN: Well, folks, that's what the independent tobacco experts see at auction after auction. They know that Luckies are a milder, better-tasting smoke because they see us pay the price to get the finer, the lighter, the naturally milder tobaccos. For example, at Hahira, Georgia, <sup>-this</sup> last season, The American Tobacco Company paid 38 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 38 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought goes into Luckies. What does that mean to you? It means that Luckies offer you greater smoking enjoyment - a milder, better-tasting cigarette. No wonder that with independent experts with men who know tobacco best, it's Luckies 2 to 1. Why don't you make the next package you buy, Lucky Strike.

5. <sup>"tag"</sup> MARIA ELENA ORCHESTRA

6. ~~YOU AND I~~ "It's so Peaceful in the Country" DUET

REPRISE Instrumentally ~~the Farmer In The Dill~~  
 ↳ "By Heck"

*"By Heck"*

REPRISE INSTRUMENTALLY: ~~THE FARMERS IN THE DELL~~

HIESTAND: Grandpa Perkenderk was talkin' one day, and we always stop and listen to what he has to say: Children, he says, I liked summer school a lot. I didn't mind the weather when it got so bloomin' hot. For whenever I felt I needed refreigeration ... I'd breeze around the country, and identify each station ...

...STATION BREAK...

LUCKY STRIKE TIME.....BAND

HIESTAND: The second semester comes to Kyser College like a hot  
foot to a hot dog.

VOICE: "Cuch"

APPLAUSE & KYSER MARCH.....BAND

KYSER: Now here's a country boy with some city questions?  
Auh, Well, you can take the boy out of the country but  
you can't take the country out of the boy -  
I mean - Kay Kyser

Cut that snicker - you city slicker.

Let's get on with the stickers

(ADD SECOND EXAM . . . )

SECOND ROUND

1. In this round we'd like to salute the folks whom the farmers feed - the people in American cities and towns who are busy running our mills, our businesses, our factories, etc. And speaking of cities, Harvey Schley of New York City, asks is this the sidewalks of New York? (PLAY). What is it? Who is the mayor of America's largest city?

2. Turning now to towns, Alice Craig of Morristown, New Jersey, asks you to distinguish between "Our Town" "~~Boys Town~~" <sup>Boon Town Big Town</sup> a one horse town and "~~Big Town~~".

3. Here's the theme of one of radio's oldest shows, and Joe Ellis of Dearborn, Michigan, wants you to tell us what city is included in the program's title. (PLAY). What city is known as "The Windy City?"

<sup>Is a</sup> ~~What's a~~ city-slicker a N.Y. rain coat? What's a ghost town?

4. Winifred Sanders of Shreveport, La., wants you to listen to the following names and tell us what city is official residence : Franklin Delano Roosevelt. The King of England. The President of Mexico. Father Flagan.

5. Earle Hall of Miami, Florida, says the town in the very first line of this song should enable you to tell us the name of it. (PLAY)  
Every town has a main street. Who wrote the book? What is known as the collar city?

6. It's tonight's right or wronger and John Rudy of Portland, Oregon, wants you not to frown and not to clown, but to go to town on whether the following city ditties are right or wrong.

- (1) The Tale of Two Cities was about Minneapolis and St. Paul.
- (2) Charlie Chaplin was starred in a picture called "City Lights".
- (3) Alexander Wolcott is known as the "Town Crier".
- (4) There was a popular song called "Sweet Sioux City". How do you spell Sioux City?

And by the way we're going to town this Sunday when we visit the ten thousand  
Yes suh on the invitation of Mr. E. Wolcott and Duncan of the American  
World War Vetrans at the Vetrans Home at Sawtelle. Legion we're gonna pay  
them a visit and help entertain em' Sunday night.

ROUND 2, Page 3

7. Kenneth Zimmerman of Shawnee, Oklahoma, says before you're off to the races tell us the name of this town (PLAY). What's a trailer town? What's radio city, and where is it?

8. Miss Irma Scott of New Orleans, La., wants you to listen to the following sound effects and tell us what city or town happenings they bring to your mind: (SOUND A) (SOUND B) (SOUND C)

9. Whether it be a city, town, village, hamlet or crossroads, Brent Flenegen of Hollywood says you can bet your bottom dollar (PLAY). Is there a magazine called "Town and Country?" What's a town-<sup>hall</sup>~~house~~? Do the people in Tarrytown tarry?

SOUND: CLASS BELL

HIESTAND: Desist, Perfessor the exam has went and the gals are bent --

KYSER: Well, das all chillun --- here comes the faculty report  
cards and the A for honor goes to glamour gal \_\_\_\_\_.

(APPLAUSE)

KYSER: Ah dear Miss \_\_\_\_\_ you have the cutest little  
cerebellum in town ... with your erudition you can make  
love with one hand and add up to ten thousand with the  
other --- go, light up a Lucky Strike and zip into your cap  
and gown for commencement.

Right now recess is here ...

HARRY: (HOORAY SIGN)

~~KYSER: Yes, sut, chillun -- and if you're on vacation take it easy  
-- have a good time, laugh and play and while you're about  
it listen to what Ginny Simms has to say.~~

(7. HUT SUT SONG - ~~SPECIAL ORIGINAL VERSE FOR GINNY SIMMS~~ - PRODUCTION

July 16, 1941

KYSER: Chillun, never put off 'till tomorrow what you can do today  
... Is that right, Gayne Whitman?

WHITMAN: That's right - you're right - Professor. And lots of you  
smokers who put off trying Luckies may be missing out on a  
whole lot of real smoking enjoyment. For remember this:  
no cigarette is better than the tobacco it contains.  
Luckies are a milder, better-tasting cigarette because...  
as actual reports from the tobacco markets show, we pay the  
price to get the finer, the lighter, the naturally milder  
tobaccos - For example, at Mebane, North Carolina last  
season, The American Tobacco Company paid 34 percent more  
than the average market price for tobacco - at Live Oak,  
Florida, 37 percent more - at Petersburg, Virginia, 41  
percent more. So it goes at market after market. We pay  
the price to get the finer, milder, better-tasting tobaccos  
- and the best we buy goes into Luckies. But, smokers,  
just how much more real smoking enjoyment this means to you  
personally ... you'll never know until you try Luckies.  
So don't put it off - make the very next package of  
cigarettes you buy, Lucky Strike.

8. A LITTLE BIT SOUTH OF NORTH CAROLINA

HARRY

9. ~~TAPS TILL REVIELE~~ *you x l*

*Print*  
GROUP

FANFARE

HIESTAND: The final exam! ... The boy from the Farm meets the girl from the city and they go the final round together.

GIRL: "Ah Bill"

BOY: "Ah Mary" ~~(HESS)~~

*Audrey:* "ah Wilderness"

~~VOISE: Bill and Mary will be back your way tomorrow but first~~

~~here is that family skeleton Kay Kysar...~~

*Bobby: - "aw nuts"*

~~AUDIENCE APPLAUSE~~

*aw me - lets get going*  
 KYSER: ~~Um, that closet was warm, leave the door open awhile~~

FINAL ROUND

1. Whether it be on the farm or in the city, the backbone of America is its families, and so in our final round tonight we salute the families of America - where family ties are strongest. Esther Gamble of Wheeling, West Virginia, says, this is the theme that introduced one of radio's ~~oldest~~ <sup>grandest</sup> families. (PLAY) Who is America's first family? ~~Who~~ <sup>aldrich who is the star of that program?</sup> ~~is the Royal Family?~~ <sup>are known as</sup> Who ~~is~~ the Royal Family of the theatre. ~~Who are the 100?~~

2. Robert Perry of Hartford, Connecticut, says this is the theme of what family (PLAY) Who is generally the head of the family? What's a family tree? ~~What are family heirlooms?~~ Is there a play called, "Life With Father"?

ISH: Kay, can you tell me what member of the family this is?  
(SOUND) The Black Sheep.

FINAL ROUND - Page 2

3. For a long time now this theme has identified one of the best known daytime families. Florence Prout of Phoenix, Arizona wants you to tell us who it is (PLAY. Now does that identify "The O'Neils", "Pepper Youngs Family", "Ma Perkins", or "The Parker Family".  
Name a member of the Hardy Family? What's the family till?

4. Harrison Barth of Kansas City says this is the grandest family song of all. (PLAY) What's a family crest? What's a family skeleton?

SOUND: CLASS BELL

HIESTAND: The exams are over.

HARRY: (HOLD HOORAY SIGN)

KYSER: Hold still, students -- our faculty is wrapping up the honorariums and engraving the diplomas and while they are busy, sit with me in brief convocation while we hear Dean Hiestand deliver the class valedictory.

HIESTAND: ~~Subject --- RESOLVED: I will demand the very best in smoking enjoyment.~~ Does your cigarette give you the most smoking enjoyment for your money? Consider the known facts in favor of luckies -- that at market after market Luckies pay the price to get the milder, better-tasting tobaccos -- that the independent tobacco experts themselves smoke Luckies

*Then give Luckies a real try. Your own greater*  
two to one. ~~Yes, compare your cigarette with the tobacco~~  
*smoking enjoyment will tell you the tobacco experts*  
~~experts' own smoke and we think you'll decide to give~~  
*smoke is the smoke for you.*

~~Luckies a real try.~~ Next time you step up to that

cigarette counter, ask for Lucky Strike.

FANFARE

KYSER: Graduation time and the faculty by unanimous decree name the honor student of the week -- none other than \_\_\_\_\_

\_\_\_\_\_

(APPLAUSE)

KYSER: Dear \_\_\_\_\_, with your background you will always be at home in town and country....I congratulate you -- here take this first prize of \$35 - and go home to your family. (PHONE BELL)"They said be sure to come straight home." To you dear \_\_\_\_\_ second placer this paltry sum of \$20.00 and to the other four scholars ten dollars and to all six a carton of Luckies. Then to each and every member of our student body here tonight for those Big City swells and country yells, a package of better-than-ever Lucky Strike Cigarettes.

(AMAPOLA . . . . . ORCHESTRA)

(NEW KYSER RADIO THEME)

KYSER: Well, das all chillun -- the old school goes back into the ice box until we unpack the goodies of musical knowledge next Wednesday night at the same time. In the meantime keep your hair combed, and brush up on your musical knowledge by listening to Information Please and Your Hit Parade. The address for questions to the college is Post Office Box 909, Los Angeles, California. And so, until next Wednesday, this is Kay Kyser -- thinkin' of you -- thanks a lot for being with us and so long everybody.

(LUCKY STRIKE TIME . . .)

HIESTAND: The famous tobacco auctioneer heard on tonight's program was Mr. F. E. Boone of Lexington, Kentucky.  
THIS IS THE NATIONAL BROADCASTING COMPANY

*As Broadcast*

The American Tobacco Company,  
KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE #174  
July 23, 1941

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BOONE: (CHANT ... ENDING "SOLD AMERICAN")

HIESTAND: With independent tobacco experts - buyers, auctioneers,  
warehousemen -- with men who know tobacco best, it's  
Luckies two to one!

(LUCKY STRIKE TIME....)

HIESTAND: Lucky Strike presents Kay Kyser's College of Musical  
Knowledge -- with fun, cash awards and plenty of surprises  
for Faculty and Frosh.  
And here comes the old "makes-you-want-to-dance" Professor  
himself -- Kay Kyser!

(KYSER THEME.....)

(APPLAUSE)

-2-

KYSER: Evenin' folks -- how're y'all? A heapin' Hollywood  
 welcome to the old classroom where we've got no more --  
 no less than six scholars all chosen at random and  
 ready to exchange Freshman hats for thinking caps. But  
 before we head out into the unchartered reaches of  
 musical learning, what say to a dilly up the hilly --  
 a dally down the valley -- *get set to get hut with the*  
~~and a free lance dance on~~  
~~hut sut and~~  
 a bit of let's dance!

1. ("THE HUT SUT SONG".....ORCHESTRA)
2. ("I WENT OUT OF MY WAY".....SIMMS)

-2-

KYSER: Now, chillun, Dean Hiestand says you're the boss at the tobacco auctions.

HIESTAND: That's right, smokers. The tobacco buyers at those auctions are there to buy the kind of tobacco that suits you best. They know you want a milder, better-tasting cigarette....so here's what happens according to Reuben Smothers, well-known tobacco auctioneer of Reidsville, North Carolina,

MAN: When a basket of the lighter, milder leaf comes up for sale - the buyers really start firing those bids at me. The price goes up and up. But I've seen Luckies pay the price at auction after auction to get this finer, milder tobacco. That's why Luckies are my cigarette.

