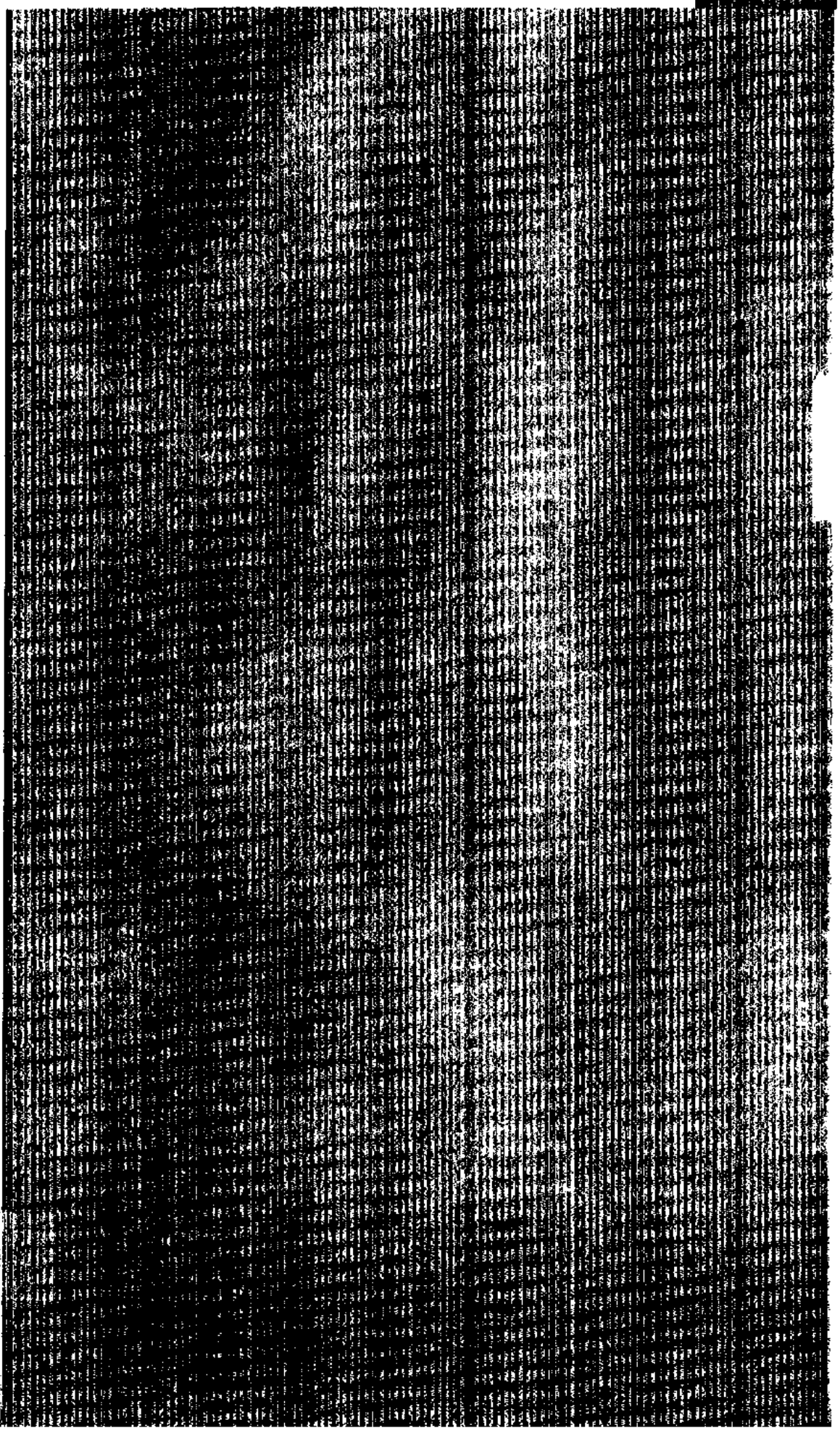


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FOOTE, CONE & BELDING

Advertising

212 PARK AVENUE, NEW YORK 17 • WICKERSHAM 2-6600

CLIENT: THE AMERICAN TOBACCO CO. REVISION: _____ NETWORK: NBC

PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 10:00-11:00 PM EDT

DATE: APRIL 5, 1944 - #315 REPEAT: *As Broadcast*

"KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE"

ROUTINE

- | | |
|-------------------------------------|---------------|
| 1. DON'T SWEETHEART ME | SULLY MASON |
| 2. A LOVELY WAY TO SPEND AN EVENING | HARRY BABBITT |

COMMERCIAL ONE

ROUND ONE

- | | |
|-----------------|-------|
| 3. MAIRZY DOATS | GROUP |
|-----------------|-------|

COMMERCIAL TWO

- | | |
|-------------------|-----------------|
| 4. I'LL BE AROUND | GEORGIA CARROLL |
|-------------------|-----------------|

STATION BREAK

ROUND TWO

- | | |
|--------------------|------------|
| 5. DONKEY SERENADE | PRODUCTION |
|--------------------|------------|

COMMERCIAL THREE

~~6. IT HAD TO BE YOU ORCHESTRA~~

- | | |
|-------------------|---------------------|
| 7. SHOO SHOO BABY | SULLY MASON & GROUP |
|-------------------|---------------------|

FINAL ROUND

COMMERCIAL FOUR

- | | |
|-------------------------|-----------|
| 8. I KNOW THAT YOU KNOW | ORCHESTRA |
|-------------------------|-----------|

ATX01 0116200

WEAF

THE AMERICAN TOBACCO COMPANY

4-5-44

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #315

10:00-11:00 PM EDT

APRIL 5, 1944

WEDNESDAY

(Program originates at the Pomona Ordnance Base, Pomona, California, with switchovers to NBC, New York, for commercials and closing.)

(FROM NEW YORK)

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

RIGGS: (CHANT - SOLD AMERICAN)

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

RUYSDAEL: LS - MFT

LS - MFT

DELMAR: Right you are!

SHARBUTT: Lucky Strike means fine tobacco - so round, so firm, so
(Impulse Tag #2) fully packed, so free and easy on the draw.

RIGGS: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO POMONA, CALIFORNIA)

KAY KYSER

- 2 -

4-5-44

(FROM POMONA, CALIFORNIA)

ORCHESTRA: "LUCKY DAY"

FORMAN: LUCKY STRIKE presents for the entertainment of the men of the Pomona Ordnance Base, Pomona, California -- the fighting men of Army Ordnance who developed and maintain the great weapons ^{and} from the Arsenal of Democracy --
KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE.

AUDIENCE: "YEAH ARMY ORDNANCE!" "HOORAY!"

ORCHESTRA: KYSER THEME

(AUDIENCE APPLAUSE UP BIG)

- 2 -

ATX01 0116202

4/5/44

KYSER: Evenin' folks, how y'all?

AUDIENCE: SNAPPY, PAPPY!

KYSER: Snappy, Pappy! Well das fine. And tonight, chillun, we're holdin' class with Uncle Sam's fightin' men of Army Ordnance at the Ordnance Depot near Pomona, California. Weather report! Sunny in California; foggy in New York; and Dewey in Wisconsin. We're right in the grandstand overlookin' the old County Fair Grounds and race track where they used to hold the Sport of Kings. Yes, Man O' War used to break all speed records here running for the Los Angeles purse. Now these men of War break all speed records running for the Los Angeles bus! Yes, it was fine in the old days. The farmers' daughters used to come here to the County Fair and bring their pickled peaches. Now you can't get pickled here and there aren't any peaches. Most of these fellows have just come back from Desert Center ... and boy, is it hot out here! It is so hot out there even the scorpions take salt tablets. They had an accident out there the other day ... one of the men discovered water on his knee and he broke his arm trying to get to it with a Dixie cup.

FORMAN: Say, Fess, wasn't that great news about our Navy smashing the big Jap island of Yap?

KYSER: You bet it was, Bill. Yes sir, I guess our guys will teach those Japs to keep their big Yap shut. Yes, sir, I know how we can really punish those Japs. We'll get them all together and send them to Desert Center ... to get them used to the heat for where we're going to send them.

(APPLAUSE)

(MORE)

ATX01 0116203

FORMAN: Foss, the men want to start the biz for the \$115 War Bond quiz.

KYSER: Dean, you're a whizz and we'll start the quiz right after some music and here it is! So come on, chillun, yet's dance.

1. DON'T SWEETHEART ME SULLY

2. A LOVELY WAY TO SPEND AN EVENING HARRY

(APPLAUSE)

(FROM POMONA, CALIFORNIA)

KYSER: Hey diddle diddle - that went right down the middle! A beautiful song, Harry, beautifully sung. And now you take over, Basil Ruysdael ...

(FROM NEW YORK)

KUYSDAEL: I'm sure you'll agree that the quality of any product depends on the quality of its ingredients ... and that in a cigarette it's the tobacco that counts. Remember this one essential fact, ladies and gentlemen: it takes fine tobacco to make a fine cigarette. And remember that first, last and always Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco, so round, so firm, so fully packed, so free and easy on the draw. At auctions all over the South, independent tobacco experts, present at the auctions, can see the makers of Luckies consistently select the riper, the naturally mellow Lucky Strike tobacco. And sworn records show that among such independent tobacco experts -- auctioneers, buyers and warehousemen -- Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined. Yes, with men who know tobacco best, it's Luckies 2 to 1.

MOONE: (CHANT - SOLD AMERICAN)

DELMAR: Yes, Lucky Strike means fine tobacco. So smoke the smoke
(Impulse Tag #1) tobacco experts smoke - Lucky Strike.

(SWITCHOVER TO POMONA, CALIFORNIA)

ORCH. KYSER MARCH - 3 -

FORMAN: Fess, the first three men to do and dare!

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

ISH: (TRUMPET) Ish K. Bibble's Problem Clinic. Why worry, let
Ish K. Bibble solve your problems.

KYSER: Do you really solve problems?

ISH: Yes, my little man, what seems to be your trouble?

KYSER: Well, sir, I'm a second lieutenant and ...

ISH: I'm sorry, your case is too far gone. Next?

HARRY: How do you do, sir, my girl has left me and I want to do
away with myself.

ISH: You want to end it all?

HARRY: Yes, sir. What have I got to lose?

ISH: Tighten your belt. You're losing your pants. Next?

GEORGIA: Oh, kind sir, I'm the victim of unreturned love. I'm afraid
I'm going to pieces. How can I hold myself together?

ISH: I don't know, lady, you just can't buy them things any more.

KYSER: Ish. What do you know about troubles?

ISH: What do I know about trouble? I got a poem about my brother
I'd just like to read here.

KYSER: Well, read it.

ISH: Ohhhhhhh he couldn't smell with his nose,
He couldn't hear with his ears,
His eyes were on the blink,
And he couldn't shift his gears,
His legs were bowed, his feet were flat,
His teeth had fell away.

KYSER: So ... did they put him in the hospital?

ISH: No ... they put him in one A!

WORMAN: First contestant, Pess!

KYSER: And he is _____!

1. We're holding class tonight in the Grandstand of the Los Angeles County Fair grounds. Yes, Pvt. Virginia James of Randolph Field, says it used to be wonderful here when the farmer's daughters came in to the fair to show off their fruits and vegetables which they carried in a (PLAY). Yes, it used to be wonderful here. When they had stock and horse shows at the Fair, all the cows and horses used to stand around singing (PLAY). Now the cows and horses are gone, but the farmer's daughters still come into Pomona, because (PLAY).

2. ~~AMERICAN~~. You men are learning how to work on our fast tank, the M-3, and tank-destroyer, M-8, so Thelma Ambeck of Camp Taylor, Kentucky, wants you to go to work on some other M's. How about M-port, M-brace, M-broider, and M-porium. Do you know M. T. McCann? ^{And} ~~do you know~~ his brother Phillip McCann?

3. A popular American sport is just around the corner, and Pvt. Leroy Richardson, somewhere in England, says that pretty soon the girlies will be sayin' (PLAY). Now if you can tell us the name of the man who runs the band in this song, you'll also have the name of a pitcher who won over three hundred games. (PLAY) Was Casey Jones called the Big Train?

4. Naturally all you men have your favorite pin-up girls, and from the following hints, Betty Frahm of Baltimore, Maryland, wants you to guess what girls are pinned up over a certain guys bunk, (PLAY) . And this one should be a cinch.

HARRY: Oh, Mr. Kyser, thank you so much for the calla lilies, they're beautiful, rally they are. I love calla lilies, rally I do, but I'm getting sick of the, rally I am. If you had any sense, you'd sent me a number one airplane coupon, rally you would, but you won't rally you won't, because you're such a jerk, rally you are.

KYSER: And here's the third one - a swell singer who says
(PLAY)

5. Tonight our Visiting Dean from the University of Musical Diversity is Grant Gardner, ~~known as~~ "The Fritz Kreisler of the Swiss silver chimes". ~~Grant is really a swell artist,~~ So let's get him out here.

(APPLAUSE)

First, ~~Grant plays the traditional Swiss chimes and~~ for Ensign Jack Anderson, somewhere in the South Pacific, we want you to listen and name the tune. (PLAY) Now Grant plays on a set of Swiss bells made in America. Listen and tell us the tune. (PLAY) We can't let Grant Gardner off with just that much. Let's ^{have really} ~~give~~ him ~~a real chance~~ ^{to} shine out on those Swiss bells. (PLAY)

6. These men of Army Ordnance are really terrific, and they boast some of the finest mechanics in the world. In the old days, these guys used to fix carburetors and grind valves, so they could call up their girls and say (PLAY). But nowadays, you Ordnance guys are busy on bigger motors so our American tanks can say to the Axis (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

FERDY: Professor ... may I ask you a question?

KYSER: Why, certainly, Ferdy Froghammer.

FERDY: Professor, I can't get it straight in my head the difference between a tramp, a hobo, and a bum.

KYSER: You can't? Well, it's this way ... a hobo will work, a tramp might work, but a bum won't work. You just use the one that fits.

FERDY: Fine. Now I can ask you the question. Professor, how long have you been a bum?

FORMAN: First winner, Professor.

KYSER: And he is Sgt. Lester Hale. My man, you've won your first degree, so smoke a Lucky before round number three, while the ohillun dance, hibble de bee.

3. MAIRZY DOATS GROUP
(APPLAUSE)

(FROM POMONA, CALIFORNIA)

KYSER: Oh, man! That's really doin' it. Thanks, kids, for a swell job.

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

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

RIGGS: (CHANT - SOLD AMERICAN)

VOICE II: "Remember the Alamo!"
(READ AS
A BATTLE
CRY)

SHARBUTT: February 24th, 1836. The place ... a great stone fortress on the plains of Texas ... a fortress named "The Alamo." It is almost twilight ... the sun is a red smudge in the western sky ... and the air is thick with flying sand, whipped up by the desert wind. But over the howling wind, comes the steady boom of cannon ... roaring in towards the fort from the hills beyond. And on the ramparts of the fortress ... running back and forth along the thick wall, a square-shouldered giant of a man dressed in the buckskin shirt of an Indian fighter, yells encouragement to the American soldiers crouched down behind the battlements, as they load their rifles and fire; load and fire again.

(MORE)

SEARBUTT: This man is Davy Crockett, the great frontiersman of the West ... and the soldiers look up at him and smile grimly ... even though they know they will never come out of this alive ... even though at this very moment their commanding officer sits inside at a rough plank table writing his last desperate appeal for help ...

VOICE I: "We are besieged by a thousand or more of the enemy ... and have sustained a continual bombardment for the last 24 hours. (FADE) The cannonading has been ..."

SEARBUTT: The writer is Colonel William Travis ... his face gaunt with the lack of sleep and desperately tired. And like his own men fighting on the ramparts under Davy Crockett, he is a soldier who knows how to die ... Outside, the crash of cannon rises to a terrible crescendo. A turret is struck on the fortress, toppling over, crumbling down in a heap of dust and rubble. Dry-eyed, feverish, parched with thirst, the commanding officer writes his last desperate lines -- lines that expressed the heroic spirit of Davy Crockett.

VOICE I: "I am determined to die like a soldier ... who never forgets what is due to his own honor and that of his country. Victory or death ..."

(MORE)

SHARBUTT: Victory or death ... Yes, they fought to the end ... for nine days and nine nights, while their stocks of food dwindled and the supply of precious firewood became exhausted. They fought on ... on and on ... until the last cartridge was fired, until the last man -- Davy Crockett -- was struck down. That was the spirit of the Alamo. That was the spirit that brought the American Commander-in-Chief -- General Sam Houston -- charging across the plains of Texas, leading an army dedicated to settle the score of battle ... leading them with the electrifying cry ...

VOICE II: "Remember the Alamo! Remember the Alamo!"

SHARBUTT: And they remembered. Yes ... on the afternoon of April 21st, 1836, General Sam Houston overwhelmed the enemy forces on the banks of the San Jacinto River ... and gained for America a vast new territory. In the years to come, Sam Houston would serve Texas faithfully. And he would draw up great plans for this huge, sprawling territory ... plans that would one day make Texas known throughout the world as the "Lone Star State" ... the 28th State to enter the Union.