WHITMAN: Yes, ladies and gentlemen, Luckies are a milder, better-tasting cigarette because at market after market we pay the price to get the finer, the lighter, the naturally milder tobaccos. Remember, independent tobacco experts like Mr. Smothers know the facts. And with these auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1. That's a tip worth taking, isn't it? Make that next package you buy, Lucky Strike.

ORCHESTRA PLAY-OFF

SOUND: CLASS BELL

-4-

JACK: Are you from Dixie?  
*andry:* *What's*  
GINNY: ~~Do you know~~ the difference between two and two?  
ISH: *What's the difference between a dud?*  
EHH: *In what country is Svazdaciazdaania - ~~viller~~ town*  
*Oh you don't know*  
Eddie: *Then listen and learn cause with money to burn - ~~here~~*  
BUD: *comes the <sup>worm</sup> ~~man~~ who makes 'em squirm - Kay Kyser.*

(KYSER PLAY-ON AND APPLAUSE)

KYSER: Oh me, three scholars from the long pants division --  
(SOUND) Ummmmh, I see your breath is coming in short  
pants Mr. \_\_\_\_\_.

(ADD FIRST ROUND)

-4-

(QUESTION ROUND ONE - Page 1)

1. Here's a little poem that Karl Casper of Oklahoma City wants me to read and if you'll name the song we play, you'll get the rhyme for the last line. Listen - My <sup>myopia</sup> dog is named after a song, a song that everyone knows, but when he sat on a cactus (PLAY) What famous rose song do quartets always sing when they're feeling rosy? Was there a play called "Abie's Irish Rose"?

2. Here's some more first names that might denote either sex, and Vivien Rasch of Ottawa, Canada wants you to listen and tell us whether these people are men or women: Gene Tierney, Gene of Gene and Glenn, Pat O'Malley, Marion Mann, ~~Frances Craig~~, Zane Grey.

3. Here's the theme of <sup>a popular</sup> ~~an up and coming~~ dance band that's invading the west for the first time, and Sargent Charles E. Locks, Jr. of Pine Camp, New York says he'll palladium you good if you don't get it. (PLAY) Is he known as "The band that plays the Blues"? What instrument does he play? (Also a darned good singer and in his youth I'm told he was a child prodigy.)

(QUESTION ROUND ONE - Page 2)

4. Miss Eva Young of Charlotte, North Carolina reminds us that the cartoon "Skippy" is drawn by a fellow named "Crosby" -- Would you say it's Everett N. Crosby, Harry Lillis Crosby, Percy L. Crosby, Larry E. Crosby or Bob Cat Crosby? Which one of those has an orchestra. Which one is "Bing"?

5. Lyman Gandee is about to play 3 well-known styles of piano, and J. J. Murphy of Los Angeles wants you to listen and tell us "what's what". (PLAY) Now (PLAY) and (PLAY). And by the way we're swinging into production on our new picture this week over at R.K.O.

Yes suh, it's a real thrill to be <sup>connected</sup> on the set with John Barrymore, Lupe Velez, May Robson, Patsy Kelly and all the boys and girls who make the movies <sup>Peter Lind Hayes</sup> *being Harry, Sully, Bob, myself & all the lads are happy about the whole thing*

6. It's tonight's right or wronger so answer quickly or you'll get the gonger. Phillis Garen of New York asks is this right or wrong.

- (1) Katherine Cornell is Dean of Woman at Cornell University.
- (2) Leo <sup>old</sup> Stokowsky directs the "All American Youth Orchestra."
- (3) Eddy Duchin is now appearing in South America.
- (4) Tony Pastor meets Turkey Thompson in Los Angeles tonight.

(QUESTION ROUND ONE - Page 3)

7. Jack Marshall of Cleveland Heights wants you to listen and tell us whether this song is about a girl with ruby lips, dark eyes, or red cheeks (PLAY). And is this one about Little Joe, an Eskimo, a flamingo, or "Pleased to meet you so". (PLAY)

8. America looks forward to its annual animal shows throughout the country so Charlotte Mahan of Denver wants you to listen to the following sounds and tell us what type of show we are attending. (SOUND A) And what type of show is this? (SOUND B) Now don't give us a bum steer on this one (SOUND C)

9. A lady at one of these shows was frantic. Her entry was missing and Victor Clements of Phoenix, Arizona says she was running around screaming (PLAY). In another show, connoisseurs of thorough-breds were sad because a five-time winner was slipping. They shook their heads and said (PLAY). *What's the color of a first prize winner?*

SOUND: CLASS BELL

HIESTAND: The bell, James K. -- no more time to make hay.

KYSER: Then nudge the Judge with a smudge on his fudge.

(SOUND: SOKO AND OUCH)

Ah, the Faculty just saw stars - and they say the  
star of the first Exam is \_\_\_\_\_.

(APPLAUSE)

KYSER: I swow, my dear Mr. \_\_\_\_\_ .. you

take the rag right off'n the bush. Go -- light up a

Lucky Strike and tie yourself <sup>to the coat tails of an upper classman</sup> ~~in a knot~~ till you are

called for the finals. Right now Students it's time

for ---

AUDIENCE: (RECESS!) (HOORAY)

3. ("BY HECK".....ORCHESTRA)

4. ("GREEN EYES".....BABBITT)

(CHANT ESTABLISH & FADE)

KYSER: Now, friends, here's that game smokers are talking about. Let's go, Dean Hiestand, with another session of "Lucky Markets!"

(CHANT UP:....SOLD AMERICAN)

HIESTAND: Folks, in a cigarette it's the tobacco that counts. The better the tobacco, the better the cigarette. Well, this game of ours proves that The American Tobacco Company pays the price to get the finer, the lighter, the naturally milder tobaccos for Luckies....the tobaccos that give you a milder, better-tasting cigarette. Here in a goldfish bowl are the names of one hundred and nineteen different tobacco markets - markets where tobacco buyers buy over 96 percent of all the cigarette tobacco sold at auction in this country. Now a member of our audience, Miss \_\_\_\_\_ of \_\_\_\_\_ will draw the names of these tobacco markets completely at random out of the goldfish bowl, and as I call out each name, whoever in the audience holds the card for that market will call out the percentage figure above the average market price we paid there for tobacco....and then (SOUND--CASH REGISTER) see what happens. All right, Miss \_\_\_\_\_ will you draw the first name please? Thank you - it's \_\_\_\_\_.

MAN OR WOMAN: \_\_\_\_\_ percent more.

LIST OF LUCKY MARKETS ON THE LUCKY MARKETS COMMERCIAL, JULY 25, 1941

FAIR BLUFF, NORTH CAROLINA	45%
GALLATIN, TENNESSEE	52%
HAHRA, GEORGIA	58%
HUNTINGTON, WEST VIRGINIA	30%
LEXINGTON, KENTUCKY	18%
MARTINSVILLE, VIRGINIA	56%
MORRISTOWN, TENNESSEE	58%
NEW ALBANY, INDIANA	10%
WESTON, MISSOURI	41%

HIESTAND: \_\_\_\_\_ percent more in \_\_\_\_\_, (CASH REGISTER)  
 and Lucky Strike pays the \_\_\_\_\_ with the \_\_\_\_\_,  
 card \_\_\_\_\_ dollars. Now friends, that means that at  
 tobacco auctions in \_\_\_\_\_ last  
 season, The American Tobacco Company paid \_\_\_\_\_ percent  
 more per pound for the tobacco it bought for its  
 cigarettes and other tobacco products - yes \_\_\_\_\_ percent  
above the average market price paid for all the various  
 types and grades of tobacco sold there - and the best we  
 bought goes into Luckies. All right - next market being  
 drawn from the goldfish bowl and it's \_\_\_\_\_,

\_\_\_\_\_.  
(CROWD MURMURS UP)

(ETC.)

(BELL)

HIESTAND: Oh - oh - there's the bell, ending this session of  
 Lucky Markets. Thanks very much, everyone. Now, smokers,  
 here's Gayne Whitman.

HIESTAND: \_\_\_\_\_ percent more in \_\_\_\_\_, \_\_\_\_\_, (CASH REGISTER)  
 and Lucky Strike pays the \_\_\_\_\_ with the \_\_\_\_\_,  
 card \_\_\_\_\_ dollars. Now friends, that means that at  
 tobacco auctions in \_\_\_\_\_, \_\_\_\_\_ last  
 season. The American Tobacco Company paid \_\_\_\_\_ percent  
 ( more per pound for the tobacco it bought for its  
 cigarettes and other tobacco products - yes \_\_\_\_\_ percent  
 above the average market price paid for all the various  
 types and grades of tobacco sold there - and the best we  
 bought goes into Luckies. All right - next market being  
 drawn from the goldfish bowl and it's \_\_\_\_\_,

\_\_\_\_\_.  
(CROWD MURMURS UP)

(ETC.)

(BELL)

HIESTAND: Oh - oh - there's the bell, ending this session of  
 Lucky Markets. Thanks very much, everyone. Now, smokers,  
 here's Gayne Whitman.

LIST OF LUCKY MARKETS ON THE LUCKY MARKETS COMMERCIAL, JULY 23, 1941

FAIR BLUFF, NORTH CAROLINA	43%
GALLATIN, TENNESSEE	52%
HANRA, GEORGIA	58%
HUNTINGTON, WEST VIRGINIA	50%
LEXINGTON, KENTUCKY	18%
MARTINSVILLE, VIRGINIA	56%
MORRISTOWN, TENNESSEE	33%
NEW ALBANY, INDIANA	10%
WESTON, MISSOURI	41%

WHITMAN: Ladies and gentlemen, every one of those tobacco markets was drawn completely at random. And the figures you heard speak for themselves. In fact, at one hundred and nineteen tobacco markets - markets that handle 96 percent of all the cigarette tobacco sold at auction in this country - The American Tobacco Company paid well above the average market price for tobacco - and the best tobacco we bought goes into Luckies. What does this mean to you as a smoker? Well...it means that, if you smoke Luckies, you get a milder, better-tasting cigarette because, at market after market, we pay the price to get the finer, the lighter, the naturally milder tobaccos. Yes, you get what we pay for - a milder, better-tasting cigarette. Is it any wonder that with independent experts - with men who know tobacco best - it's Luckies 2 to 1. Next time why don't you ask for Lucky Strike.

5. WHAT YA KNOW JOE.....MASON

6. TAPS TILL REVELLE

REPRISE - LUCKY STRIKE TIME

(LUCKY STRIKE TIME.....ORCHESTRA)

HIESTAND: The College is on the March  
And across the nation we  
go to enable your local announcer to say "hello".

---STATION BREAK---

(LUCKY STRIKE TIME.....(UP TO FINISH)....)

ISH KABBIBLE: Professor Kyser comes from Rocky Mount --  
 you mount to get on a horse -- horses run  
 races -- erasers are on the end of pencils  
 -- pencils are easier to write with than pens  
 -- ~~pents are made to match your coat and vest~~

but when you lose your <sup>pents</sup> shirt at the erasers  
*Audrey:* ~~you don't need the rest.~~ *your over the hill brother, over the hill*

(GOON LAUGH AND AUDIENCE APPLAUSE)

KYSER: Oh go on with you "Ish" and let these gals who  
 are "simply delish," *get started with the wish - qua - sish*  
~~have a peck at these~~  
 questions.

(ADD SECCND EXAM)

(QUESTION ROUND TWO - Page 1)

1. Edward Lyman of Altoona, Pa. said a couple of drug store cowboys met on the street and one asked the other, "Who was that beautiful girl I saw you with last night?" The Don Juan replied, "Which one do you mean? Was it (PLAY)" His pal said, "Yeah, that's the one. How's chances of meeting her?" The Don Juan said, "Why sure, <sup>she's not my girl that</sup> ~~because it was~~ really (PLAY).

2. At the request of Mattie Davenport of Houston, Texas, tell us what's the difference between Pasadena, Maria Elena, Carlos Molina and Brenda & Cobina.

3. Here's a concert piece called Andulucia and Ray Fischer of Indianapolis wants you to listen and tell us what popular song is based on it. (PLAY) Is there an orchestra leader named "Lou Breeze"? Did he write "Breezing along with the Breeze"?

(QUESTION ROUND TWO - Page 2)

4. I can look into your eyes and tell that you read popular columns in the various newspapers -- So Florence Eldridge of Little Rock, Arkansas wants you to tell us who writes the columns "My Day," "The Baer Facts", "The Brighter Side" and "Hedda Hopper in Hollywood."

5. William Lane of Omaha says a very exciting radio program comes on the air like this (SOUND). Is that John's Other Wife, Life Can Be Beautiful, Buck Rodgers, Gang Busters, or Take It Or Leave It. Who is Warden Lawes? *Walter Winchell asked in his column* Did he write "Ossining and Old Lace"?

6. No doubt you like to play the coin record machines in the ice cream parlors and campus shops. So Margaret Aaron of Columbia, South Carolina thinks it's fair to ask you to name three makes of phonograph records. About how long does the average pop record run? 1 - 2 - 3 - 4 or 5 minutes? (Bobby: A nickel's worth)

(QUESTION ROUND TWO - Page 3)

7. Now just imagine your standing in front of one of those big record machines, you put your nickel in - up comes the record - and what we want you to tell us, is the name of the song -- and whose recording you think it is. (PLAY). That's right and Jimmy Dorsey's record of Amazola sold ~~over~~ <sup>plenty of</sup> \_\_\_\_\_ pressings. Now can you tell us who sings with him?

8. Jeepers oreepers, it's a beep-beep beeper. Lyman Gandee is about to play a melody on the piano and every time he makes a mistake in that melody, Gloria Carano of Savannah, Georgia wants you to say "beep". Ready get set -- go!

9. Here's the theme of a very popular band program heard on the radio on Sundays. George Hanson of Dover, New Hampshire wants you to listen and identify the program. (PLAY) "That's right, and right now they're helping many young bands get started up the ladder of success. What's the difference between bandwagon, water-wagon, and tail waggin'?"

SOUND: CLASS BELL

HIESTAND:       Cut the racket, Professor -- no more  
                  quiz.

KYSER:           Gee whiz, time for a decish, Dean Hiestand. (SOUND)  
                  Sure nuff -- and the noble faculty comes through  
                  with the sterling name of Mary Jane Broderick  
                  (APPLAUSE)

KYSER:           Congratulations and kudos are piled high on your  
                  head, my dear Miss Broderick. Light up a Lucky  
                  Strike and look smart till the final exam.  
                  Right now it's time for serious pursuits to take  
                  a back seat -- recess is in order and the band  
                  has the beat -- so be you a swan or be you a goose,  
                  just listen or dance to Alexander the Swoose.

7 ("ALEXANDER THE SWOOSE" . . . . . PRODUCTION)

FAIR BLUFF, NORTH CAROLINA  
MARTINSVILLE, VIRGINIA

45X  
50%

KYSER:

Now, chillun, Gayne Whitman has a mighty good reason for thinkin' you may be missing something.

WHITMAN:

Yes smokers - unless your cigarette is made of the finer tobaccos you may be missing a whole lot of smoking enjoyment. Mildness, better-taste - whatever qualities you want in a cigarette - it's the tobacco that counts - The better the tobacco the better the smoke. That's why it means so much that The American Tobacco Company consistently pays the price to get the finer, the lighter, the naturally milder leaf. For example, as our Lucky Markets game showed you a few minutes ago, America paid \_\_\_\_\_ percent more than the average market price for tobacco at \_\_\_\_\_, \_\_\_\_\_ last season \_\_\_\_\_ percent more at \_\_\_\_\_, \_\_\_\_\_.

So it goes at market after market--and the best we buy goes into Luckies. Yes, smokers, that's why - if you haven't tried a Lucky lately - you may be missing something. Just remember that you get what we pay for - and we pay the price for the milder, better-tasting tobaccos. For more real smoking enjoyment - next time you buy cigarettes - ask for Lucky Strike.

8. YOURS.....GINNY

9. LET'S GET AWAY FROM IT ALL..DUET

FANFARE

KYSER:

Now, chillun, Gayne Whitman has a mighty good reason for thinkin' you may be missing something.

WHITMAN:

Yes smokers - unless your cigarette is made of the finer tobaccos you may be missing a whole lot of smoking enjoyment. Mildness, better-taste - whatever qualities you want in a cigarette - it's the tobacco that counts - The better the tobacco the better the smoke. That's why it means so much that The American Tobacco Company consistently pays the price to get the finer, the lighter, the naturally milder leaf. For example, as our Lucky Markets game showed you a few minutes ago, America paid \_\_\_\_\_ percent more than the average market price for tobacco at \_\_\_\_\_, \_\_\_\_\_ last season \_\_\_\_\_ percent more at \_\_\_\_\_, \_\_\_\_\_. So it goes at market after market--and the best we buy goes into Luckies. Yes, smokers, that's why - if you haven't tried a Lucky lately - you may be missing something. Just remember that you get what we pay for - and we pay the price for the milder, better-tasting tobaccos. For more real smoking enjoyment - next time you buy cigarettes - ask for Lucky Strike.

8. YOURS.....GINNY

9. LET'S GET AWAY FROM IT ALL..DUET

RAMPARE

FAIR BLUFF, NORTH CAROLINA  
MARTINSVILLE, VIRGINIA

48%  
58%

HEESTAND: *Wham Wham*  
 The Final Exam! ~~Here is the test of tests~~

*A*  
 -- the searching lurching inquiry into  
 higher musical learning. Here the true  
 colors will show -- now comes the great  
 hurdle that makes or breaks. Yes, into  
 every life a little rain must fall -- and  
 our own personal rain is -- (SOUND: THUNDER STORM)

KYSER: Oh, thunder Dean Heestand I wish  
 you wouldn't say those things --  
 Now I'm soaking wet -- and just when  
 I wanted to look dignified, cause our  
 last round is all about symphonies.

*your right bud, so take it on the lamb*

(FINAL QUESTION ROUND - Page 1)

1. ~~Yes chillun,~~ right now we're enjoying symphonies under the stars at the beautiful Hollywood Bowl and it's a fine time to pay tribute to this most <sup>eloquent</sup> beautiful of all musical forms. Dr. Sulzbacher of Los Angeles wants you to tell us whether this Largo by Dvorak is from the "Old World Symphony", the "New World Symphony", or "The World Goes Round and Round Symphony". (PLAY) Distinguish between symphony, sympathy and timpani.

2. This famous concerto by Tschaikovsky was recently featured in an important Hollywood Movie. Listen and tell Ethel Myers of Wilmington, Delaware the name of the picture. (PLAY) In the picture, "A Hundred Men and A Girl", when Deanna Durbin sang with the symphony, who directed -- Toscanini, Iturbi, Barbirolli, Stokowsky, or Spumoni? Did Stokowsky direct the music in Fantasia?

(FINAL QUESTION ROUND - Page 2)

3. Harold Hartman of Englewood, California says our symphonic session would be unfinished if we weren't to include this one by Schubert (PLAY). Is that Schubert's Serenade, his Unfinished Symphony, Sonata or Sunshade? ~~Name two baseball terms you think of in connection with the symphonies?~~ Bach, Brahms and Beethoven <sup>were</sup> are known as "The Three Bees". Who <sup>were known as</sup> are the Bees in baseball?

*strain by Rimsky Korsakoff*

4. And now here's a very familiar ~~symphony by Tschaikevesky~~ and Georgia Mostul of Portland, Oregon wants you to listen and tell us ~~what it is (play) Was that the Scherzade, Surprise Symphony or is it~~ <sup>what it is (play) Was that the Scherzade, Surprise Symphony or is it</sup> if it's his fourth, fifth or sixth. (PLAY). Did Deems Taylor write <sup>Death</sup> ~~"The Surprise Symphony"?~~ Does Little Jack Little conduct "The Little Symphony"?

SOUND: CLASS BELL

HIESTAND: The final exam has scherzoed Professor -- cease your staccato toccata, grab a cadenza, this is the endza.

KYSER: Presto...<sup>the coda</sup>and while the Faculty sits in solemn conclave on the scores of the two champions -- let's all join in listening to Dean Hiestand's opus on the golden leaf.

HIESTAND: When you hear the name Lucky Strike think of fine tobacco for remember these two facts....that at market after market we pay the price to get the milder better-tasting leaf....and that the independent tobacco experts themselves smoke Luckies 2 to 1, over all other cigarettes combined. Yes, Lucky Strike means fine tobacco - and more real smoking enjoyment for you. Make that next package you buy Lucky Strike.

(FANFARE)

KYSER: Hot from the charcoal grill comes the big news on the big noise of the evening -- the grand winner of tonight's thirty-five dollars first prize is \_\_\_\_\_.  
 (APPLAUSE)

KYSER: What learning -- what erudition you have spread upon these fields of learning, \_\_\_\_\_  
 Take your thirty-five dollars first prize and retire -- for you have earned the relaxation and life-long financial security it will bring. To our second placer goes the handsome sum of twenty dollars for a great try. Each of the other four contestants get ten dollars -- and all six receive a carton of Luckies. Finally, to each and every member of the student body here tonight -- for that Hollywood hullabaloo and volunteer answers -- a package of better-than-ever Lucky Strike Cigarettes.

10. ("WITH A TWIST OF THE WRIST" . . . . . ORCHESTRA)

*cut on air*  
 NEW KAY KYSER RADIO THEME

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KYSER: Well, das all, chillun -- and school is quietly placed under wraps until next Wednesday night. Don't forget that this week's homework includes Information Please and your Hit Parade. The address for questions is Box 909, Los Angeles, California. And so, until next Wednesday, this is Kay Kysor -- thinkin' of you -- thanks a lot for being with us, and so long everybody.

(LUCKY STRIKE TIME. . .)

*cut on air*  
(HIESTAND: The famous tobacco auctioneer heard on tonight's program was Mr. F. E. Boone of Lexington, Kentucky.)

(SONG CREDITS, IF ANY)

THIS IS THE NATIONAL BROADCASTING COMPANY)

-23-

7-30-41

*As Broadcast*

The American Tobacco Company  
KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE  
July 30, 1941

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BOONE: (CHANT.....ENDING "SOLD AMERICAN")

HIESTAND: That chant is your reminder that Luckies are a milder,  
better-tasting cigarette because we pay the price to get  
the finer, the lighter, the naturally milder tobaccos.  
With men who know tobacco best, it's Luckies 2 to 1!

(LUCKY STRIKE TIME.....)

HIESTAND: Lucky Strike presents Kay Kyser's College of Musical  
Knowledge with that man and his pan - who's breaking  
cameras in movieland -- Kay Kyser!

(KYSER THEME.....)

(APPLAUSE)

KYSER: Evenin' folks - how're y'all? And that's not true Dean  
 Hiestand - I'm not breaking any ~~cameras~~ <sup>lenses</sup> ~~Somebody dropped~~ <sup>John Barryman</sup>  
~~a Brownie 2-A yesterday, but I'm allright today. So a~~  
~~nip on the cheek (NIP) - a pat on the noggin (GONK) - and~~ <sup>speaking</sup>  
*of movie. let's* move on chillun cause class is startin'. But before we  
 cast examinations to the winds, let's hot-foot around  
 the hall - make rah-rah around the rostrum -- rumples your  
 romper -- give out with a stomper - and c'mon chillun --  
 let's dance!

1. ("SKATER'S WALTZ".....ORCHESTRA)
2. ("DO YOU CARE".....SIMMS)

FIRST COMMERCIAL

KYSER: Chillun, how'd you like to go shopping for golf clubs with a champion pro - or for a suit with an expert tailor.

HIESTAND: Fine, Professor, because if you shop with an expert you have a better chance of getting real quality. That's because the experts know what's what. For instance, if you were to step up to a cigarette counter with an outstanding tobacco auctioneer like Mr. R. N. Cooper of Washington, North Carolina he would undoubtedly tell you what he told us recently.

MAN: As an auctioneer, I'm in a position to see just what tobacco the various companies buy. And I know this.... Lucky Strike pays the price to get the finer, lighter leaf ....the naturally milder kind. That's why I smoke Luckies myself.

WHITMAN: Yes, smokers, if a typical independent expert like Mr. Cooper helped you select a cigarette, the chances are that you'd buy Luckies. For among independent experts - buyers, auctioneers and warehousemen - Luckies has twice as many *have* exclusive smokers as all other cigarettes combined. At auction after auction they see us pay the price to get the finer, the lighter, the naturally milder tobaccos. That's reason enough for them to smoke Luckies - and their preference is your best tip on how to get more real enjoyment out of smoking. Next time you buy cigarettes, remember, Luckies are milder, better-tasting...because Luckies pay the price to get the finer, milder leaf. So smoke the smoke (the) tobacco experts smoke...ask for Lucky Strike.

*Whitman dropped the "on this word"*

*skipped over on air*

ISH: Once upon a time there was a young man named *Christian Phillips*  
And when he first went to kindergarten, the teachers would  
say to him ..

GINNY: \_\_\_\_\_ (NICKNAME), stop eating that piece of  
red crayon!

ISH: And so he went to grammar school and the principal  
remarked ...

JACK: Young man - if you don't stop squirting ink on the girls  
curls we'll \_\_\_\_\_

ISH: Finally, at the age of twenty-seven, young \_\_\_\_\_  
graduated from High School, and his kindly old teacher  
told him ...

GAYNE: Well, Mr. \_\_\_\_\_ if you want a little knowledge go  
to Kyser College.