(MORE)

SHARBUTT: (CONTD) And always ... Sam Houston's dreams for this land would be patterned upon the country of his youth -- the rolling farm country of Tennessee. He would wish for this new State of Texas the same peaceful homesteads, the same fertile farmlands that he had known on the early plantations of Tennessee -- those pioneer tobacco plantations that were then beginning to contribute to a famous Southern tradition -- the tradition, the romance of fine tobacco ...

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: (Closing "I") Today - that tradition of fine tobacco continues in Lucky Strike. For with men who know tobacco best, it's Luckies 2 to 1. So in selecting your cigarette remember, Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFT

LS - MFT

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

RUYSDAEL: (Impulse Tag #3) Yes, Lucky Strike means fine tobacco. No wonder that with men who know tobacco best, it's Luckies 2 to 1!

(SWITCHOVER TO POMONA, CALIFORNIA)

ORCHESTRA: CARROLL INTRODUCTION

KYSER: Now, here comes a sixty-calibre thrill for these men of Army Ordnance. It's our stop, look at, and listen to girl ... gorgeous Georgia Carroll! (APPLAUSE) Ah, Georgia I know you'll be shooting right for the heart when these men hear you sing ...

4. ILL BE AROUND GEORGIA

(APPLAUSE)

GLEE CLUB: CAISSONS SONG

GLEE CLUB: "CAISSONS SONG"FADE FOR:

(applause)

FOREMAN:

Ordnance serves the fighters
 And the fighters serve the flag
 And the boys are in there pitching so the
 fight will never lag.
 So they patch the jeeps and armor,
 They get them to the line
 They keep the big guns booming
 And keep the sights trimmed fine;
 They'll pass the ammunition 'till
 We land behind the Rhine
 That Army Ordnance crew!

LOCAL NBC STATION SAYS

"STATION X X X SALUTES THE MEN OF ARMY ORDNANCE!"

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

KYSER MARCH:

FORMAN: Professor, have you ever actually been out to Desert Center?

KYSER: Certainly! I was out there not long ago and they were paving a road near the tank range...and a rookie got excited and instead of his tank, he jumped in a concrete mixer. About five minutes later he yelled to the C.O. and said, "I must be doing something wrong, sir...this revolving turret in here is about to beat my brains out!"

ISH: Hey, professor.

KYSER: What is it, Blacktop?

ISH: I used to have a girl here who was a jockey.

KYSER: What horse did she ride?

ISH: He looked like Seabiscuit.

KYSER: What did your girl look like?

ISH: Sow Biscuit.

KYSER: Ish. Why don't you say something intelligent? Or can you?

ISH: Well, I could read a snappy essay in regards to our little hard-shelled friends of the desert entitled, the turtle.

KYSER: Well, by all means, read about the turtle...and make it snappy

ISH: (WAIT) Okay ... the turtle. Now the turtle is a reptile like a snake only fatter because a turtle don't wear no girdle.

KYSER: I never heard of a snake wearing a girdle. Preposterous.

ISH: If some snakes didn't wear a girdle what could a garter snake fasten 'em to?

KYSER: I apologize.

ISH: Yeah...you're just like some turtles...always stickin' your neck out.

KYSER: Please go on.

ISH: Now a snapping turtle keeps his head inside his shell, and the only way to tell the front end of a snapping turtle from the back end is to tap on one end with your finger.

KYSER: So?

ISH: No head ... back end.

KYSER: Yes?

ISH: No finger ... front end.

KYSER: Oh, fine!

ISH: Now ever' time a turtle snaps he snorts and every time he snorts he snaps. Science has never been able to figure out whether it's the snort that makes him snap or the snap that makes him snort.

KYSER: Baffling.

ISE: Now the most remarkable thing about a turtle is that it lays it's eggs in the sand.

KYSER: There's nothing remarkable about that.

ISH: ... Can you do it?

FORMAN: First second rounder, Professor!

RYSER: And he is _____!

1. They have wonderful training films for the men of Army Ordnance here, and according to Betty Coon of Denver, a rookie was watching one of them the other night and he got to thinking of his girl. ~~Softly he spoke her name and said, (PLAY)~~ Right next to him sat a big tough sergeant. The rookie dropped off to sleep in his seat and in his sleep he sighed (PLAY) The big sergeant didn't welcome the suggestion. In fact, the rookie is staying only for the news reels now, because he's wearing a pair of (PLAY).

2. ~~ARRANGING~~. They've had lots of great riders on this track, so tell Pharmatist Mato Bruce Kelley, somewhere in the South Pacific, with what great rider you associate this theme (KAY HUMS) And with what great rider do you associate 'One if by land and two if by sea'. What great rider do you associate with the 'rough riders'? With what football team do you associate the Four Horsemen? Who said 'A horse, a horse, my kingdom for a horse'?

BRENZIE: BING CROSBY!

4/5/44

3. We're about to play two songs at the same time, and Joan Davis of Parkchester, New York, wants you to listen closely and give us the names of both of them (PLAY).

4. Since they used to have fine races here, Private Richard Stefaniak in the Marshalls, wants you to tell us what races these are. (PLAY). In that song the horses were a bob tailed nag and a bay. We couldn't get either of those, but we got a live donkey and we want you to caress her and sing "This Is a Lovely Way to Spend An Evening". (PLAY)

5. ~~APPROPRIATE~~: A common piece of motorized equipment here at Pomona is the half track. We'd like to have you describe a half track. Now see if you can distinguish between half track, half back, half mast, and half-witted. (What are you looking at me for?)
What bird was half swan and half goose?

ISH: Professor, why is a sawed off sergeant like a half grapefruit?

KYSER: I don't know, Ish, why is a sawed off sergeant like a half grapefruit?

ISH: Because he's a little squirt who'll give it to you right in the eye.

KYSER: By the way, chillun, President Roosevelt has proclaimed tomorrow, April 6th, as Army Day to honor our American soldiers, ~~who have been welded by the fire of battle in a mighty Army of Liberation. Everyone of us at home is asked to rededicate himself to the task of giving these guys here and overseas the equipment they need to win.~~ And let's celebrate Army Day straight from the heart by all of us writing a letter to some guy or gal in the service.

6. Private Allen Feder and members of the 65th Regiment, State Guard, Buffalo, New York, say several branches of the service are busy firing every kind of arms at our enemies, but you men of Army Ordnance are busy serving those (PLAY). And the way you repair 'em and help your buddies shoot 'em, it won't be long until we make the enemy say (PLAY)

(APPLAUSE)

SOUND: CLASS BELL

FORMAN: Ladies and gentlemen, tonight the College of Musical Knowledge presents the dramatized news of the day.

ORCH: BIG PANFARE

FORMAN: Desert Center, California, Privates Harry Babbitt and Ish K. Bibble are trucking slowly over the desert when...

BREEZE: SCREAMS

HARRY: Ish. What's the matter.

ISH: I just saw a gila monster!

HARRY: Oh.

BREEZE: SCREAMS

HARRY: Now what's the matter.

ISH: The gila monster just saw me.

ORCH: TINY PANFARE

FORMAN: Ordnance Depot, Pomona, California. A prisoner is being led to headquarters.

SOUND: MARCHING FEET

HOWARD: Company, Halt! (SOUND OUT)

SOUND: DOOR OPEN AND SHUT

HOWARD: Here's the prisoner, sir.

HARRY: I see. Well, Private Kyser, this report says that you were impertinent to your superiors when denied leave and that you went AWOL. Is that true?

KYSER: Yes, sir.

HARRY: Where were you?

KYSER: I had a date with Betty Grable, sir.

HARRY: I see. (PAUSE) Well have you anything to say?

KYSER: Yeah ... BOINNNGGG.

⋮

FORMAN: Second winner, Fess.

KYSER: And he is Corp. Rav Cavanaugh. Brother, you were really sound, so light up a Lucky, get your feet on the ground, while Harry, Georgia, Diane, Max and Clyde really serenade the donkey.

5. DONKEY SERENADE PRODUCTION

(APPLAUSE)

(FROM POMONA, CALIFORNIA)

KYSER: Thanks! gang, that was nice goin'. And now here's Kenneth
Delmar ...

(FROM NEW YORK)

DELMAR: Back in 1836, a famous battle-cry echoed across the Texas
plains ...

VOICE 11: "Remember the Alamo ... Remember the Alamo!"

DELMAR: That cry, called out by General Sam Houston and his troops
became part of America's heritage ... just as this famous
chant of the Southland is part of the heritage of fine
tobacco.

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: Today that historic chant is familiar to independent tobacco
experts like Mr. Alexander G. Irvin of Roidsville, North
Carolina, who recently said ...

VOICE: As a tobacco warehouseman, I've seen Luckies buy the riper,
better-tasting tobacco. That's why Lucky Strike has been
my choice for 11 years.

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

KAY KYSER
Commercial #3 (CONTD)

- 10 -

4-5-44

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

BOONE: (CHANT - SOLD AMERICAN)

SHERBUTT: A friendly suggestion: For your own greater enjoyment,
(Impulse
Tag #5) smoke the smoke tobacco experts smoke - Lucky Strike.

(SWITCHOVER TO POMONA, CALIFORNIA)

7. SHOO SHOO BABY SULLY & GROUP

(APPLAUSE)

ORCHESTRA: KYSER MARCH

- 10 -

ATK01 0116225

4/5/44

FORKMAN: Fess, yets hop, these men want to get back to the motor shop.

KYSER: Dean - that's just an ugly rumor. Let's see if these winners have a good sense of humor -- and our first man in the final round is _____

1. Next Sunday is Easter, so tonight we'd like to dedicate our final round to this holiday season. In addition to its serious significance, Wac Laura Boyce of Washington, says Easter is the time for new spring clothes and flowers, etc., and America looks forward to the (PLAY). Now what's the traditional flower of Easter? Can you name a famous person whose first or last name is _____?

2. Sgt. Milton Dietz of San Antonio, says America looks forward to the Easter Parade because that's when Jane and John Doe go strutting in their new togs, maybe on a smaller scale this year, but Jane will look mighty shy in her (PLAY) ~~and John will look mighty sharp in~~
~~his (PLAY):~~ What's the traditional animal associated with Easter/

4/5/44

3. Monday following Easter has always been the traditional day for Mrs. Roosevelt's ~~the~~/Easter Egg Rolling contest on the White House lawn in Washington. The kiddies used to hunt Easter Eggs and then roll them. Marjorie Arner of Phoenix, says you heard many a kiddie say (PLAY). Now will you tell us the difference between Easter Egg, China egg, deviled egg and yegg. (If you don't get this, the yolk's on me.) Is a cop a yegg beater?

Can't have the hunt this year - there aren't enough eggs and we don't know where Eleanor is!

4. Speaking of eggs - is a hen house called an egg plant? Karl Nelson of Panama City, Florida, says it's also customary at Easter time to send flowers to your lady fair and enclose a note that says (PLAY). And if you can't send flowers or candy, and you're away from home, be sure to write and let them know you are thinking of them. And you folks at home, let the service boys hear from you too.

(APPLAUSE)

SOUND: CLASS BELL

KAY KYSEK
Commercial #4

11 -

4-5-44

(FROM POMONA, CALIFORNIA)

FORMAN: 'Fess, shall we name the brightest Joe in Pomona?

KYSER: First "Lucky Logic," then award the diploma.

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: Ladies and gentlemen, in a cigarette, it's the tobacco that counts and Lucky Strike means fine tobacco.

SHARBUTT: Remember - with men who know tobacco best, it's Luckies 2 to 1!

RUYSDAEL: So smoke the smoke tobacco experts smoke - the cigarette that means fine tobacco - Lucky Strike!

BOONE: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO POMONA, CALIFORNIA)

(FROM POMONA, CALIFORNIA)

(FANFARE)

FORMAN: Final round winner, Fess!

KYSER: Yes sir, and it's a tie between Sgt. Lester Hale and Corp. Ray Cavanaugh and therefore they both get a first prize of a \$50 War Bond. Ten each in stamps to you other four guys. All six get a carton of Luckies, and then, AND THEN! to the rest of you men, a million thanks again and again, and a package of better than ever LUCKY STRIKE CIGARETTES!

(CHEERS)

8. I KNOW THAT YOU KNOW ORCHESTRA)

(APPLAUSE)

ORCHESTRA: KYSER THEME

KYSER: Well, das all, chillun. I'd better knock it off now until next Wednesday. It's been a treat for us to meet ^{at} Colonel ~~Benjamin Mesick~~ ^{John M. Henderson} ("Mee-sick") Lt. Pete Inglis, and all you men. Here at the Pomona Ordnance Base, ~~and at Desert Center,~~ were trained the American armored divisions that threw the Germans out of Africa. And when the big invasion comes in the flatlands of Northern Europe, our own Yank panzer divisions will roll, in masses of armor such as the world has never seen. ~~Yes, Army Ordnance has put vengeance on wheels and armored treads for the cause of democracy, and,~~ Here at Pomona, Ordnance is training battalions of mechanical wizards who will keep our mobile weapons in tune right up to the firing lines. These men can completely re-build tanks, half-tracks, and big guns right in the action zone, and they are trained also as fighters so that they, too, can "say it with bullets". So for your brains and your brawn, America says to you men of Army Ordnance, "thank you very much".

Next week we'll be holding class with Uncle Sam's naval amphibious fighters at the U. S. Navy Acorn Training Detachment, Port Hueneme ("WY-NEE-MEE") California.

Until then, this is Kay Kyser, thinkin' of you, Thanks a lot for bein' with us...and so long...everybody.

(APPLAUSE)

ORCH: LUCKY THEME

(SWITCHOVER TO CHICAGO AT 7:55)

(FROM CHICAGO)

CHICAGO ANNOR: This program was presented by Lucky Strike for the entertainment of the men of the Pomona Ordnance Base at Pomona, California. Defend the Constitution! Buy War Bonds!

(SWITCHOVER TO NEW YORK)

SOUND: (GONG) (GONG) (GONG)

SHARBUTT: And, Ladies and Gentlemen, don't forget Friday night on these same stations when Lucky Strike presents YOUR ALL-TIME HIT PARADE --

DELMAR: Featuring "The Best Songs Of All -- For You To Recall" ... with Lulu Bates -- the Five Hundred Dollar Song of the week--

SHARBUTT: And that exciting new game! (GONG) "JUST NAME THE SONG BEFORE THE GONG!"

DELMAR: ... to stimulate your imagination!
(GONG)

KUYSDAEL: ... to pique your curiosity!
(GONG)

DELMAR: ... to play you a game!
(GONG)

SHARBUTT: Yes, tune in YOUR ALL-TIME HIT PARADE this Friday night and see if you can --

DELMAR: "JUST NAME THE SONG BEFORE THE GONG!"
(GONG)

RUYSDAEL: The famous tobacco auctioneers heard on tonight's program were Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina, - (CHANT - SOLD AMERICAN) and Mr. F. E. Boone of Lexington, Kentucky - (CHANT - SOLD AMERICAN). Basil Ruysdael speaking for the makers of Lucky Strike, the cigarette that means fine tobacco - yes, Lucky Strike means fine tobacco.

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

RUYSDAEL: LS - MPT

LS - MPT

DELMAR: Next time you step up to a cigarette counter, ask for Lucky (Impulse Tag #10) Strike - so round, so firm, so fully packed, so free and easy on the draw.

NBC ANNCR: Since the War Department does not endorse any product, the appearance of service personnel on this program does not constitute an endorsement of the product advertised.

THIS IS THE NATIONAL BROADCASTING COMPANY.

FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE, NEW YORK • WICKERSHAM 2-6000

CLIENT: THE AMERICAN TOBACCO CO. REVISION: _____ NETWORK: NBC
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 10:00-11:00 PM EDT
DATE: APRIL 12, 1944 - #316 REPEAT: *As Broadcast*

"KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE"

ROUTINE

- | | |
|------------------|---------------|
| 1. BYE BYE BLUES | ORCHESTRA |
| 2. I'LL GET BY | HARRY BABBITT |

COMMERCIAL ONE

ROUND ONE

- | | |
|--------------------------|---------------------|
| 3. IT'S LOVE, LOVE, LOVE | SULLY MASON & GROUP |
|--------------------------|---------------------|

COMMERCIAL TWO

- | | |
|-----------------|-----------------|
| 4. BESAME MUCHO | GEORGIA CARROLL |
|-----------------|-----------------|

STATION BREAK

ROUND TWO

- | | |
|-----------------|------------|
| 5. DEACON JONES | PRODUCTION |
|-----------------|------------|

COMMERCIAL THREE

- | | |
|--------------------------------|----------------------|
| 6. MOON OF MANAKURA | ORCHESTRA |
|--------------------------------|----------------------|

- | | |
|----------------------------|---------------|
| 7. WHEN THEY ASK ABOUT YOU | HARRY BABBITT |
|----------------------------|---------------|

FINAL ROUND

COMMERCIAL FOUR

- | | |
|------------------------------------|-----------|
| <i>folded</i> 8. AFTER YOU'VE GONE | ORCHESTRA |
|------------------------------------|-----------|

ATX01 0116233

WEAF

THE AMERICAN TOBACCO COMPANY

4-12-44

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #316

10:00-11:00 PM EWT

APRIL 12, 1944

WEDNESDAY

Program originates at the U. S. Navy Acorn Training Detachment, Port Huene, California, with switchovers to NBC, New York for commercials and closing.

(FROM NEW YORK)

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

BOONE: (CHANT - SOLD AMERICAN)

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

RUYSDAEL: LS - MFT

LS - MFT

SHARBUTT: You said it!

DELMAR: Why, sure!

RUYSDAEL: Yes, sir!

SHARBUTT: Lucky Strike means fine tobacco, so round, so firm, so
(Impulse Tag #2) fully packed, so free and easy on the draw.

BOONE: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO PORT HUENEME, CALIFORNIA)

(FROM PORT HUENEME, CALIFORNIA)

ORCHESTRA: "LUCKY DAY"

ANNOUNCER: LUCKY STRIKE presents for the entertainment of Uncle Sam's Naval Amphibious Forces, the fighting men of the U. S. Navy Acorn Assembly and Training Detachment, Port Hueneme, California -- KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE!

AUDIENCE: "YEAH NAVY!" "ACORN!" "HOORAY!"

ORCHESTRA: KYSER THEME

(AUDIENCE APPLAUSE UP BIG)

KAY KYSER

- 2 -

4-12-44

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

AUDIENCE: YES SIR, PROFESSOR!

KYSER: Yes sir, Professor. Well das good. And tonight chillun, the old college is holdin' class with fighting blue jackets and the wonderful Waves of the Navy Acorn Training Detachment at Port Hueneme, where liberty is just a name written on the side of a ship. You know, some of the Waves here mistook us for Acorns. At least, when we walked in this morning they all said "Oh, nuts!" Ah those Waves! I don't know if they are Acorns or not, but their limbs are oak. I saw one Wave that was a little pale. I asked what was the matter. She said, "I've been here for a whole year ... I've got pernicious Wy-neemia." The fellows here live in barracks made out of compressed paper. They say these paper barracks aren't bad, but it's going too far when they have to sleep between two sheets of Kleenex." Of course, Wyneeme has its points. Yes ... Point Mugu! Of course, the liberty town here the fellows go to hunt dates is Ventura.

FORMAN: Ventura?

KYSER: Yes. The Acorn motto is "nothing Ventura-d, nothing gained!" Hueneme is popular though. In fact I saw Hueneme written up in Life last week. Yes, Hueneme got in Life. Now if they could only get a little life in Hueneme!

FORMAN: Fess that \$115.00 War Bond prize is waitin'!

KYSER: Yes, Dean but first let's do some syncopatin'! So, come on, chillun, yet's dance!

1. BYE BYE BLUES ORCHESTRA

2. I'LL GET BY HARRY BABBITT
(APPLAUSE)

- 2 -

ATX01 0116236

(FROM FORT HUENEME, CALIFORNIA)

KYSER: Ah, well done, Harry Babbitt. And what I mean ... really on the beam. Now Chillun, here's Kenneth Delmar ...

(FROM NEW YORK)

DELMAR: Do you want a fine cigarette -- a cigarette that will give you greater smoking enjoyment? Then remember these all-important facts. One: it takes fine tobacco to make a fine cigarette. Two: Lucky Strike means fine tobacco. Yes, first, last and always, Lucky Strike means fine tobacco. And three: at markets all over the Southland, independent tobacco experts present at the auctions can see the makers of Luckies consistently select the riper, the naturally mellow Lucky Strike tobacco. And sworn records show that among such independent tobacco experts -- auctioneers, buyers and warehousemen -- with men who know tobacco best, it's Luckies 2 to 1.

RIGGS: (CHANT - SOLD AMERICAN)

SHARBUTT: A friendly suggestion: For your own greater enjoyment,
(Impulse
Tag #5) smoke the smoke tobacco exports smoke - Lucky Strike.

(SWITCHOVER TO PORT HUENEME, CALIFORNIA)

ORCHESTRA: KYSER MARCH

KAY KYSER

- 4 -

4-12-14

FORMAN: Fess, here's our first contesting Acorn.

KYSER: Dean, ring the bell and blow the horn.

ISH: (TRUMPET) Ish K. Bibble's Nature Studies!

KYSER: First subject ...

ISH: The flea.

KYSER: The flea! Well there's nothing like starting from scratch.
Just what is a flea, Ish?

ISH: A flea is a thing that if you can put your finger on it, it
ain't ... but if you can't, it is!

KYSER: Oh, fine!

ISH: Now if a flea was as big as a Kangaroo he could jump clean
from here to Oxnard.

KYSER: Correct.

ISH: But what's he going to do in Oxnard after he got's there?
(PAUSE) Did you hear the poem about the flea, the fly and
the bee?

KYSER: No, I didn't. Read, gizmo!

ISH: Ohhhhh a flea met a fly in a flue.
Said the flea to the fly I love you.
Let us fly said the flea,
Let us flee said the fly.

KYSER: (PAUSE) Well, what happened?

ISH: Nothing. They both got sick and went to bed with the flu.

KYSER: Yes, but where does the bee come in?

ISH: Same old place, right in between A and G.

- 4 -

ATX01 0116238

FORMAN: First contestant, Fess.

KYSER: And he is _____.

1. Sgt. Richard Davis, somewhere in the South Pacific tells us of a boot who had just arrived at Wynema and found out how early they make you get up here. After the first morning he wrote home and said, "Dear Mom, it's terrible here. From just thinking about how early we get up (PLAY). But that was only the beginning. The next night the boot learned of a pleasant little custom here called "Fire Drill". A guy comes running through the barracks yelling, "Fire; Fire!" When it's about (PLAY). "Yes Mom," the boot's letter continued, we love fire drill, but just the same, when I get to be Admiral (PLAY).

2. The Acorn Assembly and Training Detachment is at Port Hueneme. Can you give us ^{two other} three meanings for the word 'port'? Distinguish between davonport, ~~expert, passport~~ and transport.

3. In the following medley there are three different fellows named 'John'. We'd like to have you listen and tell us which is a marksman, which is a musician and which is a great lover. (PLAY). Now here's Sully Mason. We want you to sing these words to him and put your heart in it. (PLAY)

4. You men of the Acorns have to know your amphibious transports, landing barges and LST's, so William Bailey of Camp Elliott, California, wants you to tell us what's the ship in this song. (PLAY). And what's the famous song that starts this way (PLAY). ~~Gilbert and Sullivan wrote a swell operetta about a certain ship, was it H.M.S. Patience, Pinafore, Gondoliers, or Tolanthe?~~

5. Our first Visiting Dean tonight is one of your own boys in blue, Ernie Pendle, so let's get him out here. (APPLAUSE) Ernie does a wonderful imitation of Donald Duck singing a song ... so you listen and tell us the name of these Donald Duck solos. (PLAY) (PLAY)

6. Corp. John Jones of Richmond, Virginia, says our Navy and Marine fliers bomb the enemy over hundreds of miles of ocean and those fliers say it's mighty nice to hear that Navy radio beam when they're (PLAY) And to you men and women of the Navy Acorn units, for the communications you build that bring our fliers safely home, for the skill that keeps our planes in fighting trim, our pilots take off their hats and say to you (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

FORMAN: First winner, Fess!

KYSER: Yes, Doan, no less than Bob Hagen

My boy you had all the answers right, have a Lucky, here's
a light, get ready for that third round fight, while we
dance to a tune that's really bright.

3. IT'S LOVE, LOVE, LOVE.....SULLY & GROUP

(APPLAUSE)

KYSER: (CUE TOP OF NEXT PAGE)

(FROM PORT HUENEME, CALIFORNIA)

KYSER: Thanks gang. You were really jumpin'. That was beautifully done.

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

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

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: "With the Help of God ... And a Few Marines!"

RUYSDAEL: It is an evening in May, 1898. The place -- the waters of Manila Bay, off Cavite Arsenal in the Philippine Islands. Powerful searchlights sweep the harbor. Their bright rays shine upon floating debris and the shattered hulls of sunken vessels projecting from the water -- the mute record of a desperate naval battle fought only a few hours earlier -- fought and won by Commodore George Dewey, the leader who raced his squadron across the Pacific to attack the powerful enemy fleet in Manila Bay. The battle is over, and now Commodore Dewey sits in the cabin of his flagship, OLYMPIA... his stocky, blue-clad frame bent over the official navy report book on his desk. Slowly ... he writes the never-to-be forgotten account of his glorious adventure ...

VOICE: At dawn on May 1st ... our squadron arrived in Manila Bay.
We were immediately fired upon by the enemy fleet ... and by
the shore batteries at nearby Cavite Arsenal (FADE) and
their fire was extremely ...

RUYSDAEL: Commodore Dewey had paced the bridge of his flagship, while
the bombs roared down on either side ... churning up great
geysers of water. He drove the OLYMPIA straight ahead ...
toward the vessels of the opposing fleet -- a fleet that
outnumbered his gallant American squadron ...

VOICE: at 5:40 A.M. we opened fire upon the enemy. As we did so
... two large mines exploded directly ahead of our
flagship. But we held to our course (FADE) and our squadron
maintained its fire ...

RUYSDAEL: Suddenly ... from across the Bay ... there was a deafening
explosion and the timbers of an enemy gunboat split and
shattered into the air. Hour after hour the battle
continued. The morning mist over Manila Bay was brilliant
with gunfire. Then, as the sun blazed down directly
overhead, Commodore George Dewey looked out over the
littered harbor and saw the enemy fleet demolished. He
picked up his megaphone, and in a voice that boomed out
across the water, he spoke the ringing words ... "Now we can
take Cavite and Corregidor ... with the help of God and a
few Marines!"

(MORE)

KAY KYSER
Commercial #2 (CONTD)
(With the Help of God ... And a Few Marines!)

- 6 -

4-12-44

RUYSMAEL: And so the forts were taken and held ... with the help of God and a few Marines. And so history was made there at Cavite and Corregidor -- on these same Philippine outposts linked with the heroism of today's fighting Marines -- the outposts they have sworn to take again, as they took Guadalcanal, Tarawa, Kwajalein, Eniwetok. On the night of May 3rd, 1898 Commodore George Dewey reported his last, great battle. Having sealed his report, he sat quietly for a moment thinking back over the 36 crowded years of his career. With deep affection, he recalled his early days at Annapolis where he had come to know the great tradition of the American Navy ... a tradition born at Annapolis in the very heart of the Maryland tobacco country where, down through the years, another great tradition has flourished -- the tradition, the romance of fine tobacco ...

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

- 6 -

ATX01 0116245

KAY KYSER
Commercial #2 (CONTD)
(With the Help of God ... And A Few Marines!)

- 7 -

4-12-44

SHARBUTT: Ladies and gentlemen, today that same tradition of fine
(Closing
"K") tobacco is yours to enjoy in Lucky Strike ... Remember, in
a cigarette, it's the tobacco that counts and first, last
and always, Lucky Strike means fine tobacco - yes, Lucky
Strike means fine tobacco - so round, so firm, so fully
packed, so free and easy on the draw.

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MPT

LS - MPT

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

DELMAR: Next time you step up to a cigarette counter, ask for Lucky
(Impulse
Tag #4) Strike - for with men who know tobacco best, it's Luckies
2 to 1.

(SWITCHOVER TO PORT HUENEME, CALIFORNIA)

- 7 -

ATX01 0116246

GLEE CLUB: "ANCHORS AWEIGH" FADE FOR:

FORMAN: To the Navy Acorn units, the magnificent self-contained operational forces that are the heart-beat of the flight line, the backbone of our island air-borne offensives, the old College sends this sincere tribute across the Nation as we stop off at every station.

LOCAL NBC STATION SAYS:

"STATION X X X SALUTES UNCLE SAM'S NAVY ACORN UNITS!"

KYSER MARCH

ORCHESTRA: CARROLL INTRODUCTION

KYSER: Now, for these thousands of blue-clad Acorn fighters ... a beautiful vision. It's our own cover girl, gorgeous Georgia Carroll! (APPLAUSE) Georgia, it's no fib that these amphibs will really go for you, when they hear the way you sing ...

4. BESAME MUCHO GEORGIA CARROLL
(APPLAUSE)

GLEE CLUB: ANCHORS AWEIGH

FORMAN: Second round, professor!

KYSER: Then trot out the first guesser!

ISH: Just a second, professor! I got a timely novel here which I would like to read same.

KYSER: Did you write it?

ISH: No, that there now dame I been running around with.

KYSER: You mean Fair-Faced Mona from South Pomona?

ISH: No -- horse-face Lou from Point Mugu!

KYSER: Oh, the pretty one -- read!

ISH: Ohhhh the young Acorn sailor stood with his sweetheart on the wharf, and when his buddies seen who he had on the wharf, cried

ORCH: WHARF! WHARF WHARF! WHARF! WHARF! WHARF WHARF!

HARRY: (HOWL)

KYSER: Continue!

DIANE: I love you....

ISH: She murmured, quietly lifting her eye-lashes; at the same time quietly lifting his purse.

ISH: I love you too, he rejoined, tenderly combing her eyebrows back over her bald spot. Your eyes! Cool an moist as a cocker spaniel's nose in a gopher hole! Your tooth! Your lips! Like a white fire plug in a no parking zone.

DIANE: I ain't that pretty.....

ISH: She said, shooting him a glance. No you ain't, he agreed.

DIANE: So you're going to sail away and leave me....

ISH: She vouched, as he eyes dropped to the ground, no doubt looking for her teeth which had dropped to the ground a few seconds before. Why don't you come with me, he queried?

DIANE: But I ain't got my sea legs....

ISH: She retorted.

ISH: Oh yes you have, was his quick reply, as he watched her reach down and scrape a few barnacles off her knee cap. In fact, he reiterated, there's nothing wrong with you that a few weeks in dry dock wouldn't cure. A smile started to trot across her lips, but when it seen how far it had to trot, broke into a gallop.

DIANE: Then when do we shove off?

ISH: She asked. We shove off right now, was his cryptic comment. And with that, he edged her over to the dock and shoved her off.

ORCH: CHORD

FORNAN: First second round contestant, Professor.

KYSER: And he is _____.

1. This one from Sgt. H. H. Thacker of Indiantown Gap, Pennsylvania, is the story of (PLAY). And here's one of the little sisters to tell you the rest of the story.

GEORGIA: One of my sisters married a soldier, so all that was left was (PLAY). Soon my sister married a Marine which left me all alone.

KYSER: That's right, but she wasn't alone for long, boy. She married into the Navy 'cause all the time (PLAY).

2. ~~Here~~ Here come the 'what what's', and Machinist Mate E. A. Adams, Jr. somewhere in the Pacific, wants you to take the 'what's' out of the following song titles and give us their correct names.

1. When the What of the What What's the What of the What. 2. Is it What What they What about What'sie. 3. What What Your What in Your What What what and What What What.

3. You see lots of battleship grey around here, and speaking of that, Merchant Marine Henry Pitts of Santa Catalina Island, wants you to identify this orchestra theme. (PLAY) What are Gray Ladies? Can you distinguish between Zane Gray and Gilda Gray? Fine. Now here are some beads and equipment. Let's see you imitate Gilda Gray's shimmying. (PLAY.)

4. You Waves are always correct, so Sgt. Joe Diquattro somewhere in the Pacific suggests that you correct us and put the following song titles in better English. In other words, what we want to know is how's your grammar?

CONTESTANT: She's fine. How's yours?

KYSER: No, no. I want you to correct these song titles. First tell us what the correct English would be for 'No Love, No Nothin'. 'I Ain't Got Nobody'. 'I'm Gonna Dance With the Guy What Brung Me'. 'Leave Us Face It, We're in Love'.

5. You Acorns are really loaded with musical talent here. And here are five more guys in Navy blue ... the Acorn Jump Quintet.

(APPLAUSE) For Mike Phillips of Los Angeles, listen while these boys knock off a few tunes and see if you can tell us the titles. (PLAY)

(PLAY) (PLAY)

6. Today across both oceans our naval amphibious forces are of the first importance in our drive to victory. And believe me, to get in those landing barges and hit enemy-held beaches takes (PLAY). And so it's hats off to you men of the Navy Acorn units. And for keeping our fliers on the beam so they can say it with bombs, America says (PLAY)

(APPLAUSE)

SOUND: CLASS BELL

FORMAN: We'll have the winner in a second, Professor. Say, you seem to really like it down here.

KYSER: Why, of course I do, Bill. No wonder I love the Acorns. I've always been a little squirrely.

FERDY: There is certainly a lull for you.