HIESTAND: So here you are none the wiser listening to that geyser --  
Kay "Old Faithful" Kyser!

(SOUND: GEYSER SPOUTING)

KYSER: *What Buzzin-Cousin*  
~~"Hi ha Bo" - "lets go."~~

(ADD FIRST ROUND)

(QUESTION ROUND ONE - Page 1)

1. I was talking to one of the boys at March Field which is just a little bit west of Camp Haan and he said everything was fine, but next to flying he'd rather be (PLAY). He'd rather be on his front porch in the moonlight sitting in his (PLAY). Holding hands with (PLAY). Thanks to Bob Whiting of Plymouth Indiana for that question.

2. Here's a cutie from James Middleton of Savannah, Georgia who calculates on catchin' you with this query. He wants you to pick out the one musical term from the following list: pistachio, mustachio, Generalissimo, Fortissimo, patio and whatcha know Joe. What does \_\_\_\_\_ mean, loud or soft. *What does pianissimo mean?*

3. Here's a strain from the second movement of Tschaiikowsky's Fifth Symphony. Doreen Belot of Boise, Idaho wants you to listen and tell us what popular song was based on it (PLAY). Can you name three other songs with the word love in their titles?

4. Ray E. Gay of Oklahoma City asks who wrote the best-known book on etiquette. Did she have a program on the air? Who wrote the book "How to Win Friends and Influence People"? Has he been on the air? Who wrote the Marquis of Queensberry rules? Has he been on the air?

5. Here's a popular song played in the style of a popular orchestra and Ruth Cooper of Garden City, Kansas wants you to name the song and the orchestra. (PLAY)

6. Charles Row, Jr., of San Antonio, Texas would like you to tell us what these three notes designate on the radio (PLAY). Now Lyman Gandee is going to change the rhythm of those three notes and you tell us what popular song starts this way. (PLAY).

7. Here are two well-known roundelays and Margaret Mullins of Providence, Rhode Island wants you to listen and tell us which you think is "Alouette" and which is "Frere Jaques". (PLAY) (PLAY).

8. Here are some well-known sounds and Larry Desimone of Lafayette College, Easton, Pa. wants to know what each of them brings to your mind. (SOUND A - Bridge) Now this one (SOUND B - pingpong) and (SOUND C - bowling).

9. Betty Todd of Washington, D. C. says this is the theme of the National Defense Program. (PLAY) That's "Any Bonds Today", and now can you tell us who wrote that song for the Government? Was it Kate Smith, Morton Gould, Irving Berlin, Meredith Willson, or George M. Cohan? Did he write "God Bless America"? - Who wrote "Over There"?

HIESTAND: Ding dong - ding dong -- no more story - no more song --

KYSER: And before you can sing "I love ~~Tea~~ Coffee - I love Tea Tea", we'll have a winner.

VOICE: One or two lumps Mr. Kyser?

KYSER: "Two please."

(SOUND: (BUMP BUMP) (OUCH OUCH)

KYSER: Wham wham, thank you Sam, the candied yam of the first exam is Christie Phillips  
(APPLAUSE)

KYSER: Congratulations, my dear Mr. \_\_\_\_\_...  
Light up a Lucky Strike and relax, for you are now held over by popular demand for the Finals. And now away with your bucolics -- bollix up the melancholics -- and c'on chillun yets rolic and frolic.

3. ("DADDY".....MASON)

4. ("THINGS I LOVE".....BABBIT)

KYSER: Friends, what happens at the tobacco auctions has a lot to do with your smoking enjoyment.

HIESTAND: That's right, folks, no cigarette can be any better than the tobacco that was bought for it at the auctions. Luckies are a milder, better-tasting cigarette because at auction after auction....in open competition...Luckies pay the price to get the finer, the lighter, the naturally milder tobaccos.

(SNEAK IN CROWD NOISE AND CHANT)

Let's show you how it's done....

(CROWD AND CHANT UP - SOLD TO X)

WHSMAN: At 19!

(CHANT)

BISHOP: This is Pat Bishop, ladies and gentlemen, reenacting a tobacco auction at that great resort and tobacco town of Asheville, North Carolina. Row after row of baskets piled high with fragrant leaf fill this big tobacco warehouse ... and each basket is being sold individually. A dozen or so buyers are battling for the baskets as they're being sold.

(CHANT UP -- SOLD AMERICAN)

WHSMAN: At 22!

(CHANT)

BISHOP: Already the warehouseman has called out an opening bid of 22 - 22 dollars a hundred pounds for this next basket ... and another sale is under way. As I was saying that, three buyers bid in rapid succession and the bid's 25 - 25. Now Lucky Strike bids 26 ... a leaf company 27 ... and another cigarette company signals 28. Hear the auctioneer chant it out? It looks like ... but no ... no ... Lucky Strike bids 29 and that tops 'em all. Yes, listen ...

(CHANT UP - SOLD AMERICAN)

(MORE)

SECOND COMMERCIAL Continued

WHITMAN: Smokers, from where you're sitting in your armchairs right now, Asheville, North Carolina may be hundreds of miles away. But what happened at Asheville can make a lot of difference to you right in your own home. You see, in a cigarette, it's the tobacco that counts - and we pay the price to get the finer, the lighter, the naturally milder leaf - the kind you enjoy more. For example, at the auctions last season in Asheville, The American Tobacco Company paid 34 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products - yes, 34 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought goes into Luckies. You may not remember the figures, but don't forget the facts. You get what we pay for - a milder, better-tasting smoke. So, next time you step up to a cigarette counter, ask for Lucky Strike.

COMMERCIAL TAG

(5. FREE FOR ALL . . . . . ORCHESTRA)

(6. INTERMEZZO . . . . . DUET)

REPRISE "FROM AN INDIAN LODGE" by MacDowell.

(BEAUTIFUL INDIAN MUSIC -- "INDIAN LODGE" -- MacDowell)

HIESTAND:  
(POETICAL)

Softly through each sleeping village, quietly in  
country hamlets, Gently in the darkling valleys,  
swiftly o'er the lofty mountains, Murmuring like  
running waters, speaks the little Hiawatha ...  
Speaks the stripling's words of wisdom - voice of  
thunder, voice of exhortation -- And myriad voices  
throughout the nation answer with station  
identification.

...STATION BREAK...

KYSER MARCH

-12-

PRACTICES VERY SLOPPY TUBA - ENDING ON A PINK ONE

HIESTAND: Here, here, young lady -- you can't do that in here.

AUDREY: Aw ~~beat it~~, son, I'm practicing.

HIESTAND: But, our contestants don't have to play musical instruments and besides, the tuba won't ever get you anything.

AUDREY: Well, Phil Spitalny said that if ...

HIESTAND: Shhh -- quiet - play something appropriate cause here comes the old Professor.

(TUBA PLAYS RECOGNIZABLE PORTION OF KYSER MARCH)

KYSER: Why, that's very lovely, \_\_\_\_\_.

I'll bet you didn't know you were so accomplished on the tuba. Now here's your first question.

(ADD SECOND ROUND)

-12-

(QUESTION ROUND TWO - Page 1)

1. When we visited the hospital at Camp Roberts, we saw one boy who looked perfectly well, but he kept saying "Oh, oh." I said, "What are you 'oh-ing' for? Something hurting you?" He said, "It's (PLAY.)" I said, "Oh boy, you've got somethin' the Doctor can't cure - the blues." He said, "Yeah, man, I got (PLAY)."

2. There are quite a few radio personalities and well-known athletes who have the same last name. I'll name a few and Alice Newton of Danbury, Connecticut wants you to tell us which is in radio and what's the sport of the other. Little Jack Little and Lawson Little, Speed Riggs and ~~Bobby~~ Bobby Riggs, Bob Pasteur and Tony Pastor.

3. Here's a theme song of a well-known orchestra and Harold Siegel of Chicago would like you to tell us what orchestra leader it identifies. (PLAY) Now distinguish between Herbie Kay, Kay Francis, ~~Jack Saks~~ <sup>Beatrice Kay</sup>, and Chicken croquet. "Okay, Miss \_\_\_\_\_, Let's Go."

(QUESTION ROUND TWO - Page 2)

4. Let's string along with this one from Lecta Helms of Los Angeles. How many strings has a Ukelele - how many strings on a violin - how many strings on a bassoon - and since you're an angel, I know you know how many strings there are on a harp. <sup>45, 46, 47</sup> Who holds the strings on your heart, Miss \_\_\_\_\_.

5. Jack Hartman of Kansas City says you'll get the bird if you don't tell us who the birds are in the following three songs: (PLAY - PLAY - PLAY) Who is Bob Hawk? - *Walter Pidgeon's cousin?*

6. It's tonight's right or wronger and boy it's a bird! So don't let it hawk you. Juanita Marie Beck of Wheeling, West Virginia says lend your eagle ear and tell us whether the following statements are right or wrong:

- 1) Admiral Byrd ~~was~~ <sup>is</sup> a graduate of West Point.
- 2) Don Ameche was a radio actor before becoming a movie actor.
- 3) A soprano sings higher than a contralto.
- 4) Mary Pickford's husband manufactures silverware.

(QUESTION ROUND TWO - Page 3)

7. Norman Borm of Minneapolis, Minnesota wants you to name the following well-known number and then tell us what type of song it is.

(SING) Can you name one well-known negro concert singer?

8. Anne Louise Wilson of Natchez, Mississippi says let's see if you can tell us who this sounds like. But first we're going to blindfold

you. Now listen closely. *Jack Benny* (IMPERSONATION) And who does this remind you of. *Geo. Jessel* (IMPERSONATION). *Was that Geo. Ralt, Geo. Jessel, Geo. Brown, or Georgie Porgie?*

9. Bill Wilder of Fort Smith, Arkansas says if you're a record fan you'll have no trouble identifying this new one by Duke Ellington. (PLAY)

Now that's Chattanooga Choo-Choo, Tuxedo Junction, Take the A Train, or Slow Freight. *What instrument does Duke Ellington play?*

OPTIONAL: Bill Wilder of Fort Smith, Arkansas says this is the theme of the National Defense Program. (PLAY) That's Any Bonds Today", and now can you tell us who wrote that song for the Government? Was it Kate Smith, Morton Gould, Irving Berlin, Meredith Willson, or George M. Cohan?

*out*

SOUND: CLASS BELL

HIESTAND: Take a powder, pappy - the girls were snappy --  
Exams are over --

KYSER: Well then, das all, girls ---- hold on to your  
laurels while our faculty zip up a decision --

(SOUND: ZIP)

Thank you and the honor girl of the second exam is  
that answer upper Miss \_\_\_\_\_.

(APPLAUSE)

KYSER: Felicitations -- dear Miss \_\_\_\_\_,  
you have squared the circle - you have spelled and  
yelled and now that your answers have jelled --  
light up a Lucky Strike till you are called for  
the final spell -- Right now recess is here.

Harry:  
SIGN

"HOORAY"

KSYER: Yes, suh chillun ---- this is the place to take  
off into space but just listen as Ginny sings  
about a vacation place.

("HUT SUT SONG . . . . . PRODUCTION)

(APPLAUSE)

KYSER: Now, chillun, here's Dean Hiestand, who's been thumbing through the dictionary.

HIESTAND: Yes, Professor, ~~the dictionary~~. I was looking for the definition of a cigarette and here it is: quote - tobacco rolled in thin paper - end quote. So you see, smokers, when you buy cigarettes - you're really buying tobacco. The better the tobacco, the better the smoke. That's why it means so much that The American Tobacco Company consistently pays the price to get the finer, the lighter, the naturally milder leaf. For example, at Huntington, West Virginia last season, American paid 30 percent more than the average market price for tobacco - at Abingdon, Virginia, 36 percent more - at Weston, Missouri, 41 percent more. So it goes at market after market - and the best we buy goes into Luckies. So, smokers, next time you buy cigarettes, remember: it's the tobacco that counts and Lucky Strike means fine tobacco - and more real smoking enjoyment for you. With men who know tobacco best, it's Luckies 2 to 1. Make that next package you buy Lucky Strike.

(8) MARIA ELENA.....ORCHESTRA

(9) COWBOY SERENADE.....BABBITT

FANFARE

HIESTAND: The final exam! *The winner of the final exam Mr. Christian Phillips*

MALE  
AUDIENCE: Yeah *chis*

*Bud: — and Eva Alexander*

WOMEN IN  
AUDIENCE: Yeah *Eva*

KYSER: Ah -- <sup>*me*</sup> ~~and~~ -- ~~This is no time for solitaire.~~ This is  
when you whiff the old salt air.