KYSER: Oh, is that so, Ferdy Froghammer. I'll have you know I get my share of laughs.

FERDY: Laughs? If you gave one of those smiles you get a transfusion from a smirk it might live to be a giggle.

KYSER: Listen, you Froghammer. Why don't you just go and crawl under a stone.

FERDY: Look who's talking. I heard that the last time you tried to crawl back in the woodwork you were refused admittance by the termites.

KYSER: Ferdy, I'm shamed by your attitude. Well....I....I find it bewildering. I confess, in the face of this....I'm lost.

FERDY: With a map like that, no wonder you're lost.

KYSER: Listen to me, you young whippersnapper. A little more out of you and I won't let you go out anymore with Diane Fondleton. Then what will you do for romance?

FERDY: Diane? Romance? Why I've had better neck than that from a platter of fried chicken.

KYSER: How can you talk this way about Diane. Why that girl has quality. The character in her face simply strikes you.

FERDY: Yeah. Well something certainly slapped her in the puss.

KYSER: That's enough, Ferdy Froghammer.

FERRY: Of course, you're real pretty, Professor.

KYSER: Don't get sarcastic now. In Hollywood I'm know as Sex Appeal Kyscr. They call me S. A. Kyscr.

FERRY: Is that so?

KYSER: And in the Wave camps I'm the original pin-up boy.

FERRY: Sex appeal in Hollywood.

KYSER: Right.

FERRY: Pin-up in the Wave camps.

KYSER: Right.

FERRY: S. A. in HollywoodP. U. in Wyneeme!

FORMAN: Second winner, Fessi

KYSER: And she is Lorraine Mitchell! You're the winner of the second dock, here's a Lucky, rest a speck and let's hear a tune while the chillun peck!

5. DEACON JONES PRODUCTION
(APPLAUSE)

(FROM FORT HUENEME, CALIFORNIA)

KYSER: Gang, you sure had 'em cuttin' rugs with that one. And now,
here's Del Sharbutt ...

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

SHARBUTT: Back in 1898, at the Battle of Manila Bay, Commodore Dewey
had complete confidence in the special skill of his Marines
-- a confidence that was completely justified. And today
you can have complete confidence in the men at the auctions
down South, who have expert knowledge in another special
field - fine tobacco. These are the independent tobacco
experts - men like Mr. Henry L. Kersey of Greensboro, North
Carolina, who recently said ...

VOICE: I've been an independent tobacco buyer for years. And I've
seen Lucky Strike buy the finer, lighter, milder tobacco -
the kind of leaf that makes a better tasting cigarette,
That's been reason enough for me to smoke Luckies for 18
years.

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

SHARBUTT: Yes, ladies and gentlemen, sworn records show that among independent tobacco experts like Mr. Kersey - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1.

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: Yes, Lucky Strike means fine tobacco. So smoke the smoke
(Impulse
Tag #1) tobacco experts smoke - Lucky Strike.

(SWITCHOVER TO PORT HUENEME, CALIFORNIA)

7. WHEN THEY ASK ABOUT YOU HARRY BABBITT

(APPLAUSE)

ORCHESTRA: KYSER MARCH

FORBAN: Fess, final contenders are here and each is an Acorn.

KYSER: Fine, Dean, let's see which is the smarty and which is the greenhorn.

Just here

1. Since baseball began its new season last week, we'd like to dedicate our final round to the national pastime. Corp. William Crowley of Camp Miramar, California, says all over the land folks are all ready shouting (PLAY). Will Hayes is the Czar of the movies, who is the Czar of baseball? Which of the two major leagues is the older, the National or the American? Gee, I remember our old college team. What a team! We had Jim Malarky on first...Tom Malarky on second... Ed Malarky on third....!

and the major league season is just around the corner

ISH: That's a lot of Malarky.

2. Eileen Ryan of New York City says from the following two songs you should be able to tell us what teams played in last year's World Series. (PLAY). Which of them won the series? Now will you distinguish between a bunt and bunting?

~~ISH: Say, Professor, my father played ball for the church league but they had to let him go.~~

~~KYSER: Your father played ball for the church league but they let him go? Why, Ish?~~

~~ISH: Everybody said he had bats in the belfry.~~

(FROM PORT HUENEME, CALIFORNIA)

FORMAN: 'Fess, shall we name the winner at Port Hueneme?

KYSER: First, here's Kenneth Delmar and he's right on the beam.

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: Ladies and gentlemen, in a cigarette it's the tobacco that counts and Lucky Strike means fine tobacco. Remember - with men who know tobacco best, it's Luckies 2 to 1! So smoke the smoke tobacco experts smoke - the cigarette that means fine tobacco - Lucky Strike!

RIGGS: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO PORT HUENEME, CALIFORNIA)

(FROM PORT HUENEME, CALIFORNIA)

FORMAN: Final Winner, Fess!

KYSER:

And it is Steve 3/4 Lorraine Mitchell!

Man, you're the pride of old Hueneme, you were really awake, you weren't dreamy! The fifty dollar first prize goes to you, and a twenty-fiver to number two. To the other four scholars stamps worth ten dollars. All six get a carton of Luckies! And then. AND THEN. To all you seamen for really beamin' a package of better than ever LUCKY STRIKE CIGARETTES.

(CHEERS)

8.

AFTER YOU'VE GONE *faded* ORCHESTRA

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

~~(N.B. NO APPLAUSE OR FANFARE IF NUMBER IS PLAYED)~~

FORMAN: Now at the request of the United States Government, and speaking for the United States Government, Kay Kyser brings you the following message. Time, about a minute and a half. Subject, Women War Workers Needed. Mr. Kyser.

KYSER: Uncle Sam says that America at war needs women at work ... hundreds of thousands of them. Women are needed in war production plants, in essential civilian jobs and all branches of the armed services. I know lots of you listening will say, "What can I do, I've had no experience of any kind." Just remember, necessary civilian jobs are very easy to learn and training is available for harder war jobs! ... Even if in your particular community there is no need for women in war work or in civilian jobs, you can still help because more women are needed from all over America in the armed forces, just like these wonderful Waves before me who are doing such a great job for Uncle Sam's Navy. Maybe a lot of women are saying "How can I simplify my household routine so I can be away during the day?" Uncle Sam asks you to carefully consider this vital matter and see if you can work it out to help your nation in this crisis! You are needed! Go to your local United States Employment Service Office and take a full time or a part time war-useful job! America at war needs women at work! So what about it, ladies?

(APPLAUSE)

ORCHESTRA: KYSER THEME

KYSER: Well, das all chillun, and we'll secure until next Wednesday. For a real Navy welcome here from the Acorn Training Detachment we thank Captain M.B. Gurney, Lt. John Morgan, all you men, and you Waves, the gallant women who release our men for duty overseas. Ladies and gentlemen *at home* here at this mammoth new base, the Navy's major advanced depot for Pacific operations, the Navy Acorn men get the final brush-up before sailing to battle. ~~One day a great transport takes them aboard, and~~ When we hear of these men next, their landing boats will have crashed ashore on another Jap-held atoll. Within hours they will have set up radio communication centers, beams to bring our fliers safely home, weather units to brief our men for bombing missions, shops to keep our motors and machine guns tuned to an eye-lash. ~~Without the Acorns, who maintain the flight stopping stones on the march to Tokyo, our Pacific victories would be impossible.~~ So for hitting hard and knowing your jobs from A to Acorn, America says to you fellows "Thank you very much". Next week we'll be holding class with Uncle Sam's ^{Army} sky fighters, ~~the Army Air Forces, Polaris Flight Academy,~~ ^{at} War Eagle Field, Lancaster, California. Until then....this is Kay Kyser...thinkin' of you. Thanks a lot for bein' with us... and so long....everybody.

(APPLAUSE)

ORCH: LUCKY THERE

(SWITCHOVER TO CHICAGO AT 7:55)

(FROM CHICAGO)

CHICAGO

ANNOUNCER: This program was presented by Lucky Strike for the entertainment of the men of the U. S. Navy ~~Acorn~~ Training Detachment at Port Hueneme, California. Defend the Constitution! Buy War Bonds!

(SWITCHOVER TO NEW YORK)

SOUND: (GONG) (GONG) (GONG)

SHARBUTT: And, ladies and gentlemen, don't forget Friday night on these same stations when Lucky Strike presents YOUR ALL-TIME HIT PARADE --

DELMAR: Featuring "The Best Songs Of All -- For You To Recall" ... with Lulu Bates -- the Five Hundred Dollar Song of the week --

SHARBUTT: And that exciting new game! (GONG) "JUST NAME THE SONG BEFORE THE GONG!"

DELMAR: ... to stimulate your imagination!
(GONG)

RUYSDAEL: ... to pique your curiosity!
(GONG)

DELMAR: ... to play you a game!
(GONG)

SHARBUTT: Yes, tune in YOUR ALL-TIME HIT PARADE this Friday night and see if you can --

DELMAR: "JUST NAME THE SONG BEFORE THE GONG!"
(GONG)

RUYSDAEL: The famous tobacco auctioneers heard on tonight's program were Mr. F. E. Boone of Lexington, Kentucky - (CHANT - SOLD AMERICAN) and Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina - (CHANT - SOLD AMERICAN). Basil Ruysdael speaking for the makers of Lucky Strike, the cigarette that means fine tobacco - yes, Lucky Strike means fine tobacco.

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

RUYSDAEL: LS - MFT
LS - MFT

SHARBUTT: Smoke the cigarette that means fine tobacco - Lucky Strike, (Impulse Tag #11) so round, so firm, so fully packed, so free and easy on the draw.

NBC
ANNOUNCER: Since the Navy Department does not endorse any product, the appearance of Service Personnel on this program does not constitute an endorsement of the product advertised.

THIS IS THE NATIONAL BROADCASTING COMPANY.

FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE, NEW YORK 17 • WICKERSHAM 2-6600

CLIENT: THE AMERICAN TOBACCO CO. REVISION: _____ NETWORK: NBC
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 10:00-11:00PM EDT
DATE: APRIL 19, 1944 - #317 REPEAT: _____

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

ROUTINE

- | | |
|--------------------------|---------------------|
| 1. SAN FERNANDO VALLEY | SULLY MASON & GROUP |
| 2. LONG AGO AND FAR AWAY | HARRY BABBITT |

COMMERCIAL ONE

ROUND ONE

- | | |
|-----------------|-----------------------|
| 3. MAIRZY DOATS | HARRY BABBITT & FERDY |
|-----------------|-----------------------|

COMMERCIAL TWO

- | | |
|-------------------------------|-----------------|
| 4. GOODNIGHT WHEREVER YOU ARE | GEORGIA CARROLL |
|-------------------------------|-----------------|

STATION BREAK

ROUND TWO

- | | |
|------------------------|------------|
| 5. HOLIDAY FOR STRINGS | PRODUCTION |
|------------------------|------------|

COMMERCIAL THREE

~~6. IT HAD TO BE YOU (or) MOON OF MANAKURA ORCHESTRA~~

- | | |
|---------------------------------------|------------------------------------|
| 7. DON'T BELIEVE EVERYTHING YOU DREAM | HARRY BABBITT &
GEORGIA CARROLL |
|---------------------------------------|------------------------------------|

FINAL ROUND

COMMERCIAL FOUR

- | | |
|-----------------------------|-----------|
| 8. GREAT DAY <i>(faded)</i> | ORCHESTRA |
|-----------------------------|-----------|

ATK01 0116265

MEMO

THE AMERICAN TOBACCO COMPANY

4-19-44

KAY KYSLER'S COLLEGE OF MUSICAL KNOWLEDGE - #317

10:00-11:00 PM EWT

APRIL 19, 1944

WEDNESDAY

(Program originates at War Eagle Field, Lancaster, California, with
switchovers to NBC, New York, for commercials and closing.)

(FROM NEW YORK)

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

RIGGS: (CHANT - SOLD AMERICAN)

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

RUYSDAEL: LS - MFT

LS - MFT

SHARBUTT: Why, sure!

DELMAR: Lucky Strike means fine tobacco, so round, so firm, so fully
(Impulse Tag #2) packed, so free and easy on the draw.

RIGGS: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO LANCASTER, CALIFORNIA)

FORMAN: LUCKY STRIKE presents for the entertainment of Uncle
Sam's fighting fliers of the AAF Flight Training Detachment
War Eagle Field, Lancaster, California -- KAY KYSER'S
COLLEGE OF MUSICAL KNOWLEDGE!

AUDIENCE: (SINGS) "Off we go into the wild blue yonder
Climbing high into the sun,
Here they come, zooming to meet our thunder
At 'em, boys, give 'er the gun, the gun, the gun!
(HUM)

FORMAN: A salute to the Yank pilots and crews who are pounding
enemy targets and giving enemy airmen a good American
licking, the victorious U.S. Army Air Forces!

AUDIENCE: "YEAH, ARMY!" "AIR CORPS" "HOORAY!"

ORCH: KYSER THEME

(AUDIENCE APPLAUSE UP BIG)

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

AUDIENCE: TOPS, POPS!

KYSER: You're tops, pops? Well, das fine, because here we are holding class with Uncle Sam's sky fighters, the men of the 14th AAF Flying Training Detachment, War Eagle Field, Lancaster, California. Here they train our great Army pursuit pilots. I heard a couple of Lancaster girls talking about these future pursuit pilots. One said, "Pursuit? What does that mean?" The other one said, "Never mind, when you see one of them, just run like anything!" I've heard they have wonderful food here at the mail girls mess hall. So I went right over there, but they wouldn't let me in. I said, "Don't the eagles ever come here for dinner?" They said, "Eagles, yes. Vultures, no!" These War Eagle cadets don't know how lucky they are ...being right here in the middle of the alfalfa belt. In fact, the girls get so much alfalfa in their systems, that when you get too close to one, she says, "Mooooooooooooove over!" There was a cadet up here that really loved this grain land ... this alfalfa country ... but they had to break him because every Saturday night in Lancaster he kept going through the rye! But being around these pilots and planes is wonderful. They put one cadet here on single engine planes, and right away his wife presented him with a boy. He graduated to twin-engine school, and right away his wife gave him a pair of cute little twins. The next day he walked up to the C.O. and said, "Listen, sir. I'd like to get out of here before my wife sees the B-17!"

FORMAN: Fess, stop this flyin', these men want to start tryin' for the \$115 in War Bond prizes.

KYSER: Then, Dean, let's not dally. Here's a tune right out of the Valley. So come on, chillun, yet's dance.

1. SAN FERNANDO VALLEY SULLY MASON & GROUP

2. LONG AGO AND FAR AWAY HARRY BABBITT

(APPLAUSE)

(FROM LANCASTER, CALIFORNIA)

KYSER: That was really tops Harry Babbitt. Now Del Sharbutt, you take over ...

(FROM NEW YORK)

SHARBUTT: Ladies and gentlemen, question: What makes a fine cigarette? Answer: Fine tobacco. So for your own greater enjoyment, it's well worth remembering that Lucky Strike means fine tobacco -- yes, first, last and always, Lucky Strike means fine tobacco. At markets all over the Southland, independent tobacco experts present at the auctions can see the makers of Luckies consistently select the riper, the naturally mellow Lucky Strike tobacco. And sworn records show that among such independent tobacco experts -- auctioneers, buyers and warehousemen -- with men who know tobacco best, it's Luckies 2 to 1!

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: Yes, Lucky Strike means fine tobacco. So smoke the smoke (Impulse Tag #1) tobacco experts smoke -- Lucky Strike.

(SWITCHOVER TO LANCASTER, CALIFORNIA)

ORCHESTRA: KYSER MARCH

FORMAN: The first exam, Fess! Are you set?

KYSER: Sure, Dean. Bring on the first cadet.

ISH: (TRUMPET) Ish K. Bibble's Interesting Items in the News:

KYSER: First item.

ISH: Lancaster, California. Ish K. Bibble's new invention
boon to desert troops!

KYSER: What did you invent that's a boon to desert troops.

ISH: Dehydrated icicles.

KYSER: Dehydrated icicles?

ISH: Sure. If you get thirsty in the desert all you have to do
is add water to 'em.

KYSER: Novel idea.

ISH: For this aid to military services, Ish K. Bibble given
title of knight errant by Lancaster personnel.

KYSER: They made you a knight errant?

ISH: Yeah ... when the fellahs can't get out at knight, I run
their errants.

KYSER: Oh, fine!

ISH: Historical note. Historians discover Lancaster is the
first place Sitting Bull ever sat down ... he couldn't
stand it!

4/19/44

MORIAN: First cadet, Fess!

KYSER: And he is _____!

1. This one from Boatswain Mate Ed Hughes of Hueneme, California, is about an aviation cadet making his first ^{parade} jump. He counted ten, pulled the cord and pretty soon he was floating through the air like (PLAY). It was so cool and comfortable up there, he went to sleep and pretty soon he was (PLAY). He landed on an eagle's nest on a mountain crag and when he came to, the baby eagles in the nest under him were singing (PLAY).

2. You cadets know all about planes, so for Mary Payne of Peoria, Illinois, we want you to pick out four types or makes of planes in the following story: There once lived in Catalina a Gremlin named Gruman, who was no bigger than a mosquito. He said, "What a wildcat I am, a regular avenger. Next week I'll B-17, and I ventura say that I will be the worst marauder in the republic. Once I get myself consolidated, I'll spit fire, lightning, and thunderbolts, ~~and turn~~ those Messerschmieds into a pile of junkers."

h

ATK01 0116272

3. Graco Morris of Norfolk, Virginia, wants you to tell us what flies in this song. (PLAY). And what flies in this one? (HARRY). What follow in the comic strips flies without an airship? What part of baseball equipment flies? ~~What is a fly-by-night? (What are you looking at me for?)~~ What's a fly in the ointment?

CONTESTANT: A Top Sergeant!

4. James Gregory of Denver, Colorado, asks what it is called when a flyer flies low over bushes or the tops of trees. Who is Hedda Hopper? Speaking of bushes, what's worth two in the bush? We don't want you to hide your light under a bushel, so tell us how many pecks are in a bushel? And now as the orchestra plays "Peckin", we'd like for you to peck a bit with Diane Pendleton and if you do it well, you might get to peck her on the check. (PLAY).

5. Our Visiting Deans tonight are two of your own guys in uniform, Cadets Steve Laverne and Perry Hosmer ... so let's get 'em out here. (APPLAUSE) Both Steve and Perry play a lot of saxophone so they're each going to step in here and play a tune or two, and Tom Quinn of Springfield, Missouri wants you to listen and tell us the tunes they are playing. (PLAY) (PLAY)

6. Here at War Eagle Field these cadets fly all day and study all night. David Sperling of Cleveland Heights, Ohio, says they don't mind that; but when it comes to tours, they say Major (PLAY). But these men don't mind hard work because their greatest thrill will be the day the world can turn to them and say (PLAY)

(APPLAUSE)

SOUND: CLASS BELL

FORMAN: And now, ladies and gentlemen, we present a drama of the desert by Ferdinand Froghammer.

FERDY: Yeah ...

KYSER: Just a minute. Ferdy, you don't know anything about the drama.

FERDY: You're bugs. Look at my card.

KYSER: Hmm. Ferdinand Froghammer, B.V.D. What does B.V.D. stand for? Bachelor of Vaudeville and dramatics?

FERDY: No ... just B.V.D. ... I'm in shorts.

KYSER: Oh, well, what's the name of your desert play?

FERDY: The desert's sun never sets ... or that'll teach him not to sit on cactus.

KYSER: Fine. I'll be the villain. What will Diane be?

DIANE: I'm Minnehaha.

FERDY: You look more like Minnie Mouse.

DIANE: But I'm an Indian!

FERDY: Yeah ... do you mind if I paste a few marbles under your eyes? I want to give my mother a couple beaded bags for her birthday.

KYSER: Oh, for the love of Mike! Start the play!

FORMAN: As the scene opens, Ferdinand Froghammer and his young bride are crossing the desert in a prairie schooner. Curtain!

SOUND: STAGE COACH AND HOOF BEATS FADE FOR ...

DIANE: Look, there's an Indian! Listen to what he's saying.

HARRY: (BARKER) Rose Bowl tickets. Get your Rose Bowl Tickets here! Rose Bowl tickets \$19 apiece.

DIANE: Are you an Indian?

HARRY: Yeah, I'm a scalper!

SOUND: HORSES HOOPS GALLOPING FAST TO A STOP

KYSER: (ROUGH) All right, varmints. Reach for the sky. This is a hold up!

FERDY: Professor you're not supposed to come in here!

KYSER: But I'm a hold-up man! I've got to hold something up.

FERDY: Okay.

SOUND: SHOT

FERDY: I just shot off your suspenders. You can hold up your pants.

ORCHESTRA: CHORD

FORMAN: Professor, here's the first round winner!

KYSER: And the winner is William Bullard. Nice work, flyin' cadet. Light up a Lucky Strike cigarette. You're one of the finalists so get set while we play a tune that's the nation's pet.

3. MAIRZY DOATS HARRY & FERDY
(APPLAUSE)

KAY KYSER
Commercial #2
(The British Secret Weapon -- 1944 -- reported in today's
newspapers -- was used by George Washington in 1776!)

- 4 -

REVISED*
4-19-44

(FROM LANCASTER, CALIFORNIA)

KYSER: ... swell. Thanks guys. That was nice flyin'.

(FROM NEW YORK)

ROONE: (CHANT - SOLD AMERICAN)

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

RIGGS: (CHANT - SOLD AMERICAN)

SHARBUTT: The British Secret Weapon -- 1944 -- reported in today's
newspapers -- was used by George Washington in 1776!

DELMAR: You read in the papers today of the daring exploit of two
British seamen who -- riding their amazing human torpedo --
sank an enemy cruiser by fastening an explosive charge to
the hull of the doomed vessel. Now go back in imagination
to a night in 1776 when a young inventor came to report to
General George Washington at his headquarters in New York...

(MORE)

- 4 -

ATX01 0116277

KAY KYSER
Commercial #2 (CONTD)
(The British Secret Weapon -- 1944 -- reported in today's
newspapers -- was used by George Washington in 1776)

- 5 -

REVISED*
4-15-44

VOICE I: "General Washington, everything is in readiness. We start at 10 o'clock tonight!"

VOICE II: "You are aware of the hazards, Mr. Bushnell, you may not come back alive. Even now you may wish to reconsider ..."

VOICE I: "I know the hazards, Sir. I may fail but it will be a beginning. And that beginning must be made ... tonight."

DELMAR: It was a strange craft ... a kind of iron-bound oak barrel, corked and smeared with tar, weighted with lead, and driven by a cranked paddlewheel. On its back was a magazine of gunpowder, shaped like an egg, with a time-clock to set off the charge. This was the famous Turtle of young David Bushnell. This was America's first submarine. That night in 1776, Bushnell and a volunteer sergeant, maneuvered the frail craft into the dark waters of New York harbor. Bobbing like a cork in the tide, they pulled up alongside the black hull of an enemy frigate. Down, down they submerged to the ship's bottom -- and here they met with disappointment, for expecting oak planks they found metal plates into which the sharp screw of the gunpowder keg could not be driven.

(MORE)

- 5 -

ATX01 011627B

KAY KYSER
Commercial #2 - (CONTD)
(The British Secret Weapon -- 1944 -- reported in today's
newspapers -- was used by George Washington in 1776!)

- 6 -

REVISED *
4-19-44

DELMAR: Now their supply of air was almost exhausted ... the keg
(CONTD) had to be released to float off and explode ... and the
tiny craft surfaced. The mission was a failure. And yet
there was one man who had faith in the mission ... faith
in the beginning of an invention destined to revolutionize
naval warfare. That man was George Washington, who wrote
to his good friend, Thomas Jefferson ...

VOICE II: There are many things to be corrected. But I still think
that this is an effort of genius -- an effort that will yet
be crowned with success.

DELMAR: And it was -- in today's newspapers you read: Quote
British reveal secret weapon -- the human torpedo. Unquote.
If you will read the story as it is reported in today's
newspapers -- it is the same story as told here -- the same
type of weapon that was used by George Washington in 1776.
And so it happened that long, long ago ... on a moonlit
night in 1776 ... George Washington sponsored the beginning,
the first crude steps in the great tradition of the
American submarine service -- and the use of the torpedo.

RUYSDAEL: The same George Washington, as a Virginia planter, had
sponsored and contributed to another tradition -- the
tradition, the romance of fine tobacco ...

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

- 6 -

ATX01 0116279

KAY KYSER

- 7 -

REVISED*
4-19-44

Commercial #2 - (CONTD)

(The British Secret Weapon -- 1944 -- reported in today's newspapers -- was used by George Washington in 1776!)

RUYSDAEL: Ladies and gentlemen, that tradition of fine tobacco --
(Closing
"P") carried on by Lucky Strike -- is important to you. For
remember: In a cigarette it's the tobacco that counts and
Lucky Strike means fine tobacco -- yes, Lucky Strike means
fine tobacco -- so round, so firm, so fully packed, so free
and easy on the draw.

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFT

LS - MFT

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

SHARBUTT: Next time you step up to a cigarette counter, ask for
(Impulse
Tag #4) Lucky Strike -- for with men who know tobacco best, it's
Luckies 2 to 1.

(SWITCHOVER TO LANCASTER, CALIFORNIA)

- 7 -

ATX01 0116280

ORCHESTRA: CARROLL INTRODUCTION

KYSER: For these many aviation cadets we present our own beautiful cover girl ... the girl these men would most prefer to sit with in a Link Trainer ... it's gorgeous Georgia Carroll! (APPLAUSE) Ah, Georgia, I'm sure these men will answer with their hearts when you say ...

4. GOODNIGHT, WHEREVER YOU ARE GEORGIA CARROLL
(APPLAUSE)

GLEE CLUB: THE ARMY AIR CORPS

4/19/44

GLEE CLUB: "THE ARMY AIR CORPS"FADE FOR:

FORMAN: The old College pays tribute to the evergrowing generation of American eagles .. to the young men who stick thru months of study and long hours on the big ships and the hot ships 'till they win the proud silver wings of a Flying Officer -- Uncle Sam's Aviation Cadets!

LOCAL NBC STATION SAYS

"STATION X X X SALUTES THE AVIATION CADETS OF THE ARMY AIR FORCES!"

PLEASE TELETYPE THIS CUE TO ALL STATIONS
RELEASING THIS PROGRAM

ORCH: KYSER MARCH

FORMAN: Say, Professor, I've heard a lot about Link trainers. Just what is a Link trainer?

KYSER: Bill, surely you know what a Link trainer is. It's a pin ball machine with tilt privileges!

FORMAN: Another thing I want to ask you ... do they have as bad dust storms here as I've heard about?

KYSER: Do they have dust storms! It's so dusty you can't even see the spots on the dice. I was up here one clear day and a farmer had all his children outdoors looking at the sky. I said, "Is this all of them?" He said, "No, I would of woke up my 17-year-old, too, but he's seen the sun once!" I went up in one of these dust storms with the major. I happened to look out and I yelled, "Hey, Major! There are no wings on this plane!" He said, "What do you mean, plane? This is a bulldozer!"

FORMAN: First second rounder, Fess!

KYSER: And he is _____!

1. This one from Betty Myers of Raleigh, North Carolina, is about a big buxom beau brummel aviation cadet who bounced into a barber shop to get beautiful before he saw his honey-baby. While he was being shaved, the barber sang (PLAY) After the shave, hair cut and bay-rum, he sat down to get a manicure and the manicurist sang (PLAY) When the manicurist touched his hands, the pilot's heart went into a loop-the-loop and he said, "Let's forget about my other date. Baby this is (PLAY).

2. ~~Mr.~~ Virginia Bixler of San Antonio, is sure you should be able to name four of the orchestra leaders identified by the following. The Band That Plays the Blues, The Royal Hawaiians, The Connecticut Yankees, The Musical Knights, and Casa Loma.

3. A certain War Eagle Field mail girl had a fellow who was very fond of coffee and Mary Murry of Little Rock, Arkansas, says by playing the radio themes of two coffee programs, you should be able to tell us the brands he was asking for. (PLAY) Can you name a star of each show?

4. Because of recent pictures, such as Powers Girl, Cover Girl, etc., there's a lot of interest in models. And Sgt. Irv Weiss, somewhere in England, is sure you'll agree that a good model should be (PLAY). Say, we know you're a model cadet, but we'd like to see what kind of model you'd make. Put on this stunning gown, and let us give you the once over. (PLAY).

5. The Army is no picnic, but if you know the lyrics to some well known songs you'll be able to tell Pvt. C. H. Forninger, somewhere overseas, all about this picnic. For instance, we had it 'Where I first met you, with eyes of blue, dressed in gingham too. We had lots of good things to eat at the picnic. We not only had meats and vegetables but we also had 'hoop hoop dittim dottim what-om chas.' What else did we have? In the middle of the picnic, I said, "Can't go on, everything I have is gone." What broke up the picnic?

6. John Black of Chattanooga, Tennessee, says, when the Axis bombed Russia, the Nazis smiled. When they bombed London, the Nazis smiled. But now that we've turned the tables, the Nazis are saying (PLAY). Yes, Dr. Goebbels and Herman Goering said Berlin would never be bombed, but after the greatest sustained raids in history, the German people realize that even if they did say so, (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

FORMAN: Fess, shall I get the winning cadet on the line?

KYSER: Why bring him out, Dean, that will be fine.

ISH: Jest a second, Professor. I have a timely love novel here which I wouldst like to read same.

KYSER: Oh, did you write it, Ish?

ISH: No ... that there mail girl I been bicycling with.

KYSER: Oh, you mean pretty Abigail from old Palmdale?

ISH: No, silly Aster from old Lancaster.

KYSER: Road, hammer head.

ISH: Okay. Oh ...the young flying cadet and the girl sat in the darkened hangar. You are sad tonight, he said, grounding her arm which had taken off toward his watch pocket.

DIANE: Yes, I have a great sorrow.

ISH: She muttered, twitching her lashes and exposing the Link trainer pouches under her eyes. Brushing her hair back over her forehead he suddenly seen her sorrow. It was her face. My goodness, he cried, shrieking with pain.

DIANE: Do you think I am a sight for sore eyes?

ISH: She queried, quietly reaching down and brushing away a duck which was trying to get at the water on her knee. Well, you certainly make mine sore, was his knowing rejoinder.

DIANE: Oh. Now my hopes are sagging.

ISH: She said. So is your face, he returned, placing a small two by four under her nose. At the touch of his hand a spark shot out of her eyes and lit up her face, but when it seen what it had lit up, shot back in again and got lit up! Suddenly she was in his arms. I love you, he screamed. Your eyes, as full of fire as the blisters on the Memphis Belle. Let me take you with me to the battlefields, he cooed.

DIANE: But ...

ISH: She reflected.

DIANE: But ...

ISH: She repeated.

DIANE: I don't know if I could stand it. If I seen action my eyes would probably pop out.

ISH: Don't worry about that, he comforted. If they did pop out they could use your wrinkles for slit trenches. The night was still, save for the chirping of some robins which had built a nest in Major Blumm's hat. For several hours no word was spoke. Then finally she said ...

DIANE: Darling, I'd love to have you rock me to sleep.

ISH: And with that he picked up a big rock and rocked her to sleep.

ORCHESTRA: CHORD

FORMAN: Second round winner, Professor.

KYSER: And he is Homer Perry. My man you really were glistening with the answers, so light up a Lucky while we play for the listeners and the dancers.

5. HOLIDAY FOR STRINGS PRODUCTION
(APPLAUSE)

(FROM LANCASTER, CALIFORNIA)

KYSER: Yeah ... man! Sweet and solid, goes to prove the gang is really in the groove! And now, you take over, Basil Ruysdael.

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: Back in 1776, it took expert skill to launch the first crude American torpedo and submarine -- expert skill that General George Washington was quick to recognize. That same skill today was reported in the newspapers -- as Quote The British secret weapon -- the human torpedo Unquote. And also today in another field there are men recognized as the world's outstanding experts in their line -- fine tobacco. These are the independent tobacco experts at the auctions down South ... men like Mr. Charles J. Gunter of Madison, North Carolina, who recently said ...

VOICE: I've been an independent tobacco buyer for many, many years. At thousands of auctions I've seen Lucky Strike get the finer, milder, riper tobacco. That's why I've smoked Luckies for 25 years.

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

KAY KYSER
Commercial #3 (CONTD)

- 10 -

REVISED*
4-19-44

RUYSDAEL: Yes, ladies and gentlemen, sworn records show that among independent tobacco experts like Mr. Gunter, auctioneers, buyers and warehousemen, with men who know tobacco best, it's Luckies 2 to 1.

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: A friendly suggestion: For your own greater enjoyment,
(Impulse
Tag #5) smoke the smoke tobacco experts smoke - Lucky Strike.

(SWITCHOVER TO LANCASTER, CALIFORNIA)

(FANFARE)

7. DON'T BELIEVE EVERYTHING YOU DREAM . . HARRY BABBITT & GEORGIA CARROLL

(APPLAUSE)

ORCHESTRA: KYSER MARCH

- 10 -

ATX01 0116290

FORMAN: Fess, the final round is here for sure!

KYSER: Well where are the winners, Dean ... doing a 'tour?' Ah, here they are. And our first contestant in the final exam is _____.

1. Springtime is Victory garden time all over the nation to help feed America and her allies, so we're dedicating our final round tonight to Victory Gardens. Pvt. William Logar somewhere in Iceland, says what Uncle Sam wants us to do is get out our trowels and our hoes and start digging, because we can't leave it all to (PLAY). If Popeye had a Victory garden, what would he raise the most of? And what would Jiggs raise the most of? And William Tell would probably have an orchard of what?