1. When the July sun beats down at full speed, thousands rush full speed to America's beaches, lakes, and rivers. One of the most popular things at those spots is a boat. So we'd like to dedicate our final round to all those who like boating and sailing. Charles Burritt of Cheyenne, Wyoming says that every day thousands are (PLAY). Which of these would be a motor-boat: a clipper ship, a Chris Craft or a schooner? What is a clipper ship?

2. Here's a wind-<sup>jammer</sup>~~jumper~~ from Ernestine Waldron of Spokane, Washington. She says "skif from the small to the big boats and see what y'all know." Ketch on? Who played the part of tug-boat Annie in the picture "Tug-boat Annie" with Wallace Beery? What popular blonde movie star is quite a skipper or boatsman -- He was in the picture "Virginia" -- It's either Sterling Young, Sterling Ford, Sterling Hayden, or Sterling Silver.

3. Don't be so stern -- you'll keel over -- smile and take a bow,  
because <sup>Peter Lynd Hayes of Hollywood</sup> ~~Gerald Cooper of Detroit~~ asks is a speed boat made of Garwood?  
Who is Gar Wood? A famous English challenger who competed for many  
years in the America's Cup races was Sir Thomas who? (He had Shamrock  
1 - 2 - 3 and I wouldn't tell you who he is for all the tea in England.)  
This is nautical but nice -- What's a <sup>buccaner</sup> ~~wind-jammer~~? (BOBBY)

4. Virginia Dorman of Salisbury, North Carolina says if you don't own  
a yacht, a sailboat or a motor-boat, you can have lots of fun and  
get swell exercise if you'll just (PLAY). Can you spell \_\_\_\_\_?  
Did Barnacle Bill write the Ferryboat Serenade? Were the \_\_\_\_\_  
Club Boys, singers or what?

SOUND: CLASS BELL

HIESTAND: Exams are over ---- school is out.

HARRY: (HOORAY)

KYSER: Hold on, chillun and while our faculty makes out the graduation diplomas --- sit with me in brief convocation while Dean Hiestand delivers this week's valedictory address.

HIESTAND: When you hear the name, Lucky Strike, think of fine tobacco. For remember these two facts: that at market after market we pay the price to get the milder, better-tasting leaf - and that the independent tobacco experts themselves smoke Luckies 2 to 1 over all other cigarettes combined. Yes, Lucky Strike means fine tobacco - and more real smoking enjoyment for you. Make that next package you buy, Lucky Strike.

(FANFARE)

KYSER: The diplomas have arrived and by unanimous faculty vote -- the starborder of the final exam - is that old out-boarder ~~the~~ "Put Put" Alexander

(APPLAUSE)

KYSER: Dear -- (~~THE~~) (MISS) Alexander Your ship has come in and the fleet will echo your name down through the ages.

(SOUND: ECHO CHAMBER EFFECT AND ECHOING CONTESTANTS NAME)

Here take this first prize of \$35.00 -- and get a crew haircut. To you dear second placer this ~~stern~~ <sup>beam</sup> light and \$20, --- and to the other four scholars ten dollars each --- and to all six a carton of Luckies. Then to each and every member of our student body here tonight --- for those salty tears and scholastic cheers --- a package of better than ever Lucky Strike cigarettes.

*cut on air*

(~~"FRIENDLY TAVERN POLKA"~~ . . . . . ORCHESTRA)

("KYSER RADIO THEME . . . . .)

-23-

KYSER: Well, das all, chillun -- the old college is sorta gonna take it easy till next week --- until then --- have fun. Meanwhile remember to tune in Information Please and Your Hit Parade. The address for questions to the College is Box 909, Los Angeles, California. And so, until next Wednesday, this is Kay Kyser -- thinkin' of you -- thanks a lot for being with us, and so long everybody.

(LUCKY STRIKE TIME . . .)

HIESTAND: The famous tobacco auctioneer heard on tonight's program was Mr. F. E. Boone of Lexington, Kentucky.

(SONG CREDITS, IF ANY)

THIS IS THE NATIONAL BROADCASTING COMPANY.

-23-

AUGUST

ROUTINE

KAY KYSER

AUGUST 6, 1941

- |                                      |           |
|--------------------------------------|-----------|
| 1. When You and I Were Young, Maggie | Orchestra |
| 2. I Went Out of My Way              | Simms     |

COMMERCIAL I

ROUND ONE

- |                       |         |
|-----------------------|---------|
| 3. I've Been Drafted  | Sully   |
| 4. Taps 'Til Reveille | Quartet |

COMMERCIAL 2

- |                     |       |
|---------------------|-------|
| 5. Little Bit South | Band  |
| 6. Yours            | Simms |

STATION BREAK

ROUND TWO

- |                    |            |
|--------------------|------------|
| 7. Any Bonds Today | Production |
|--------------------|------------|

COMMERCIAL 3

- |                          |  |
|--------------------------|--|
| 8. Friendly Tavern Polka | <del>Orchestra</del><br><del>Quartet</del> |
| 9. Green Eyes            | Babbitt                                    |

FINAL ROUND

- |  |                      |
|--|----------------------|
| 10. Frenesi                              | Orchestra            |
| <del>11. At A Georgia Camp Meeting</del> | <del>Orchestra</del> |

The American Tobacco Company

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - No. 176

August 6, 1941

BOONE: (CHANT ... "SOLD AMERICAN")

HIESTAND: With independent tobacco experts - buyers, auctioneers,  
warehousemen - with men who know tobacco best, it's  
Luckies two to one!

(LUCKY STRIKE TIME . . .)

HIESTAND: Lucky Strike presents Kay Kyser's College of Musical  
Knowledge - and here comes that man and his band who's  
making movieland quake with <sup>his</sup> those Shakesperian <sup>clam bake</sup> takes -  
that romeo of RKO - KAY (Quiet Please) Kyser.

(CHEERS)

(KYSER THEME . . .)

KYSER: Evenin' folks - how y'all? Welcome again to our  
~~Sunrise~~ California school of sharps and flats.  
 Reelin' around on the rostrum are six scholars  
 rarin' to go for honor degrees and ninety-five  
 green United States <sup>money</sup> ~~dollars~~. But before we pass  
 out the first platter of posies, let's twinkle  
 the toesies. So up out of your seats and onto  
 your feets and ... c'mon chillun, ~~let's~~ dance.

1. ("WHEN YOU AND I WERE YOUNG, MAGGIE" . . . . .ORCHESTRA)
2. ("I WENT OUT OF MY WAY" . . . . .SIMMS)

KYSER: Now, chillun, Dean Hiestand tells us of big doings down in Georgia and Florida yesterday.

HIESTAND: That's right, folks. August 5th was the opening day of the tobacco auctions in important Florida and Georgia markets. Many tobacco experts from all over the South were there to buy, sell and handle the leaf. Every year at the auctions these experts get a real preview of cigarettes. For they see who buys what tobacco and the prices paid. Ask them how all this affects you as smokers and you'll probably get an answer like this one. Mr. James N. Edwards, tobacco auctioneer of Farmville, North Carolina said:

MAN: In a cigarette, it's the tobacco that's important. The reason most tobacco men like myself smoke Luckies is just because we see them pay the price to get the better tobacco - the finer, milder leaf.

WHITMAN: Smokers, there you have an expert's explanation of why he smokes Luckies. Can you give as good reasons for choosing your cigarette? Just remember that Mr. Edwards is typical of the overwhelming majority of independent experts - auctioneers, buyers and warehousemen. They smoke Luckies 2 to 1 over all other cigarettes combined. For they know that Lucky Strike means fine tobacco. It all adds up to this: Luckies are milder and better-tasting because we pay the price to get the finer, the lighter, the naturally milder leaf. So, for more real cigarette enjoyment, ask for Lucky Strike and....smoke the smoke tobacco experts smoke.

SOUND: FANFARE

ORCHESTRA REPRISE: SCHERAZADE

WHITMAN: Honorable people - the highly exalted first round is about to commence. Squatting on the ridiculous floor with their legs over their ears sit three thinking yogis on the brink of the sink of learning. And coming up the most dusty road with a fez on his head and an old rug over his shoulders, is our most silly instructor - Professor Abdul Abulbul Akyser.

(GONG)

KYSER: Come before me, chillun, and Singapore your supper.

Set upper Mr. \_\_\_\_\_

(ADD FIRST EXAM)

OPTIONAL LEAD

NOT USED

(CLASS BELL)

KYSER: And now our first three contestants are coming up to the microphone.

AUDREY: What I wanna know is -- "How do they pick the contestants" --

GAYNE: Why, here, young lady, let me show you.

SOUND: (GENERAL EFFECT AND AD LIBS OF PEOPLE COMING TO PROGRAM)

HARRY: May I see your ticket please - thank you - you keep this half.

GAYNE: And then before we go on the air, six tickets stubs are picked out at random and their numbers called out.

KYSER: 120 -- 120

VOICE: Me.

KYSER: 286 -- must have been awfully hungry -- 286.

VOICE: I got it.

KYSER: (CONTINUES)

GAYNE: (OVER KYSER) And that's the way the contestants are chosen every week, on the College of Musical Knowledge.

AUDREY: Gee, ... thank you.

KYSER: (CONTINUES -- UP)

BOBBY: Hey, boss, we got seven contestants.

KYSER: Ummm -- seven -- huh?

SOUND: (SHOT) (GOON LAUGH)

BOBBY: Okay, boss, now we gotta six.

(LAUGHS, ETC.)

KYSER: Ah, that's fine, and our first contestant is \_\_\_\_\_

NOT USED

1. This one from Edith Turner of Pittsburgh concerns two gals who were in love with the same fellow. One was named Dinah and the other was named (PLAY). Dinah had blue eyes and Ida had (PLAY). These gals had a fight to the finish over their man and Dinah won. When she got through with Ida her green eyes were (PLAY).

2. Here's one from Pat Hirsh of Mamaroneck, New York. She wants me to put the bee on you by asking you who the producer is whose name is Cecil B? What radio commentators' names are John B? What movie stars name is Ba-be? What ~~maker of men's hats name is John B?~~ *stor of the silent days was Henry B. - who is Lady B*

3. Howard Everett of Tacoma, Washington wants you to listen and tell us what orchestra usually ends their arrangements this way. (PLAY)  
Now tell us what orchestra features the trumpets playing this way (PLAY)

(QUESTION ROUND ONE - Page 2)

4. Here's one from Mrs. Scottie Goddard of San Antonio, Texas. She asks who wrote the "Flight of the Bumble Bee" --Rachmaninoff, Boris Karloff, Rimsky-Korsakov or Lou Novikoff. <sup>Novikoff</sup> Lou is really batting that old ball around <sup>like he won last year in the Pacific Coast League</sup> ~~in the miners this year~~ - so just for fun, name us two songs that have the word ball in their titles.

5. You are about to hear two well-known nursery rhymes and Russell Walker of Macon, Mo. wants you to tell us the names of both of them. (PLAY). In what nursery rhyme was there a cat and a fiddle?

6. It's tonight's right or wronger and Hazel Sawyer, of Marion, Indiana wants you to say right or wrong to the following statements:

- a) Caruso was a bass singer and Jenny Lind was a blue singer.
- b) There are more black than white keys on a piano.
- c) Walter Winchell says "and I do mean you."
- d) Gladys Swarthout, Helen Jepson, and Lily Pons sang Minnie the Moocher at the Metropolitan Opera House.

(QUESTION ROUND ONE - Page 3)

7. We have taken 1, 2 and 3 songs on Your Hit Parade list of last Saturday. We have jumbled them up and ~~Iring Becker~~ <sup>Orchestra leader Chuck Foster</sup> of New York City wants you to listen and name two of them, and then tell us which you think was Number one. (PLAY).

*one of the*

8. Here are the words to ~~the~~ nursery rhyme we played a minute ago and Frances Mae Rooney of Fort Stockton, Texas wants you to take 'em and sing a bit for us. (PLAY) That was fine and now let's have a little musical arithmetic class. While you repeat that song I'll call out a few figures and we'd like for you to add and subtract for us - but don't stop singing the song. (PLAY). 5 plus 3 - subtract 2 - add 4 - subtract 2 times 5 - that's where I came in.

9. Paul Davis of Chicago, Illinois is sure you've heard this theme on your radio some Thursday night. (PLAY) Now is that the theme of "Open House" - "Maxwell House" - "White House" or Billy House? What's a hot house? And this is the what house (SOUND) Have you ever been in the \_\_\_\_\_ house, Mr. \_\_\_\_\_.

SOUND: CLASS BELL

HIESTAND: You're all in clover, the round is over. No more questions, Rover.

KYSER: That's keen, dean, and now here's the faculty report card telling us the name of the honor-bright man of the first exam. It's \_\_\_\_\_.

(APPLAUSE) (SOUND: COLLEGE BELLS)

KYSER: Dear Mr. \_\_\_\_\_, the college bells ring out with joy. Your name is on the tip of every tongue.

(HARRY & JACK: CHATTER)

And you are hereby promoted to the senior class. So mop your brow and prepare yourself for the final row. Right now, it's time for a Lucky and good old recess.

HARRY: SIGNS (HOORAY)

KYSER: So three, four, out on the floor ... let's start to sway and rock away ...

("I'VE BEEN DRAFTED".....SULLY)

("TAPS 'TILL REVEILLE".....QUARTET)

(CHANT ESTABLISH & FADE)

KYSER: Now, friends - here's that game smokers are talking about. Let's go, Dean Hiestand, with another session of "Lucky Markets!"

(CHANT UP: SOLD AMERICAN)

HIESTAND: Folks, in a cigarette it's the tobacco that counts. The better the tobacco, the better the cigarette. Well, this game of ours proves that The American Tobacco Company pays the price to get the finer, the lighter, the naturally milder tobaccos for Luckies - the tobaccos that give you a milder-better-tasting cigarette. Here in a goldfish bowl are the names of one hundred and nineteen different tobacco markets...markets where tobacco buyers buy over 96 percent of all the cigarette tobacco sold at auction in this country.

Now a member of our audience, Miss Betty Fenton of Springfield, Mo., will draw the names of these tobacco markets completely at random out of the goldfish bowl, and as I call out each name, whoever in the audience holds the card for that market will call out the percentage figure above the average market price we paid there last season for tobacco...and then (SOUND: CASH REGISTER) see what happens. All right, Miss Fenton will you draw the first name please? Thank you - it's

Johnson City, Tenn.  
39% percent more.

MAN OR  
WOMAN:

JOHNSON CITY TENNESSEE	39%
Blackshear Ga.	44%
SANFORD N.C.	4%
MT. PLEASANT TENN.	221%
NEW ALBANY INDIANA	140%
WALLACE N.C.	67%

HIESTAND: \_\_\_\_\_ percent more in \_\_\_\_\_, \_\_\_\_\_,  
 (CASH REGISTER) and Lucky Strike pays the \_\_\_\_\_  
 with the \_\_\_\_\_, \_\_\_\_\_ card \_\_\_\_\_ dollars.  
 Now friends, that means that at tobacco auctions in  
 \_\_\_\_\_, \_\_\_\_\_, last season,  
 The American Tobacco Company paid \_\_\_\_\_ percent more per  
 pound for the tobacco it bought for its cigarettes and  
 other tobacco products - yes \_\_\_\_\_ percent above the  
 average market price paid for all the various types and  
 grades of tobacco sold there - and the best we bought  
 goes into Luckies. All right - next market being drawn  
 from the goldfish bowl and it's \_\_\_\_\_,

\_\_\_\_\_  
 (CROWD MURMURS UP)  
 (ETC.)

(BELL)

HIESTAND: Oh - oh - there's the bell ending this session of Lucky  
 Markets. Thanks very much, everyone. Now here's Gayne  
 Whitman.

HIESTAND: \_\_\_\_\_ percent more in \_\_\_\_\_,  
 (CASH REGISTER) and Lucky Strike pays the \_\_\_\_\_  
 with the \_\_\_\_\_, \_\_\_\_\_ card \_\_\_\_\_ dollars.  
 Now friends, that means that at tobacco auctions in  
 \_\_\_\_\_, \_\_\_\_\_, last season,  
 The American Tobacco Company paid \_\_\_\_\_ percent more per  
 pound for the tobacco it bought for its cigarettes and  
 other tobacco products - yes \_\_\_\_\_ percent above the  
 average market price paid for all the various types and  
 grades of tobacco sold there - and the best we bought  
 goes into Luckies. All right - next market being drawn  
 from the goldfish bowl and it's \_\_\_\_\_,

(CROWD MURMURS UP)

(ETC.)

(BELL)

HIESTAND: Oh - oh - there's the bell ending this session of Lucky  
 Markets. Thanks very much, everyone. Now here's Gayne  
 Whitman.

JOHNSON CITY TENNESSE	39%
Blackshear Ga.	44 %
SANFORD N.C.	4 %
MT. PLEASANT TENN.	22 1/2 %
NEW ALBANY INDIANA	140 %
WALLACE N.C.	67 %

WHITMAN: Ladies and gentlemen, the percentages you heard speak for themselves. They prove that Luckies pay the price for the finer, milder tobaccos at market after market. Remember every one of those tobacco markets was drawn completely at random. In fact, at one hundred and nineteen tobacco markets - markets that handle 96 percent of all the cigarette tobaccos sold at auction in this country - The American Tobacco Company last season paid well above the average market price for tobacco and the best we buy goes into Luckies. Well, smokers, you get what we pay for. Luckies are milder and better-tasting because we consistently pay the price to get the finer, the lighter, the naturally milder leaf. No wonder that with independent experts - with men who know tobacco best, it's luckies 2 to 1. Make that next package you buy Lucky Strike.

5. A LITTLE BIT SOUTH OF NORTH CAROLINA.....ORCHESTRA

6. YOURS.....SIMS

(APPLAUSE)

LUCKY STRIKE TIME

KYSER: And now our 3 and 4 letter men. Wherever they may be we'll break in with "Station Identity".

....STATION BREAK.....

LUCKY STRIKE TIME...UP & OUT.....ORCHESTRA

HIESTAND: The second exam comes to Kyser College like hungry  
silk worms to a stocking counter -

(WOMEN'S VOICES - one pair - two pair - three pair -  
four - umh, I hope I can get some more)

(GOCN LAUGH IF NECESSARY)

KYSER: And me with nothing left but my garden hose.

Here turn it off Dean (SOUND: LOTS OF FORCE)

NO! - THE OTHER WAY.....and you three young  
ladies come this way -

1. We've all heard the expression, "Mama knows best" but when it comes to the dirty work such as applying the hairbrush to Junior, <sup>IT'S</sup> ~~mom~~ usually ~~turns to~~ <sup>who does it</sup> popper, but in this particular family that Frederick Simons of St. Paul is thinking of, Junior's punishment was inflicted by (PLAY). Yes Junior, she says, "This is going to hurt me more than it does you." Then she <sup>yells</sup> ~~yells~~ (PLAY).

~~1. (ALTERNATE) Jack Arno of Los Angeles wants to know do you know "What Did The Fishing Rod said to The Line? Umh, you don't know? Well listen, "The Fishing Rod said to the line" (PLAY) Miss \_\_\_\_\_ What does it mean when they say, "He's Got A Pretty Good Line"?~~

2. Miss E. M. Halkard of Passaic, N.J. would like you to give us the first names of any three of the following composers: Berlin, Romberg, Carmichael, Porter (~~Bobby Hoppers~~) Grofe, De Rose.

3. The following theme identifies one of radio's oldest Sunday evening hours and Ernest Schaefer of Denver would like you to identify the program. (PLAY) ~~The commentator on that program is named wells.~~ <sup>Did Henry Ford found it then</sup>

~~Is it Orson, H. G., Linton or all's well that ends well?~~

*Is Walter Ford his son*

(QUESTION ROUND TWO - Page 2)

4. Ken Nikolaieff of Vancouver, British Columbia says name the orchestra leader in the following movies: "Las Vegas Nights," "Second Chorus", "Pot o' Gold", "Strike Up The Band". ~~And by the way, we're sure working on ours. (Bobby Hrollers)~~

5. Here are two beautiful ballads that sound somewhat alike. Albert Hoffman of Wichita, Kansas would like you to listen and name both of them. (PLAY - PLAY)

6. Beaver, Beaver!! I'm going to name a few men and every time I mention one that's associated with a beard, Ann Gray of Cleveland, Ohio wants you to yell "Beaver." Rip Van Winkle, John Garfield, President Garfield, Nelson Eddy, Man Mountain Dean, Jerry Colonna, the Smith Brothers.

~~7. Here's the theme of one of America's great new bands and Robert Graham of San Diego wants you to tell us if it's Johnny Long, Charlie Spivack, Vaughn Monroe or Bob Chester (PLAY). Does Lucy \_\_\_\_\_ sing with him? He plays trumpet - can you name another orchestra leader who plays trumpet?~~

7. (ALTERNATE) Here's the theme of Johnny Long and his Orchestra who have been doing lots of broadcasting from the Hotel New Yorker (PLAY). Now, Robert Graham of San Diego says that's either "The White Star of Sigma Nu" - "The Sweetheart of Sigma Chi" or "Phi Delta Bumpelow". If that's a fraternity song what's a sorority?

8. I'm about to mention the lyrics to some well-known songs and Carrie Belle Taylor of Columbia, S. Car. would like you to tell us from what songs they are taken. "You take the high road and I'll take the low road," "A tulip garden by an old Dutch Mill", "Do I Give a Bag of Beans - Do I stay home every night and read my magazines", "~~Pretty Little Poppy~~", "Daddy".

9. With the Hut Sut as our means of transportation, Anna Callaway of Miami, Florida wants us to take a little trip and by the way we play it, you tell us where we are (PLAY). Now where are we (PLAY) And now where are we (PLAY).

SOUND: CLASS BELL

HIESTAND: Hold on, Professor, the round is finished.

KYSER: Righto, dean, let's listen in on the judges as they calculate the winner.

~~(SOUND)~~ (RECORD) *Jack's Harry*

EDDIE: No, you're wrong. Tink - a forsic form a side. *(Jack's Harry)*

GAYNE: Well, if you thir a foogit clem o fall, okay. Here you are Professor.

KYSER: Thank you, Judge Thistlebottom, and the name handed me belongs to that elegant lass, Miss \_\_\_\_\_!

(APPLAUSE)

KYSER: Ah, my dear Miss \_\_\_\_\_. You are indeed a leader of women, ~~and you advance to the senior class.~~ Go rake out your tresses and puff on a Lucky Strike and wait for the final exam. Right now, recess is on.

HARRY SIGN: (HOORAY)

("ANY BONDS TODAY" . . . . . PRODUCTION)

KYSER: Now Dean Hiestand ventures a guess....

HIESTAND: My guess is just this - that most people when you mention Luckies, will think right away of tobacco auctions - and the auctioneer's chant - and, in one word, tobacco. Well, you know, that's just as it should be. For, in a cigarette, it's the tobacco that counts! The better the tobacco, the better the smoke - and Lucky Strike means fine tobacco. At market after market we pay the price to get the finer, the lighter, the naturally milder leaf. For example, as our Lucky Markets game showed you a few minutes ago, last season we paid 39 percent more than the average market price for tobacco at Johanna City, Tenn., 67 percent more at Wallace, North Carolina and so on - and the best we buy goes into Luckies. Now, smokers, here's what that means to you....It means you get in Luckies the real smoking enjoyment that comes only from the milder, finer, better-tasting tobaccos.....So, smoke the smoke tobacco experts smoke. Make the next package you buy Lucky Strike.

8. FRIENDLY TAVERN POLKA.....QUARTET

9. GREEN EYES.....BABBITT

FANFARE

(FANFARE)

KYSER: The Final Exam! Dean Hiestand, are the scholars primed, limbered, pert and alert?

HIESTAND: Yes, Professor, and not only that, they are flexed and fortified and prepared to stand the gaff. So shoot the quips, Mr. Chips.

(ADD FINAL EXAM)

1. Everyone has his hobby - his favorite foods, pet hates, etc - so we'd like to dedicate our final round tonight to the things and people that you and I love best. John Barrett of Buffalo Gap, South Dakota says that the theme of this final round should be (PLAY) Who does Eddie Cantor love best? Who does Judy Garland love best? ~~What do babies love best?~~ (Bobby Hollers)

2. When it comes to food, Jeanne Mason of New Orleans says the thing she loves best is (PLAY). ~~What's a shortcake?~~ What dish does "Jiggs" <sup>from Coconut Grove</sup> love best? Popeye? If you had your choice of any dish at ~~Ciro's~~ what would you <sup>like</sup> ~~like~~ best. (Bobby hollers) *Hedy La Mass*

3. I don't know why, but Archia Morris of North Bend, Oregon says  
~~some of the boys sure do love~~ (PLAY) Does Joe E. Brown run the Brown  
 Derby? Who loves to wear a Brown Derby? ~~Is there a Brown University?~~

4. Miss Marion Leonard of Kansas City says the time of day the soldier  
 boys likes best is from (PLAY) ~~When is "Taps"?~~ ~~When is Reveille"?~~  
~~What time of day do you like best, Miss \_\_\_\_\_?~~

SOUND: CLASS BELL

HIESTAND: The faculty forces say hold your horses ... that's all Professor. (AD LIBS BY BAND)

KYSER: While our aging sages brood in the corner to determine the winner, let's listen to Dean Hiestand's tobaccolaureate address.