AUDREY: Professor, did you hear about the farmer whose little son went to the city and got a job as a shoe shine boy?

KYSER: No ... what about it, little Audrey?

AUDREY: Well, now the farmer makes hay while the sun shines.

2. According to Eldrid Christopherson of West Branch, Michigan, Uncle Sam says go out in your garden and (PLAY). Now complete this nursery rhyme. 'Mary, Mary quite contrary, how does your garden grow?' Concerning our Victory Gardens, Uncle Sam says the first thing is to be sure that the soil is good, that we have good earth. And speaking of the good earth, can you name one star of that picture?

(APPLAUSE)

SOUND: CLASS BELL

(FROM LANCASTER, CALIFORNIA)

FORMAN: 'Fess, shall we name the winner who sure wasn't missin'?

KYSER: Yes, but first, give this "Lucky Logic" a listen.

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

SHARBUTT: Ladies and gentlemen, in a cigarette, it's the tobacco that counts and Lucky Strike means fine tobacco.

DELMAR: Remember - with men who know tobacco best, it's Luckies 2 to 1!

SHARBUTT: So smoke the smoke tobacco experts smoke - the cigarette that means fine tobacco - Lucky Strike!

BOONE: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO LANCASTER, CALIFORNIA)

(FANFARE)

FORMAN: The honor cadet, Professor!

KYSER: The judges say it's a tie between Wm. Bullard and Homer Perry and therefore they both get a first prize which is a brand new \$50 War Bond each. If the other four will hold out their clamps they'll each receive ten dollars in stamps. All six get a carton of Luckies. And then, AND THEN! To each of you other flying misters, for beating your hands 'till you raised up blisters, our thanks and a package of better than ever LUCKY STRIKE CIGARETTES!

(CHEERS)

8. GREAT DAY ORCHESTRA)

KYSER: Well das all until next Wednesday. Our thanks for a wonderful welcome here at War Eagle Field go to Major A. S. Blumm, Jr., Captain H. E. Snead, and to all you cadets of the 14th AAF Flying Training Detachment. One of the most colorful chapters of this war was written here at War Eagle Field, and I want you to know that for a truly brilliant record the nation says to War Eagle Field and all you men.. "Thank you very much." Next week we'll be holding class with the United States Army Service Command Unit, thousands of those mighty MP's, the Military Police, at Santa Monica. Until then, this is Kay Kysler ... thinkin' of you. Thanks a lot for bein' with us ... and so long ...everybody.

(APPLAUSE)

ORCHESTRA: "LUCKY DAY"

(SWITCHOVER TO CHICAGO AT 10:57:55)

(FROM CHICAGO)

CHICAGO

ANNOUNCER: This program was presented by Lucky Strike for the
entertainment of the men of War Eagle Field, Lancaster,
California, Defend the Constitution! Buy War Bonds!

(SWITCHOVER TO NEW YORK)

SOUND: (GONG) (GONG) (GONG)

SHARBUTT: And, ladies and gentlemen, don't forget Friday night on
these same stations when Lucky Strike presents YOUR
ALL-TIME HIT PARADE --

DELMAR: Featuring "The Best Songs Of All -- For You To Recall" ...
with Lulu Bates -- the Five Hundred Dollar Song of the week--

SHARBUTT: And that exciting new game! (GONG) "JUST NAME THE SONG
BEFORE THE GONG!"

DELMAR: ... to stimulate your imagination!
(GONG)

RUYSDAEL: ... to pique your curiosity!
(GONG)

DELMAR: ... to play you a game!
(GONG)

SHARBUTT: Yes, tune in YOUR ALL-TIME HIT PARADE this Friday night
and see if you can --

DELMAR: "JUST NAME THE SONG BEFORE THE GONG!"
(GONG)

RUYSDAEL: The famous tobacco auctioneers heard on tonight's program were Mr. L. A. (Speed) Riggs, of Goldsboro, North Carolina - (CHANT - SOLD AMERICAN), and Mr. F. E. Boone of Lexington, Kentucky - (CHANT - SOLD AMERICAN). Basil Ruysdael speaking for the makers of Lucky Strike, the cigarette that means fine tobacco -- Yes, Lucky Strike means fine tobacco.

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

RUYSDAEL: LS - MFT

LS - MFT

SHARBUTT: Smoke the cigarette that means fine tobacco - Lucky Strike - (Impulse Tag #11) so round, so firm, so fully packed, so free and easy on the draw.

NBC

ANNOUNCER: Since the War Department does not endorse any product, the appearance of Service Personnel on this program does not constitute an endorsement of the product advertised.

THIS IS THE NATIONAL BROADCASTING COMPANY.

FOOTE, CONE & BELDING

Advertising

212 PARK AVENUE NEW YORK 17 WILKINSON BUILDING

CLIENT: THE AMERICAN TOBACCO CO. REVISION: NETWORK: NBC
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 10-11:00 PM EWT
DATE: APRIL 26, 1944 - #318 REPEAT:

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

ROUTINE

1. I NEVER KNEW

ORCHESTRA

2. I LOVE YOU

HARRY BABBITT

COMMERCIAL ONE

ROUND ONE

3. DON'T SWEETHEART ME

SULLY MASON

COMMERCIAL TWO

4. I'LL BE SEEING YOU

GEORGIA CARROLL

STATION BREAK

ROUND TWO

5. POINCIANA

PRODUCTION

COMMERCIAL THREE

~~6. CHERRY~~

~~ORCHESTRA~~

7. BESAME MUCHO

GROUP

FINAL ROUND

COMMERCIAL FOUR

8. FINE AND DANDY

(faded)

ORCHESTRA

ATX01 0116297

WEAF

THE AMERICAN TOBACCO COMPANY

4-26-44

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #318

10:00-11:00 PM EWT

APRIL 26, 1944

WEDNESDAY

(Program originates at the Army Service Command Unit, Santa Monica, California, with switchovers to NBC, New York, for commercials and closing.)

(FROM NEW YORK)

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

BOONE: (CHANT - SOLD AMERICAN)

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

RUYSDAEL: LS - MFT

LS - MFT

SHARBUTT: You said it!

DELMAR: Yes, sir!

RUYSDAEL: Lucky Strike means fine tobacco - so round, so firm, so
(Impulse Tag #2) fully packed, so free and easy on the draw.

BOONE: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO SANTA MONICA, CALIFORNIA)

KAY KYSER

- 2 -

4-26-44

(FROM SANTA MONICA, CALIFORNIA)

ORCHESTRA: "LUCKY DAY"

FORMAN: LUCKY STRIKE presents for the entertainment of Uncle Sam's
Corps of Military Police, the mighty and fighting M.P.'s
~~of the Army Service Command~~ at the Army Recreational Camp,
Santa Monica, California -- KAY KYSER'S COLLEGE OF MUSICAL
KNOWLEDGE!

AUDIENCE: "YEAH ARMY!" "M.P.'S!" "HOORAY!"

ORCHESTRA: KYSER THEME:

(AUDIENCE APPLAUSE UP BIG)

- 2 -

ATX01 0116299

KAY KYSER

4-26-44

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

AUDIENCE: CHIPPER SKIPPER!

KYSER: Chipper, Skipper? Well das fine. Chillun, tonight we're with the 9th Service Command Military Police Unit 4910, the M.P.'s in Santa Monica, California. Of course you know what an M.P.'s ... that's an infiltration course with a riot club. They also have another name for their clubs ...they call them bull frog clubs ... one swing and you croak. I was talking to one of these M.P.'s about his patrol last night. He really had a big evening. He pinched a private and slapped him in jail! He pinched a Corporal and slapped him in jail ... then he pinched a WAC and got slapped right in the puss! I noticed an M.P. in Ocean Park the other day cracking another M.P. over the head with his riot club. I said, "Say, Bud, what's the idea of cracking another M.P. over the head?" He said, "This is my day off!" ... Of course, the M.P.'s are very courteous. I asked one to help me up out of the gutter the other night, but he didn't want to soil his white gloves. M.P.'s certainly take their work seriously. An M.P. found a private trying to kiss a Santa Monica girl on a park bench. The M.P. walked up and said, "Hoy, soldier, have you got the proper passes? The girl said, "I'll say he has ... he's made three in the last 15 minutes!"

FORMAN: Fess, these men want to make their tries for the \$115 War Bond Prize.

KYSER: Dean, you're really on your beat, but here's a tune for happy feet! REET! So come on chillun, yet's dance.

- 1. I NEVER KNEW ORCHESTRA
 - 2. I LOVE YOU HARRY BABBITT
- (APPLAUSE)

(FROM SANTA MONICA, CALIFORNIA)

KYSER: Ah! ... that was sweet singing by Harry Babbitt. Now,
Basil Ruysdael, you take over ...

(FROM NEW YORK)

RUYSDAEL: Ladies and gentlemen, next time you step up to a cigarette
counter ... remember these simple facts. It takes fine
tobacco to make a fine cigarette -- the better the tobacco,
the better the cigarette. So for your own greater
enjoyment, it's well worth remembering that Lucky Strike
means fine tobacco - yes, Lucky Strike means fine tobacco -
so round, so firm, so fully packed, so free and easy on
the draw. At markets all over the South, independent
tobacco experts present at the auctions can see just who
buys what tobacco. And sworn records show that among such
independent tobacco experts, with men who know tobacco
best, it's Luckies 2 to 1.

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: A friendly suggestion: For your own greater enjoyment,
(Impulse
Tag #5) smoke the smoke tobacco experts smoke - Lucky Strike.

(SWITCHOVER TO SANTA MONICA, CALIFORNIA)

ORCHESTRA: KYSER MARCH

FORMAN: Fess, it's time for the first round corn.

KYSER: Well, ring the bell and toot the horn.

ISH: (TRUMPET) Ish K. Bibble's fun and games for all kinds of people and fellows and dames. First, funny stuff. Do you know the difference between an ordinary policeman and an MP?

KYSER: No, Ish, what is the difference between an ordinary policeman and an MP?

ISH: An ordinary policeman hangs around and gets on everybody's neck . . . when an MP hangs around, nobody get's any neck!

KYSER: That's silly. What do you know about MP's?

ISH: My little nephew is going to be an MP.

KYSER: How can you tell?

ISH: Because he stands in front of a mirror all day long and practices baring his teeth and growling!

KYSER: Why don't you say something intelligent?

ISH: Like a poem?

KYSER: Like a poem.

ISH: Okay - poem. Entitled "From."

KYSER: From what?

ISH: From hunger.

KYSER: Read.

ISH: Roses are red, violets are purple.
Sugar is sweet. So is maple surple.

KYSER: Maple surple?

ISH: Yeah - that's what you put on flannel cakels.

FORMAN: First contestant, Professor!

KYSER: And he is _____!

1. When Pvt. Eric Wilkinson of Camp Livingston, Louisiana, heard we were going to salute the M.P.'s, he said, "Well, my relationship with the M.P.'s is very simple. I start out for an evening and pretty soon I'm (PLAY). Then when an M.P. arrives I always try to explain things to him very reasonably, but the M.P. says (PLAY). So it always ends the same. I win the point. The M.P. wins the argument. And I wind up in (PLAY).

KYSER: Why last night I walked right up to an MP, grabbed him by the arm, jerked him like this, twisted him like that, and before he knew it I was in the emergency ward.

2. We agree with Miss Evelyn Santro of Providence, Rhode Island, that in military camps you run into a lot of M.P.'s, meaning Military Police. Let's pick out some other M.P.'s. If you were an outlaw in Canada, what kind of M.P. would be after you? If you listened to the daytime radio serials Monday through Friday, you'd hear a person whose initials are M.P. Who would that be? If you're driving over thirty-five miles per hour nowadays, you're liable to run into what kind of M.P.? If you were around the lawmaking body of England, you'd run into what kind of M.P.?

3. We know that around you M.P.'s, the soldiers theme song is "Don't Get Around Much Any More," but for Winifred Lamb of Upper Darby, Pennsylvania, please tell us whose theme song this is (PLAY). I've noticed your MP whistle - we'd like to have you play beep-beep for us. Since we're by the sea our tune is "By the Sea." You just blow whenever our band stops. I'll do it once for you, then you try it with your whistle. (PLAY).

4. You M.P.'s are really smart looking when you get dressed up in your dress uniforms. Tell Ralph Ruggier, somewhere in North Africa, what articles of your dress must be white. What slogan is this? (HARRY) Say, just for fun, let's take off your blouse, Sam Brown belt and tie, and see if you can resume correct military dress before our band finishes "From the Top of Your Head to the Tip of Your Toes." (PLAY). Boy, I'm gonna report you to Major General Allen W. Sullion, the Provost Marshall General of all M.P.'s.

(Kay: Acknowledge presence in audience of Major General Kenyon A. Joyce, formerly Commanding General of the 9th Service Command, recently returned from Sicily and Italy).

5. Tonight, chillun, our first Visiting Dean from the University of Musical Diversity is one of your own boys in uniform, Pvt. Gus Baungart of Chicago! Let's get him out here! (APPLAUSE) Gus plays a lot of piano, so for Ilan Jacobs of North Hollywood, we want you to listen and tell us the names of the tunes he's playing. (PLAY) (PLAY).

6. Corp. L. R. LaFlamme of New River, North Carolina, says here's some good info for all folks listening you may think that every soldier says to the M.P.'s (PLAY) And you may think the M.P.'s are always giving the G.I.'s (PLAY). In some cases that's right but for the most part the M.P. is the G.I.'s, best friend, and they are (PLAY).

(APPLAUSE)

SOUND: CLASS BELL:

FORMAN: First winner, Professor.

KYSER: And he is Pvt. Frank Cerjah with a perfect score. You are the first winning M.P. Light up a Lucky, have a puff or three, while the chillun dance, RIDDLEY-I-BEE!

3. DON'T SWEETHEART ME SULLY MASON
(APPLAUSE)

KAY KYSER
Commercial #2
(Extry! Extry! Gold Discovered in Carolina!)

- 4 -

4-26-44

(FROM SANTA MONICA, CALIFORNIA)

KYSER: ... that was a treat, you had us beatin' our feet. Thanks gang, very much.

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

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

BOONE: (CHANT - SOLD AMERICAN)

VOICE I: Extry! Extry! Gold Discovered in Carolina (FADE) Extry!
Extry! Gold Discovered ...

SHARBUTT: It was a Spring morning in 1803, 46 years before the days of California's Forty-Niners -- and it looked like an ordinary Spring morning ... blue sky, soft warm breeze, golden sunshine. Yet at 10 o'clock that morning, the day took on a special significance and became historic. For at precisely that hour, a man named John Reed, a planter in Cabarrus County, North Carolina, staggered into a small jeweler's shop in the town of Fayetteville. In his arms he held a mud spattered rock weighing 28 pounds. Slowly ... he eased his burden to the floor ... mopped his glistening brow and said...

(MORE)

- 4 -

ATX01 0116307

KAY KYSER
Commercial #2 (CONTD)
(Extry! Extry! Gold Discovered in Carolina!)

- 5 -

4-26-44

VOICE II: I found it ... by the creek on my plantation ... lying there, shining in the sun ...

SHARBUTT: The jeweler came from behind his counter ... stooped down and wiped the muddy rock with his polishing cloth. Something in the glittering surface brought a startled exclamation to his lips. Quickly ... he adjusted his tiny magnifying glass ... chipped off a jagged sliver of rock and studied it carefully. Then ...

VOICE III: It's gold ... gold ... I tell you -- the largest nugget I have ever seen!

SHARBUTT: That afternoon ... the stage coach leaving Fayetteville carried a news dispatch that would rouse the entire nation. Within a few days ... citizens along the eastern coast would hear these electrifying words ...

VOICE I: Extry! Extry! Gold discovered in Carolina. Planter finds the greatest nugget in all America! (FADE) Extry! Gold Discovered ...

SHARBUTT: Soon ... throughout the length and breadth of the land ... men and women would be discussing this Carolina planter ... and his rock of gold valued at eight thousand dollars. And a blacksmith in a shop along New York's waterfront ... would lean on his sledge and announce ...

(MORE)

- 5 -

ATX01 0116308

VOICE IV: I'm through with shoeing horses. I'll take the first boat
I can get ... South to the gold fields.

SHARBUTT: In a crowded office in Boston ... a young law clerk would
close the heavy volume before him ... and cry out ...

VOICE V: This Carolina farmer earns thousands every day ... more than
(CULTURED) I receive in a whole year. Why should I continue ... in
BOSTONIAN) this profession?

SHARBUTT: And a shopkeeper in Richmond would inform his customers ...

VOICE VI: Friends ... you will have to trade elsewhere. I am joining
(SOUTHERN) the Gold Rush.