HIESTAND: When you hear the name Lucky Strike, think of fine tobacco. For remember these two facts: that at market after market we pay the price to get the milder, better-tasting leaf - and that the independent tobacco experts themselves smoke Luckies 2 to 1 over all other cigarettes combined. Yes, Lucky Strike means fine tobacco - and more real smoking enjoyment for you. Make that next package you buy, Lucky Strike.

FANFARE

KYSER: The scores are in, and the faculty figures show the winner of tonight's examination to be *-with a perfect Score*  
*all the way - Miss Jean Cunningham*  
 (APPLAUSE)

KYSER: Tons of congratulations to you, dear \_\_\_\_\_.  
 Your brilliant scholastic achievement has added two hundred watts to the torch of wisdom. For your accomplishments, I now place in your chubby mit the sum total of thirty-five dollars in crisp new currency. Go up the Coast, young man, (OR WOMAN) and buy the Golden Gate Bridge. To you, *Mr. M. Dermott* worthy second placer, goes this *\$35* second prize of ~~twenty~~ dollars, and to the four other scholars ten dollars each and to all six a carton of Luckies. And to each and every member of our student body here tonight for cheerful chortles and big-time razzmatazz, a package of better-than-ever-Lucky Strike Cigarettes.  
 (CHEERS)

("FRENESI".....ORCHESTRA)

NEW KYSER RADIO THEME

KYSER: Well das all, chillun ... the old schoolhouse collapses in a heap until next week. And remember, next Wednesday is Ladies' Day at the College and we're looking forward to lot's of fun with six women contestants.

(SOUND: CACKLES ETC.)  
~~And let the news hold the news - till next week~~

Don't forget your homework for the week is a mighty pleasant session of listening to Your Hit Parade and Information Please. The address for questions is Kay Kyser, Post Office Box 909, Los Angeles, California. Until next Wednesday, this is Kay Kyser - thinking of you - thanks a lot for being with us and so long everybody.

(LUCKY STRIKE TIME . . . . )

HIESTAND: The famous tobacco auctioneer heard on tonight's program was Mr. F. E. Boone of Lexington, Kentucky.

*Handwritten scribble*

The American Tobacco Company  
KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - No. 177  
August 13, 1941

---

BOONE: (CHANT....."SOLD AMERICAN")

HIESTAND: With independent tobacco experts - buyers, auctioneers,  
warehousemen - with men who know tobacco best, it's  
Luckies two to one!

(LUCKY STRIKE TIME.....)

HIESTAND: Lucky Strike presents Kay Kyser's College of Musical  
Knowledge - with dollar chips, scholarships, fellowships  
and Mr. Chips - "Kay Kyser"

(KYSER THEME.....)

KYSER: Evenin' folks -- how're y'all? Once again we extend our finest academic lunch-hook to bid you welcome to ....

HIESTAND: Say - Professor - They have them at the baseball parks ...

KYSER: I know, Dean Hiestand - but not here.

ISH: They have one every week down at the bowling alley --

KYSER: ~~It's not dignified~~ ... *Is that so*

AUDREY: --- and at the roller skating rink.

JINNY: And say, Professor --

(BABBLE OF WOMEN'S VOICES)

KYSER: All right, all right -- you've convinced me -- I hereby proclaim that tonight is Ladies Night in the College of Musical Knowledge.

(WOMEN: HOORAY) (WOMEN AD LIBS)

KYSER: That's right sisters, it's "Ladies Night in the College" -- So start right out with a leap-year leap - grab your men and sweep 'em off their feet.

(1. HUT SUT SONG . . . . . ORCHESTRA)

(2. IT'S SO PEACEFUL IN THE COUNTRY . . . . . SIMMS, ORCHESTRA)

KYSER: All right, Dean Hiestand, tell 'em what happened ~~yesterday~~  
"just a little bit south of North Carolina" ~~yesterday~~.

HIESTAND: Well, folks - among the great tobacco markets opening  
August 12th, was Mullins, South Carolina. These openings  
are a big occasion for tobacco experts who buy, sell, and  
handle many millions of pounds of leaf yearly. But the  
auctions are important occasions for you smokers, too.  
You want to know who buys what tobacco because your  
smoking enjoyment depends on getting the milder, better-  
tasting leaf in your cigarette. Now no-one could be better  
informed on tobacco purchases - prices - quality - than the  
tobacco experts themselves....Why do independent buyers,  
auctioneers, and warehousemen smoke Luckies 2 to 1 over all  
other cigarettes combined? Mr. Fred E. McLaughlin, who's  
selling at Mullins this season, said recently:

MAN: It's my business as an auctioneer to know who's buying  
what leaf and how much they pay for it. At market after  
market I've seen Luckies pay the price to get the finer,  
milder tobacco. That's why I smoke Luckies.

WHITMAN: Smokers, isn't that just why you should smoke Luckies, too?  
For, in a cigarette, it's the tobacco that counts.  
If you want a milder, better-tasting cigarette, remember  
Lucky Strike means fine tobacco. So smoke the smoke  
tobacco experts smoke. Next time ask for Lucky Strike.

ORCHESTRA PLAY OFF

(QUICK SEGUE TO B.G. MUSIC ALA GILBERT & SULLIVAN)

-4-

ISH: Who's to be King of the May, mother,  
 Who's to be King of the May?  
 Will I be dressed  
 In Sunday best  
 Am I to be King of the May -  
~~(BAND)~~ I say - hey hey -  
 the May - today?

JACK: You won't be King of the May - nay nay ...  
 No man gets a look-in today  
 But ladies six  
 Will be up to the tricks  
 Of the Prof who signs K K  
 (BAND) I say - hey hey -  
 (AUDIENCE) Hooray - K K!

(AUDIENCE APPLAUSE)

KYSER: Ah - what wonderful pagentry by the faculty.

*Sound (girls giggles)*

-4-

1. Since this is ladies night in the College, Betty Piper of Spokane says it's most fitting to lead off with one of radio's leading ladies. Here's the theme of the hour show she MC's on the air. (PLAY). She is also heard on a daytime program five times weekly, and she's known as "The song bird of the South." From the following list pick 2 ladies who have ~~or had~~ programs on the air: Mary Astor, Mary Margaret McBride, Helen Mencken, Bess Johnson, Nellie Revel, ~~Eleanor Roosevelt~~.

2. For a moment let's turn our thoughts slightly to love. Billy Russell of Atlanta wants you tell us who were the lady loves of Romeo, Anthony, Napoleon, Sampson and Popeye.

3. George M. Cohan said "Mary Is A Grand Old Name," but Nellie Campbell of Rye Harbor, New Hampshire says Nellie is a pretty fine name, too. So let's see if you can pick out a "Nellie" song from the following three. (PLAY) (PLAY)(PLAY). And now what's the name of this one? (PLAY)

4. Lester Meadows of Los Angeles asks you to distinguish between Ma Perkins, Ma He's Making Eyes at Me, Ma Ferguson and Mah Jong.

5. Here's the theme of the first lady of swing. Sadie Bartlett of Lisbon Falls, Maine, wants you to name the song and the singer associated with it. (PLAY). The Bailey Sisters sing with Ben Bernie - is \_\_\_\_\_ one of them?

6. Statistics ~~certainly~~ prove that you lovely creatures go in for cosmetics in a big way so Joseph Connors of Rochester, New York wants you to provide the last names of four of these famous beauticians.

Elizabeth \_\_\_\_\_, Helena \_\_\_\_\_, Harriet Hubbard \_\_\_\_\_, Lady \_\_\_\_\_, Peggy \_\_\_\_\_, Barbara \_\_\_\_\_, *Porothy* \_\_\_\_\_

(QUESTION ROUND ONE - Page 3)

7. Many talented women are married to equally talented men. Lily Pons who sang at Hollywood Bowl last night is married to a famous musician who conducts this theme on the radio (PLAY). Bertha Davis of Phoenix, Arizona wants you to tell us who he is -- and what program he appears on?

8. Here's a little one Ish has cooked up, Miss \_\_\_\_\_. He wants you to sing the words to this little nursery rhyme. (SING) That's fine Miss \_\_\_\_\_ and now we'd like you to sing em over again, and at the same time break these eggs and beat em eight to the bowl. Ready now, no poaching from the audience. (SING)

9. Mary McDermott of Casper, Wyoming, says any ladies' man could tell you who these three girls are: However all you have to do is identify two. Listen (PLAY, PLAY, PLAY) What's a lady killer?

SOUND: CLASS BELL

HIESTAND: Hey - Professor - hold the inquisition - The ladies feel it's an imposition.

KYSER: Why Dean Hiestand, it's merely a supposition -- Snap out of it - ask the faculty for a decision -- They'll find it in the closet in my winter overcoat.

SOUND: (ABOUT FIVE BOMBERS FLY BY VERY LOW AND IN A HURRY - THEY DISAPPEAR)

BOBBY: Sorry, boss -- "Nothing but Moths".

BAND: "MOTHS MOTHS" "FLYING UP AND DOWN AGAIN" "MOTHS MOTHS" ETC.

KYSER: Ah yes -- the little cedar chest of the first exam is Miss \_\_\_\_\_.  
(APPLAUSE)

KYSER: Congratulations, my dear  
~~Sorry for OTHER 2 MOTHS got caught in the flame~~  
SOUND: (KNOCK ON WOOD)

~~CAYNE: "Is the Doctor In?"~~

~~JACK: "No - come in".~~

KYSER: Ah, there's so many things to see in Hollywood Miss  
~~See the sights until you're called for~~ -- Go light up a Lucky Strike and relax until the Finals. Right now, it's our ladies' night recess.

AUDIENCE: (GIRLS ONLY) (GOODY, GOODY)

KYSER: So rustle your bustle - glue on your wig - it's time for a tussle to the tune of a jig ....

- (3. DADDY . . . . . MASON)
- (4. THE THINGS I LOVE . . . . . BABBITT)

r

(CHANT ESTABLISH & FADE)

KYSER: Now, friends, here's that game smokers are talking about. Let's go, Dean Hiestand, with another session of "Lucky Markets!"

(CHANT UP....SOLD AMERICAN)

HIESTAND: Folks, in a cigarette it's the tobacco that counts. The better the tobacco, the better the cigarette. Well, this game of ours proves that The American Tobacco Company pays the price to get the finer, the lighter, the naturally milder tobaccos for Luckies...the tobaccos that give you a milder, better-tasting cigarette. Here in a goldfish bowl are the names of one hundred and nineteen different tobacco markets...markets where tobacco buyers last season bought over 96 percent of all the cigarette tobacco sold at auction in this country. Now a member of our audience, Miss Maurine Ryan, of San Diego, Cal., will draw the names of these tobacco markets completely at random out of the goldfish bowl, and as I call out each name, whoever in the audience holds the card for that market will call out the percentage figure above the average market price we paid there last season for tobacco....and then (SOUND: CASH REGISTER) see what happens. All right, Miss Ryan will you draw the first name, please? Thank you -- it's Multrice, Sh.  
45 percent more.

MAN OR  
WOMAN:

MARKET PERCENTAGES QUOTED ON LUCKY MARKETS COMMERCIAL 8-13-41

F AZELHURST G.A. 42%  
MOU LIRIE, GA. 45%  
ROXB ORO, NC 22%  
AB ERDEN N.C. 10%  
HUGHESVILLE MD. 28%  
KENN R RIDGE VA. 27%

HIESTAND: 45 percent more in Moultrie, Ga (CASH REGISTER) and Lucky Strike pays the LADY with the Moultrie, Ga. card 45 dollars. Now friends, that means that at tobacco auctions in Moultrie, Ga, last season, The American Tobacco Company paid 45 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products....yes 45 percent above the average market price paid for all the various types and grades of tobacco sold there....and the best we bought goes into Luckies. All right - next market being drawn from the goldfish bowl and it's ROADBOND, N.C..

(CROWD MURMURS UP)

(ETC.)

(BELL)

HIESTAND: Oh - oh, there's the bell, ending this session of Lucky Markets. Thanks, very much, everyone. Now Gayne Whitman points out why this game of ours is swinging more and more smokers to Luckies.

HIESTAND: 45 percent more in Moultrie, Ga (CASH REGISTER)  
 and Lucky Strike pays the LADY with the Moultrie  
Co. card 45 dollars. Now friends, that means  
 that at tobacco auctions in Moultrie, Ga, last  
 season, The American Tobacco Company paid 45 percent  
 more per pound for the tobacco it bought for its cigarettes  
 and other tobacco products....yes 45 percent above the  
 average market price paid for all the various types and  
 grades of tobacco sold there....and the best we bought goes  
 into Luckies. All right - next market being drawn from the  
 goldfish bowl and it's ROXBORO, N.C..

(CROWD MURMURS UP)

(ETC.)