SHARBUTT: Yes ... America's first Gold Rush was on, and the rutted
quagmire roads leading to the Carolinas were clogged with
wagonloads of gold seekers ... men going forth to battle
for treasure ... armed with a pick, a sieve-like pan and a
shovel. And every boat that put in along the Carolina shore
... bore its cargo of adventurers ... bank clerks from New
York ... farm hands from Connecticut ... school teachers
from the jagged coasts of Maine. Yes, they came seeking
gold in North Carolina ... and the boom towns mushroomed up
wherever they stopped ... and there were some among them who
rode back with bulging sacks of gold ore ... and there were
many more who returned empty handed. For soon the yield was
gone ... the gold rush was over,

(MORE)

KAY KYSER
Commercial #2 (CONTD)
(Extry! Extry! Gold Discovered in Carolina!)

- 7 -

4-26-44

SHARBUTT: But here in this same hill country of North Carolina,
(CONTD)
another golden treasure continued to flourish as it had for
many generations past ... for the good earth still, to this
day, yields up its great golden harvests of mild, mellow
tobacco -- the historic golden harvests of an old, old
tradition ... the tradition, the romance of fine tobacco ...

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: In Lucky Strike you yourself can discover how much the
(Closing "D") tradition of fine tobacco means. For in a cigarette it's
the tobacco that counts, and Lucky Strike means fine tobacco
- yes, Lucky Strike means fine tobacco - so round, so firm,
so fully packed, so free and easy on the draw.

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFT

LS - MFT

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

RUYSDAEL: Next time you step up to a cigarette counter, ask for Lucky
(Impulse Tag #4) Strike - for with men who know tobacco best, it's Luckies
2 to 1.

(SWITCHOVER TO SANTA MONICA, CALIFORNIA)

- 7 -

ATK01 0116310

ORCHESTRA: CARROLL INTRODUCTION

KYSER: For these hundreds of M.P.'s, here's our own cover girl,
gorgeous Georgia Carroll! (APPLAUSE) Ah Georgia ... I'm
sure all these M.P.'s will lock you up in their hearts
when they hear you sing

4. I'LL BE SEEING YOU GEORGIA CARROLL
(APPLAUSE)

GLEE CLUB: M.P.

4/26/44

GLEE CLUB: ~~"SONG OF THE MILITARY POLICE"~~ ^{M.P.}FADE FOR:

FORMAN: Tonight the old College pauses to speak of the debt our Army and America owe to the MP's -- for their dignity and courtesy, for keeping good order, for building goodwill overseas -- for all this and their vital part in combat around the world we are proud to honor the Corps of Military Police.

LOCAL NBC STATION SAYS

"STATION X X X SALUTES UNCLE SAM'S MP'S!"

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

ORCH: KYSER MARCH

KYSER: Ladies and gentlemen, for a long time, our announcer, Bill Forman, has played the leading part in a popular mystery serial. So tonight we present Bill Forman in our own version of ... THE WHISTLER!

ISH: Just a second, Professor! I ought to be in this here now mystery drama on account of I used to be a sloth.

KYSER: Ish! The word is sleuth, not sloth! A sloth is a lazy three-toed animal that hangs to a limb of a tree by his tail and eats bananas. Now do you know why you're a sleuth instead of a sloth?

ISH: Yeah ... I don't like bananas.

KYSER: Never mind! As the scene opens, a beautiful girl has just been murdered. And nothing is heard in the house but the tick tock of the grandfather's clock.

HARRY: Tick ...tick ... tick ... tick ...

KYSER: I said tick TOCK! Where's the tock?

HARRY: I won't tock. I WON'T TOCK, I TELL YOU! ... Tick ... tick ... tick ... tick ...

BREEZE: SCREAMS

KYSER: What was that?

ISH: Twelve o'clock.

KYSER: Ish, did you see any suspicious characters in the neighborhood?

ISH: Yes, I saw a guy stooping down and running sort of close to the ground.

KYSER: You saw a guy stooping down and running close to the ground? Why is that suspicious?

ISH: He was wearing a pair of G.I. pants and they were dragging out his tracks.

KYSER: This looks like a closet door. Let's go in.

SOUND: SQUEAKY DOOR OPEN

KYSER: Say, it's dark in here. Let me feel around a little bit ...
hmmmmmm ... I've found something ... a cold, damp, narrow
passage.

ISH: Take your hand out of my mouth!

KYSER: Sorry ... look! A beautiful girl, lying prone on the floor
Did she shoot herself?

GEORGIA: No. I took poison.

KYSER: Why?

GEORGIA: I get a nickel back on the bottle.

KYSER: Well, men, this is purely a case for the Whistler. Whistler
look at this beautiful girl. Have you anything to say,
Whistler?

FORMAN: Yes. (WOLF WHISTLE AND HOWL) "BOINNG"

ORCHESTRA: CHORD

FORMAN: First second round contestant, Professor.

KYSER: And he is _____.

1. In foreign lands and at home the soldiers' best friend is the M.P. He helps the soldier find transportation, lodging, amusement and helps him in a hundred ways. So Dorothy White of Marshall, Missouri, tells about the G.I. in a foreign port. This soldier was really (PLAY). Well, a kind M.P. got him fed, gave him directions, straightened him out and showed him where (PLAY). Five minutes later the soldier was back. He wanted to get his laundry done, wanted a match, and so on. The M.P. said, "I'll do all that but listen Bud, I refuse to rock you to sleep!" (PLAY) Mean, wasn't he? I knew an M.P. so mean he went around arresting winter trees for being without leaves!

The official M.P. motto is "Service to the Command"

2. Another great Military Police motto is "An ounce of prevention is worth a pound of cure." For Cadet Bill Ryan of Ontario, California, correct these misworded mottos. "A bird in a bar is worth two in front of a general." "Don't count the chickens until the M.P. has passed." "To fool all of the M.P.'s some of the time, and some of the M.P.'s all of the time is a darned good way to start doing time." "Soldiers who live in glass barracks shouldn't throw second lieutenants!"

3. Being an M.P. , Peggy Gostant of Athens, Ohio, thinks you should quickly be able to identify the radio theme songs of these famous law enforcing men of radio. (PLAY).

4. Sgt. Kenneth Pirt Somewhere in England says:

another swell favor the M.P.'s do for our Army overseas is to serve as linguists and interpreters in foreign lands. No matter what foreign tongue our guys run into, there's an M.P. who can say (PLAY). Say, since you M.P.'s are such good talkers, we'd like for you to talk in baby talk. Here is a little sketch. You imagine that I'm your sweetheart - your bootiful baby and you're talking baby talk to me. Go ahead.

M.P.: Hollo, tootsy wootsy, is oozy woozy doin' to div her dray
 big bootsy wootsy a kissy wissy?

KYSER: Nosey wosey!

M.P.: Oo better or Bootsy Wootsy doin' to div ooey woosey a
 bootsey wootsey in your pantsy wanty!

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

BREEZE: OH NUTSY WUTSY!

5. Our next Visiting Dean tonight is Pvt. Carl Tenerowica, one of your own M.P.'s ... so let's get him out here! (APPLAUSE) Carl does a swell imitation of Donald Duck singing popular songs, and we want you to listen and tell us the songs Carl is singing. (PLAY) (PLAY) (PLAY)

6. According to Marine Corp. Ned Flood of Cleveland, somewhere in the South Pacific, one of the most vital tasks of the Military Police is traffic control, not only over here but in the combat zones, the M.P.'s job is patrolling the roads and directing convoys (PLAY). Right up to the foxholes you'll find the M.P., and when he helps you find your outfit in the dark, maintains supply, or holds the line with his own tommy-gun, believe me the rest of the G.I.'s say to the M.P. (PLAY)

(APPLAUSE)

SOUND: CLASS BELL

FORMAN: I'll have the winner in a second, Fess.

ISH: Just a second, Professor. I got some interesting stuff these here now M.P.'s would like to hear.

KYSER: Proceed.

ISH: The Love Life of Ish K. Bibble. My first love was Lulu the hip cat.

KYSER: You mean hep cat.

ISH: Hip cat.

KYSER: Hep cat.

ISH: Hip cat! ... She was the hippiest old cat I've ever seen. Then in rapid succession, I fell in love with Sadie Salmon, Lucille Ball and Gertie Girdle.

KYSER: Sadie Salmon, Lucille Ball and Gertie Girdle. What happened?

ISH: Salmon canned me, Ball bounced me, and Girdle let me out. And then I met the love of loves. I was passing by Capistrano, so I stopped in for a couple of swallows.

KYSER: Go on.

ISH: And there I met Linda, shy, soft-spoken Linda.

ORCHESTRA: SNEAK IN SOFT MUSIC

ISH: As I gazed in the jewelry store show cases looking for a rare gem with which to present my future bride, I was conscious of a lithe, slim form beside me. It was Linda, shy soft-spoken Linda. She evidently saw the rare red ruby at the same time as I, because when I reached for the giant, blood red gem, our hands touched. Our cheeks brushed. (MUSIC OUT) There was a moment of silence and then she spoke. Softly she whispered ...

BEA: Hey! Git your hooks offen me, jerki! Dat's my schnozzola
you got hold of!

ISH: Oh no, my little cumquat, dat's the ruby I got a hold of.

BEA: Oh no it ain't, chowder head. Dat's my schnozzola you got
a hold of.

ISH: And to this day, nobody knows whether it was the ruby or
her schnozzola I had a hold of.

ORCHESTRA: CHORD

FORMAN: Second winner, Fessi!

KYSER: And he is PFC Meyer Aron with a perfect score. Brother
you're the winner. Light up a Lucky. You're not through,
enjoy yourself for a minute or two, while the chillun dance,
and I do mean you.

6. POINCIANA PRODUCTION
(APPLAUSE)

(FROM SANTA MONICA, CALIFORNIA)

KYSER: Swell gang, I'm really proud of you. Now, Kenneth Delmar,
it's your turn ...

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: In 1803, America's first gold rush -- 46 years before
California's Forty-Niners -- brought men to the Southland,
to the Carolinas, who were experts in testing fine ore. And
today, at the auctions in that same Southland there's another
group of experts ... experts in the field of fine tobacco.
These are the independent tobacco experts -- men like Mr.
Frank A. Brown of Stoneville, North Carolina, who recently
said ...

VOICE: As a tobacco warehouseman, I know that in picking a cigarette
- the tobacco is mighty important. And Lucky Strike buys
the mild, better-tasting leaf. So, for 25 years, my
cigarette has been Lucky Strike.

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

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

RIGGS: (CHANT - SOLD AMERICAN)

SHARBUTT: Yes, Lucky Strike means fine tobacco. So smoke the smoke
(Impulse Tag #1) tobacco experts smoke - Lucky Strike.

(SWITCHOVER TO SANTA MONICA, CALIFORNIA)

7. BESAME MUCHO GROUP

(APPLAUSE)

ORCHESTRA: KYSER MARCH

FORMAN: The two top M.P.'s, Fess, let's see which wins the kale.
KYSER: If they both don't win, Dean, I'll be needing some bail.

1. The circus is doing a great job of furnishing diversion for hard working America, so we'd like to dedicate our final round tonight to the big top. Pretty soon you'll hear the circus band playing that (PLAY) Now Susie Chambers of Jacksonville, Florida, wants you to tell us what musical feature of the circus this brings to your mind. (PLAY) What great trainer of wild animals has his own circus with the Russell Brothers. Do you know _____ was the only man who ever mixed lions and panthers?

~~BRREZE: On yeah! Did you ever taste Santa Monica Applejack?~~

2. Pvt. Alden Koblinski, somewhere in the South Pacific, says the circus crowd always hold its breath as they watch (PLAY). What's that part of the circus called where they keep the animals? And at the circus, what does this remind you of (PLAY).

KYSER: Lookie, lookie folks. Step right up this way for a thin dime, the tenth part of a dollar - it's just starting, folks - all on the inside. (Well, what is it?)

HARRY: Professor, do you know what we do at the circus when we go to see the tatoood man?

KYSER: No, Harry, what do you do at the circus when you go see the tattooed man?

HARRY: Tickle him with a feather and get movin' pitchers!

3. H. N. Patterson of Philadelphia, asks what great circus character this song brings to your mind. (PLAY). Who is the famous clown in grand opera? (KAY) What great circus man is credited with saying, 'There's a sucker born every minute?'

HARRY: Professor, did you know the circus fat lady got caught in the lion's cage last night?

KYSER: She did. What did the lion do?

HARRY: Oh, just sat around and chewed the fat.

4. Dorothy Andres of Egg Harbor City, New Jersey, says a circus wouldn't be a circus without a lot of spirited (PLAY). Which one of the wild animals does this song bring to your mind? (PLAY). What's a flying tiger? Describe a zebra? (KAY ANSWERS)

(APPLAUSE)

SOUND: CLASS BELL

KAY KYSER
Commercial #4

- 11 -

4-26-44

(FROM SANTA MONICA, CALIFORNIA)

FORMAN: 'Pess, that winning MP is hot on your trail.

KYSER: Well, stell him off 'till we hear from Basil Ruysdael.

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: Ladies and gentlemen, in a cigarette, it's the tobacco
that counts and Lucky Strike means fine tobacco.
Remember - with men who know tobacco best, it's Luckies
2 to 1! So smoke the smoke tobacco experts smoke - the
cigarette that means fine tobacco - Lucky Strike!

RIGGS: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO SANTA MONICA, CALIFORNIA)

- 11 -

ATX01 0116324

4/26/44

(SWITCHOVER TO SANTA MONICA, CALIFORNIA)

(FANFARE)

FORMAN: Winner Fess!

MYER: And he is Pvt. Frank Cerjah! Brother you're the
pride of the M.P.'s. You win the first prize in a breeze,
a \$50.00 War Bond. And here's to M.P. number two, a
\$25.00 Bond to you. To each of you other four scholars,
some war bond stamps worth \$10.00. All six get a carton
of Luckies. And then. AND THEN! ... To all you other
M.P. Troopers who were really fine, and super-dupers
a package of better than ever LUCKY STRIKE CIGARETTES!
8. FINE AND DANDY . . . (FADED) ORCHESTRA

ATX01 0116325

4/26/44

KYSER: Well, chillun, das all until next Wednesday. For a royal welcome by the M.P.'s here at the Army Recreational Camp, Santa Monica, we wish to thank Colonel Allan Kimberly, Commanding the Southern Security District, Major G. A. Matthews, and Capt. Mallory M. Kincaid, Provost Marshall of Los Angeles.

Ladies and gentlemen, the next time you see a soldier wearing the brassard of the Military Police, remember that he is the indispensable friend of the service man at home and overseas, he builds goodwill for America abroad, he is an escort guard aboard ship, serves as security guard for secret missions and public events, keeps good order everywhere. He may act as linguist, a G-man or a judge. But above all, like the scores of M.P.'s before me tonight wearing service ribbons and decorations from every theatre, the M.P. is a fighting man who holds the heavy responsibility of maintaining contact and communication under fire. For all this the nation says to the Corps of Military Police, "Thank you very much."

Next week we'll be holding class with the hell-diving Leathernecks of the Marine Corps Air Base, El Toro, California. Until then ... this is Kay Kyser ... thinkin' of you ... thanks a lot for bein' with us ... and so long ... everybody.

(APPLAUSE)

ORCHESTRA: LUCKY THEME:

(SWITCHOVER TO CHICAGO AT 7:58:05)

ATX01 0116326

CHICAGO

ANNOUNCER: This program was presented by Lucky Strike for the entertainment of those mighty M.P.'s, the men of the Army Service Command Unit at Santa Monica, California.

(SWITCHOVER TO NEW YORK)

SOUND: (GONG) (GONG) (GONG)

SHARBUTT: And, ladies and gentlemen, don't forget Friday night on these same stations when Lucky Strike presents YOUR ALL-TIME HIT PARADE --

DELMAR: Featuring "The Best Songs Of All -- For You To Recall" ... with Lulu Bates -- the Five Hundred Dollar Song of the Week ---

SHARBUTT: And that exciting new game! (GONG) "JUST NAME THE SONG BEFORE THE GONG!"

DELMAR: ... to stimulate your imagination!
(GONG)

RUYSDAEL: ... to pique your curiosity!
(GONG)

DELMAR: ... to play you a game!
(GONG)

SHARBUTT: Yes, tune in YOUR ALL-TIME HIT PARADE this Friday night and see if you can --

DELMAR: "JUST NAME THE SONG BEFORE THE GONG!"
(GONG)

RUYSDAEL: The famous tobacco auctioneers heard on tonight's program were Mr. F. E. Boone of Lexington, Kentucky - (CHANT - SOLD AMERICAN), and Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina - (CHANT - SOLD AMERICAN). Basil Ruysdael speaking for the makers of Lucky Strike the cigarette that means fine tobacco - yes, Lucky Strike means fine tobacco.