(BELL)

HIESTAND: Oh - oh, there's the bell, ending this session of Lucky  
 Markets. Thanks, very much, everyone. Now Gayne Whitman  
 points out why this game of ours is swinging more and more

MARKET PERCENTAGES QUOTED ON LUCKY MARKETS COMMERCIAL 8-13-41  
 N AZELHURST G A. 42%  
 NEW LITRIN, GA. 45%  
 ROXBORO, NC 23%  
 AS BROOKEN N .C. 10%  
 HUGHESVILLE MD. 26%  
 KEW B RIDGE VA. 27%

WHITMAN: That's because smokers see for themselves how important all these percentages are. Yes, ladies and gentlemen, your own good sense will tell you that the actual figures from market after market are the best possible proof that Luckies pay the price to get the finer, the lighter, the naturally milder tobacco. And remember, every one of those tobacco markets was drawn completely at random, yet at every one of them The American Tobacco Company paid well above the average market price for tobacco, and the best we bought goes into Luckies. Now in a cigarette it's the tobacco that counts. The better the tobacco, the better the smoke, and Lucky Strike means fine tobacco. No wonder that with independent experts -- with men who know tobacco best -- it's Luckies 2 to 1. Make the next package you buy, Lucky Strike.

5. AT A GEORGIA CAMP MEETING.....ORCHESTRA

6. DO YOU CARE.....SIMMS

(AUDIENCE APPLAUSE)

LUCKY STRIKE TIME.....BAND

KYSER: Stand by your stations, ~~men~~.

It's time for local identifications.

~~AUDIENCE: (Women) MEN.~~

LUCKY STRIKE TIME.....UP & OUT

-12-

~~HIESTAND: The second exam comes to Kyser College like women to  
the Isle of Man!~~

~~(WOMEN SCRAMBLE) (GOON LAUGHS)~~

~~KYSER: "I'm sorry -- you'll just have to wait your turn."  
And now quicker than you can say "Gocna Goona" our  
first contestant is \_\_\_\_\_.~~

( or )

HIESTAND: The second exam comes to Kyser College like a kiss  
in the dark.

(Smack - "Um Professor")

KYSER: "Umm - night schools not so bad" --

SOUND - GIRLS GIGGLE

-12-

1. Here's a little domestic story from Gene Duckwell of Hollywood who says it all started when he met a girl named (PLAY). He says "I fell hook line and sinker when she gave me (PLAY). Then I was puny and pathetic but I'm glad I fell because now I'm well. After ten years of wedded bliss (PLAY).

2. Anna Ravencroft of Baltimore, Md says a recently popular stage play and movie was about women, women everywhere and not a man in sight! What was it called? Can you name one who was in that picture?

~~The play Lysistrata was about Amazons~~ *what type of woman is an*  
~~"Amazon."~~ *Did they dig the Amazon River? what type of woman is an Amazon?*

*have very prominent girl vocalists*  
 3. Nowadays many orchestras ~~are equally known by their girl vocalists.~~  
 Eddie Garven of Wilkes Barre, Pa. says see if you can tell us who this sounds like. (PLAY) <sup>Now</sup> Is it Connie Boswell, Judy Star, Nan Wynn, Bonnie Baker or Sophie Tucker. Now what orchestra does she sing with? Can you tell us who any one of the following sings with: Helen O'Connell, Connie Haynes, ~~Cindy Simms~~ <sup>Rose Blue</sup>, ~~Marion Hutton~~, <sup>Harriet Hilliard</sup> Paula Kelly, ~~Alice King, Ruth Robbins, Helen Forrest, etc.~~

(QUESTION ROUND TWO - Page 2)

4. For Evelyn Klein of Memphis, Tenn. would you be so kind as to distinguish between Aunt Jemima, Charlie's Aunt, Aunt Pitty Pat, and Aunt Hill?

5. Giles Souther of Portland, Oregon asks what this lovely lady's name is (PLAY). Which of these is a singer - Martha Scott or Martha Tilton? Can you name another "Martha" who is a comedian in the movies and who is also a mighty fine singer? And Martha by the way is gonna captain the Comedians when they meet the Leading Men tomorrow night in Hollywood's Annual Charity Base Ball Game. It's a great cause and I know it will be a terrific turnout.

6. I know it's an ordeal for you gals to have to make up your minds in a hurry, but Doris Wrigley of Sioux City wants you to quickly say right or wrong to the following statements.

- 1) Mama Dionne wrote "The Children's Hour."
- 2) It's a woman's privilege to change her mind.
- 3) ~~Ziegfeld~~ <sup>Est. Lowell</sup> said, "Thru these portals pass the most beautiful girls in the world."
- ~~4) Woman's place is in the home.~~
- 5) A woman's work is always done.

(QUESTION ROUND TWO - Page 3)

7. Ed Deneken of St. Louis says you oughta be able to get this one (PLAY). Our forefathers \_\_\_\_\_ for their food, but today super markets and neighborhood groceries make my lady's marketing easy. So from the following hints tell us what you're getting at market? By the leg...by the head...by the ear...~~by the foot~~...by the rib...

~~How do you buy sardines?~~ (BOBBY) *By the foot*

8. Charlotte Sanders of East St. Louis says you housewives are forever hearing ~~that back~~ door bell ring. (SOUND) Who's at the ~~backdoor~~ now.

ISH: "Madam, I have a little brush for you".

JACK: "A quart or a pint today?"  
*2 1/2 - 2 1/2 or 75 lbs*

EDDIE: "~~A large or a small piece?~~"

MAX: "I came to read the meter today lady."

GAYNE: "I'm a workin' my way through College." ~~RAY~~ ~~who's~~ ~~that?~~ (BOBBY)

9. Here's the theme of one of radio's popular domestic programs and Sam Wolner of Sanborn, North Dakota wants you to name the song and the program. (PLAY) Now that's either "The Battle of the Sexes," "The Marriage Club," Double Pneumonia, or "Double or Nothing" -- Is it customary for the bride to carry the groom over the threshold?

SOUND: (FIGHT GONG)

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HIESTAND: That's the end of the round Professor.

WHITMAN: Ah, I wish you could have been here folks. It was a great fight. A left and a right and a frillard and a troldaloff right into the quanos.

KYSER: Never mind the double talk McCarthy - Who Won!

BOBBY: The Winner and champeen of the second round is

*Roy*

*Mrs. Madred Frankel*

(AUDIENCE APPLAUSE)

WINNER: "I'll be Home right after the finals Ma".

KYSER: Ah it's a woman's world - take off your kid gloves Miss \_\_\_\_\_, light up a Lucky Strike and relax cause Recess is here!

HARRY: (SIGN - "HOORAY")  
*Students*

KYSER: And ~~now~~ <sup>And as Now Being</sup> here's the number we play in the new LUCKY STRIKE MOVIE that's just out - and that Lucky Strike Salesmen ~~are~~ <sup>is</sup> showing all over the country - ~~We hope you like it.~~

7. ("BLUES MY NAUGHTY SWEETIE GAVE TO ME".....PRODUCTION)

(AUDIENCE APPLAUSE)

KYSER: ~~Yes sir~~ - and if you see a Lucky Strike salesman showing the new ~~Lucky Strike~~ movie at your cigarette counter - <sup>TAKE TIME TO SEE IT</sup> ~~go right ahead and have a look~~ - I think you'll get a great kick out of it - ~~and now Dean Hiestand, says:.....~~

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KYSER: Now Dean Hiestand has a question.

HIESTAND: If somebody asked you to name the one thing about a cigarette that's most important, what would you answer? Well surely what counts is...tobacco. The right kind of leaf can make a cigarette milder, better-tasting, more enjoyable all around. In fact, to put it in a nutshell, the better the tobacco, the better the smoke. That's why our Lucky Markets Game that you heard a few minutes ago is so important to every cigarette smoker, for it actually lays proof on the line that we consistently pay the price to get the finer, the lighter, the naturally milder leaf. For example, as you recall, The American Tobacco Company last season paid 23... percent, <sup>N.C. Hazel Hunt Co</sup> more than the average market price at Real Bona. 42 percent at Hazel Hunt Ma. So it goes at market after market. The best tobacco we buy goes into Luckies. Yes, smokers, Lucky Strike means fine tobacco. That's why if you want a milder, better-tasting cigarette, smoke the smoke tobacco experts smoke. Make the next package you buy Lucky Strike.

- 8. MARIA ELENA.....ORCHESTRA
- 9. YOU AND I.....DUET

FANFARE

(FANFARE . . .)

HIESTAND: The final exam!

(MOANS FROM BAND AND AUDIENCE)

KYSER: Aah ----- woman's work is never done. Are our two surviving honey bees ready, Dean?

HIESTAND: Yeah, Professor.

KYSER: Are they combed, brushed and primped?

HIESTAND: They're bustin' with beauty.

KYSER: Well then --- put a fire under em and send them up here.

(BURLESQUE SCRATCHING ... SKYROCKET HISSING ...

PAUSE AND ROCKET POP)

(BAND AND AUDIENCE ON THE POP GO "AHHHHHHHHHHHHHHHHHHHHHH")

KYSER: Well, my high-flying co-eds ---- come right down in my well and ring my bell.

VOICE: (ON ECHO) Okay, boss (BELL RINGS)

KYSER: Away with fun and hand me my gun ... let's have cogitation and recitation ----

(ADD FINAL EXAM)

(OR)

HIESTAND: The final Round comes to Kyser College like an apple to the teacher.

KYSER; "Oh, two pippins."

(OR)

HIESTAND: The Final <sup>exam</sup> Round comes to Kyser College like a Pretty Maid milking her cow. (SOUND)

(FINAL QUESTION ROUND - Page 1)

1. Today women have come into their own and have taken a mighty important place in this world of ours so tonight we want to dedicate our final round to some of the career women. In the field of popular music here are two best sellers by a woman. (PLAY). What are the songs? That's right, written by Joan Whitney. Can you name another famous woman composer?

2. Dorothy Lawson of Birmingham, Alabama says to place these well known women in their respective fields. Helen Wills and Alice Marble? Dorothy Parker and Fanny Hurst? Katherine Cornell and Ethel Barrymore? Madame Curie? Frances Perkins. Florence Nightingale? Jacqueline Cockrane? *The first woman to ferry a timber to England* And incidentally, *all over America* Chillun, next week we're gonna salute *were gonna be* the defense workers who keep 'em flying by *ing* doing our broadcast from *Aircraft* a Lockheed Service Hangar at Burbank, California. *home of the P-38's*

(FINAL QUESTION ROUND - Page 2)

3. Women in the news - they make the news and report it - therefore, Marilyn Terhune of Youngstown, Ohio thinks it should be easy for you to give the last name of the following columnists:

Dorothy  
Eleanor  
Prudence  
Louella  
Hedda

4. Yes, today women are in all walks of life, medicine, government, politics, the arts and sciences. Everett Kennedy of Albuquerque says who was the first woman? Was there a picture called "The Lady Eve?" Is there one called "Kiss the Boys Goodbye?" What's this one called? (PLAY). That's right!

Sound- 9/99/ES

SOUND: GLASS BELL

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HIESTAND: Exams are over.

HARRY: (HOORAY)

KYSER: The facultys off to faculty hall.

(MOUTH SIREN AND DOOR SLAM)

Yes and while they mull and skull and make out the report cards, chillun, sit with me in brief convocation while we hear a ~~summer session~~ <sup>finer tobacco</sup> dissertation on ~~that required subject -~~ ~~finer tobaccos - the speaker - Dean Hiestand.~~

HIESTAND: When you hear the name Lucky Strike, think of the enjoyment you get from fine tobacco. For remember these two facts: that at market after market we pay the price to get the milder, better-tasting leaf - and that the independent tobacco experts themselves smoke Luckies 2 to 1 over all other cigarettes combined. Yes, Lucky Strike means fine tobacco - Make that next package you buy, Lucky Strike.

(FANFARE . . .)

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KYSER: The faculty's back from Faculty Hall (REVERSE MOUTH SIREN) Yes and they hand the official tidings ---- the news that the queen bee -- the sweetest honey in the hive is Melba Frankel

(APPLAUSE)

KYSER: Ah, dear Miss Frankel you are the delight of Ladies' Night ... I kiss you chastely on the cheek and squeeze your little hand. Here, take this \$35 first prize and have the time of your life. To you dear second placer this second prize of \$20 stocking money ----- to the other four scholars ten dollars each and to all six a carton of Luckies. Then to each and every member of our student body here tonight for those wiggles, giggles, shimmys and shams -- a package of better-than-ever Lucky Strike Cigarettes!

(CHEERS)

(FREE FOR ALL . . . . . ORCHESTRA)

(KYSER THEME . . . )

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