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

RUYSDAEL: LS - MFT

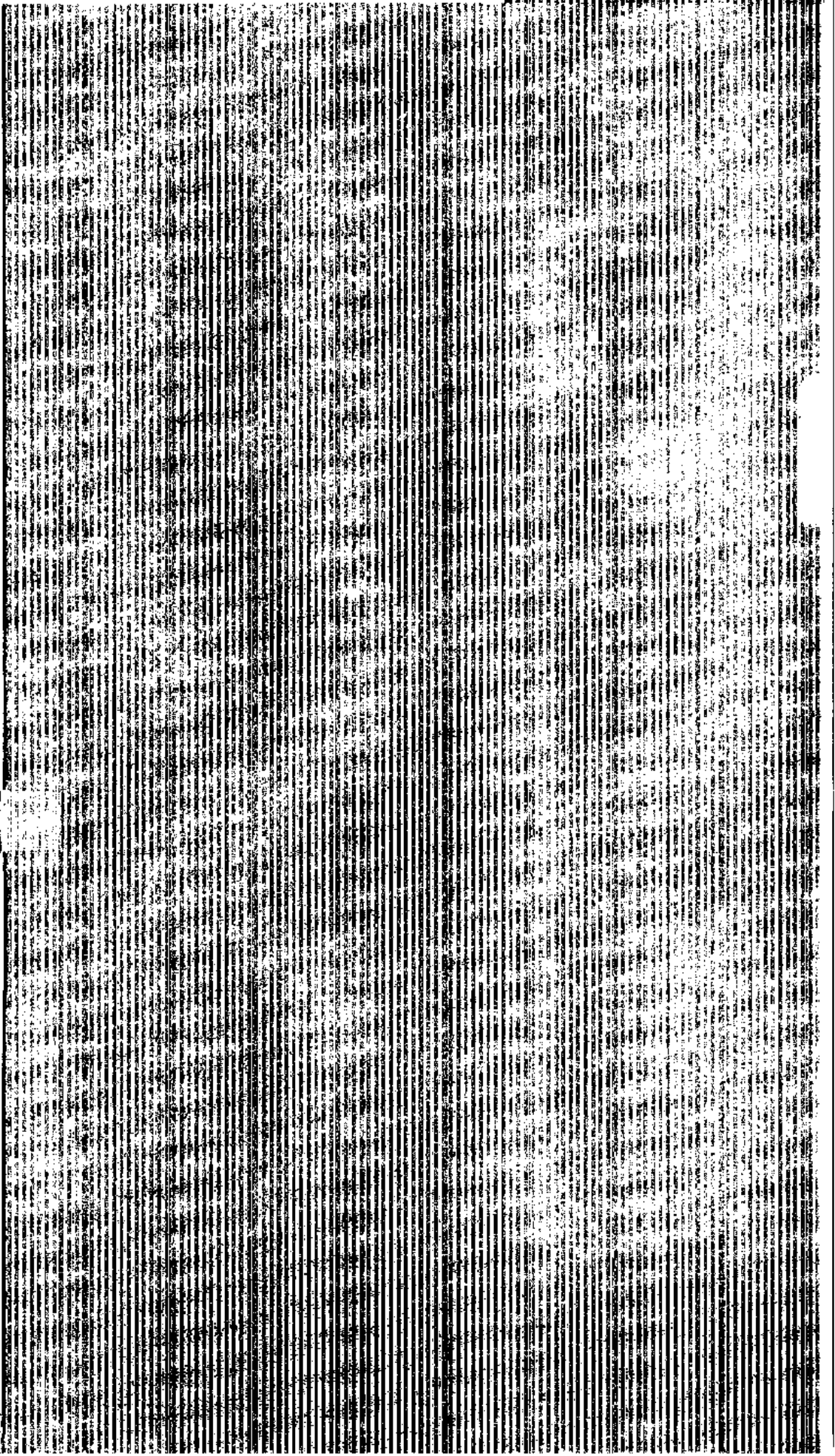
LS - MFT

DELMAR: Smoke the cigarette that means fine tobacco - Lucky Strike -
(Impulse
Tag #11) so round, so firm, so fully packed, so free and easy on
the draw.

NBC

ANNOUNCER: THIS IS THE NATIONAL BROADCASTING COMPANY.

11



FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE, NEW YORK 5 WICKERSHAM 2-6600

CLIENT: THE AMERICAN TOBACCO CO.

REVISION:

NETWORK: NBC

PRODUCT: LUCKY STRIKE

APPROVAL: FINAL

B'CAST: 10-11:00 PM EWT

DATE: MAY 3, 1944 - #319

REPEAT:

As Broadcast

"KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE"

ROUTINE

- | | |
|---|------------------------|
| 1. CHERRY | ORCHESTRA |
| 2. LONG AGO AND FAR AWAY | HARRY BABBITT |
| COMMERCIAL ONE | |
| ROUND ONE | |
| 3. IT'S LOVE, LOVE, LOVE | SULLY MASON & GROUP |
| 4. GOODNIGHT WHEREVER YOU ARE | GEORGIA CARROLL |
| STATION BREAK | |
| ROUND TWO | |
| 5. WHO | ORCHESTRA |
| COMMERCIAL THREE | |
| 6. THE GIRL I LEFT BEHIND ME | SULLY MASON |
| 7. WHEN THEY ASK ABOUT YOU | HARRY BABBITT |
| FINAL ROUND | |
| COMMERCIAL FOUR | |
| 8. PEG O' MY HEART (faded) | ORCHESTRA |

ATX01 0116330

WEAF

THE AMERICAN TOBACCO COMPANY

5-3-44

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #319

10:00-11:00 PM EWT

MAY 3, 1944

WEDNESDAY

(Program originates at the Marine Flying Base, El Toro, California, with switchovers to NBC, New York, for commercials and closing.)

(FROM NEW YORK)

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

RIGGS: (CHANT - SOLD AMERICAN)

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

RUYSDAEL: LS - MFT

LS - MFT

DELMAR: Yes, sir!

SHARBUTT: Lucky Strike means fine tobacco - so round, so firm, so
(Impulse
Tag #2) fully packed, so free and easy on the draw.

RIGGS: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO EL TORO, CALIFORNIA)

(FROM EL TORO, CALIFORNIA)

ORCHESTRA: "LUCKY DAY"

FORMAN: LUCKY STRIKE presents for the entertainment of the Marine fliers, the hell-diving Leathernecks of the Marine Corps Air Station, El Toro, California -- KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE!

AUDIENCE: (SINGS) From the halls of Montezuma
To the shores of Tripoli
We will fight our country's battles
In the air, on land and sea! (HUMS)

FORMAN: The flying Devildogs! Wake Island! Midway! (SOUND)
Truk and Tarawa! (SOUND) Guadalcanal and the Marshalls!
(SOUND)

AUDIENCE: "YEAH, MARINES!" "FLIERS!" "HOORAY!"

ORCHESTRA: KYSER THEME

(AUDIENCE APPLAUSE UP BIG)

KYSER: Evenin' folks, how y'all?

AUDIENCE: HAPPY, PAPPY!

KYSER: You're happy, pappy? Well das fine because here we are holding class with the Devildogs of the air, the Marine fliers near the little town of El Toro. You know El Toro means "the bull." I saw an El Toro who had just come back from overseas. He thought he recognized a pair of legs belonging to the girl he left behind, but she turned out to be the wrong girl. In other words, it's a wise bull that knows his own calves. Of course there's another little town around here named Lagoon. When the girl Marines here want to get exhilarated they go to Lagoon which is just out of Long Beach. When they want to get exasperated they go to the Post Exchange, which is just out of everything. They have the Leatherneck Club in the Post Exchange. Oh, that Leatherneck Club. There are so many men blowing foam off their glasses over there that last Saturday a near-sighted pilot landed a grumman amphibian on the pool table. The Marine Air Station here is right in the middle of the world's greatest bean fields. And do these daredevil Marine pilots fly low through the bean patches here. Yesterday one of them flew so low the Navy beans saluted! ... Another Marine pilot tried to outdo him. He flew through the bean fields, then he cut through a pepper field. Then he called the control tower and said, "Just toss in some meat balls when I buzz the mess hall and set twenty places for chilli con carne!" And that Marine coffee they serve here! That Marine coffee is so strong that when I dunked my breakfast roll in it, two raisins jumped off and yelled for artificial respiration.

- 2 -

FORMAN: By the way, Professor, why haven't they given a nickname to the girl Marines? For instance, when you see an Army girl, you say Wac. When you see a Navy girl, you say Wave. When you see a Coast Guard girl, you say Spar.

KYSER: And when I see a Marine girl I say ... BOINNNNNGGGGG!

FORMAN: Please, Fess, stop rambling. These Marines want to start scrambling for that \$115 in War Bond prizes.

KYSER: Okay, Dean, I'll keep shut up, it's time for a tune, and that ain't scuttlebutt. So come on chillun, yet's dance.

1. CHERRY ORCHESTRA
 2. LONG AGO AND FAR AWAY HARRY BABBITT
- (APPLAUSE)

(FROM EL TORO, CALIFORNIA)

KYSER: Well 'pon my word, that's the best I've heard. Very purty Harry Babbitt. Now for a word from our friend, Kenneth Delmar ...

(FROM NEW YORK)

DELMAR: This is the time of year when the poets sing the joy of Spring. But Spring or Summer, Winter or Fall, there's one joy that's always in season -- the joy of a good smoke, the real deep-down enjoyment that comes from a truly fine cigarette. So, ladies and gentlemen, in choosing a cigarette for your own enjoyment, remember that it takes fine tobacco to make a fine cigarette ... and Lucky Strike means fine tobacco. Yes, first, last and always, Lucky Strike means fine tobacco. At markets all over the South, independent tobacco experts present at the auctions can see just who buys what tobacco and sworn records show that among such independent tobacco experts Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined. Yes, with men who know tobacco best, it's Luckies 2 to 1!

BOONE: (CHANT - SOLD AMERICAN)

SHARBUTT: A friendly suggestion: For your own greater enjoyment,
(Impulse
Tag #5) smoke the smoke tobacco experts smoke - Lucky Strike.

(SWITCHOVER TO EL TORO, CALIFORNIA)

ORCHESTRA: KYSER MARCH

FORMAN: Fess, it's time for the first Marine.

KYSER: Well, blow the starting trumpet, Dean.

ISH: (TRUMPET) Ish K. Bibble's News Service! War news taken on the front, war news taken on the rear, Tijuana bets taken on the side!

KYSER: First news item!

ISH: Flash dispatch from ~~Jap destroyer commander~~ *name flies!*

KYSER: What does it say?

ISH: Sighted sub!..Glub glub! *glub!*... El Toro Medical News! Marine major, victim of anemia.

KYSER: How do you know the Marine major is a victim of anemia?

ISH: I passed his barracks last night and heard ~~the colonel~~ *a doctor* say, "You're faded"!

KYSER: Oh, fine.

ISH: Complaint Department. Poem about cosmetics girl Marines use.

KYSER: Read.

ISH: Oh, the paint you use ain't worth a nickle. You oughta try usin' better lipstickle.

KYSER: Lipstickle!?

ISH: Yeah - that's what gets all over their coffee cupples.

KYSER: Oh, man! (A Marine girl's lipstickle...)

ISH: They do?

KYSER: I don't know! But I'd like to find out! What's next?

ISH: Dietary Note. El Toro Marines declared vegetarians.

KYSER: Interesting, but how did you know?

ISH: Well, they don't get anything to eat here but potatoes.
All day long, potatoes! Fried potatoes - mashed
potatoes - boiled potatoes - creamed potatoes! Nothing
but potatoes, potatoes, potatoes! Little potatoes - big
potatoes - thin potatoes - fat potatoes - green potatoes -
red potatoes - old potatoes - new potatoes! Potatoes!
Potatoes! Potatoes! Alllllllll day long they hang around
with old potatoes!

KYSER: And at night?

ISH: They go to ^{*Santa Ana*} ~~Balboa~~ and hang around with the old tomatoes!

FORMAN: First contestant, Fess!

KYSER: And he is _____!

6. Barbara Hopus of Warsaw, Indiana, says that apparently these Marine fliers don't know (PLAY). She says she heard two of them bragging about what terrific pilots they were. One Marine said, "Why, when I'm bussing the field, I fly so close to the trees the owls start singing (PLAY). The other Marine yawned and said, "Whet a piker. Why today I took up a Corsair with six cylinders missing a bent landing gear, no flaps, and a leaking oil line. And when I came across the field I was flying so low, the gophers were singing (PLAY).

KYSER: Here's our second contestant and it's one of these patriotic Marine women.

2. El Toro means 'the bull,' so for Elsie Parker of Dallas, Texas, can you distinguish between bull fiddle, bulldozer, Bull Run and John Bull?

3. Speaking of 'bulls,' can you tell Seaman Dean Hayes of Port Huoneme, who the Wild Bull of the Pampas was? Well, he was a great fighter from (PLAY). Jack Dempsey got knocked out of the ring by him. Later Jack said, "Just how lucky I was to get back in the ring and win the fight, believe me, (PLAY).

2. Corp. G. M. Logan somewhere in Australia says that when a Marine can't think of a name for something, he calls it a 'gizmo.' Well, right now we can't think of the words in some song titles, so we'll just substitute the word 'gizmo' in place. You tell us the name of the songs. A Lovely Gizmo to Gizmo a Gizmo. Gizmoing in on a Gizmo and a Gizmo. Don't Gizmo Agizmo Much Any Gizmo. It's Gizmo, Gizmo, Gizmo.

KYSER: By the way, chillun, we want to pause right here to say 'hello' to the $3\frac{1}{2}$ million listeners of Station WHAM, Rochester, New York ... one of our country's oldest and finest radio stations. WHAM begins carrying our program tonight and we're mighty glad to be riding it's wave length.

~~5. The whole nation is saying 'hate off' to you Courageous Marine Women. Can you tell us two of the Stars in the picture "The Women"? Who wrote 'Little Women'? What woman had so many children she didn't know what to do? What's a woman-killer? (Oh my, what are you looking at me for?)~~

5. ~~ALT:~~ Jane Crawford of Toronto, Ontario, says these Marine flyers have to go places in jungles, islands, etc, where anything's likely to bite them. And with all these handsome guys around, you lady Marines better look out, or (PLAY) Speaking of bugs and biting, we'd like to have you bite this banana and recite 'The big black bug bit the big black bear'.

5/3/44

Lloyd Salva of Los Angeles says

6. It's a far cry today from the time when the Hitler gang sat back and said, "Democracies are dumb, so we'll be smart and conquer them (PLAY) Today Hitler and his pals look east and face the oncoming Red Army. They look west and see the invasion millions, poised and ready! Those Nazis are really (PLAY)

(APPLAUSE)

SOUND: CLASS BELL

FORMAN: First winner, Foss.

KYSER: And he is Corp. Bill Ross. You're the winner of round number one, here's a Lucky Strike, smoke one, while the chillun get some dancing done.

3. IT'S LOVE, LOVE, LOVE SULLY MASON & GROUP
(APPLAUSE)

KAY KYSER
Commercial #2
(He Carried the Message ... To Garcia.)

- 4 -

5-3-44

(FROM EL TORO, CALIFORNIA)

KYSER: ... man, you were really buzzin'. Thanks gang, that was beautifully done.

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

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

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: He Carried the Message ... To Garcia.

RUYSDAEL: An April night in the war year of 1898. The place ... a harbor on the jungle shore of northern Cuba. A tropic moon throws a silvery trail upon the water ... and bobbing in the tidal current is a small fishing boat, its anchor chain sagging from the deck. Beside the mast is a lean, bronzed figure in khaki, and near him ... a native seaman. They stand motionless ... straining to catch a glimpse of something on shore. And suddenly ...

VOICE: Look, Lieutenant, there's the signal! There's the light ...
(CUBAN) off to the left.

(MORE)

- 4 -

ATX01 0116343

RUYSDAEL: The officer nods his head ... studies the flickering beacon that glows on the bank. Then he climbs the ship's rail ... slips overboard, and with broad powerful strokes, swims toward shore. This is a man going forth to greatness ... a man on whom the destiny of America depends. His name ... Lieutenant Andrew Rowan of Virginia. His mission -- to carry an urgent message to the Cuban General, Galexo Garcia ... a message from William McKinley, President of the United States. And now Lieutenant Rowan approaches the shore. Slowly ... stealthily ... he crawls up to the beach. And at this moment, a Cuban military guide runs forward to greet him ...

VOICE II: Welcome, senor ... I bid you welcome ... in the name of
(CUBAN) Cuba. We must make all possible speed ... there are enemy
troops approaching.

RUYSDAEL: Soon the jungle closes about them ... a wilderness of giant palms, trailing vines and dense underbrush. There is the steady pulsing sound of the jungle darkness ... the drone of insects ... the splash of crocodiles. The twisting trail slants upward ... up, up among the towering, inland mountains. Now the morning light filters through the tangled branches ... the heat steams up from the mossy earth. Day and night the trek goes on. Finally, on a sultry morning of the sixth day ... before a small outpost hidden in the canebrake ...

(MORE)

KAY KYSER
Commercial #2 (CONTD)
(He Carried the Message ... To Garcia.)

- 6 -

5-3-44

VOICE III: You must let me pass. I'm an American officer. I have an
(BREATHLESS)
urgent message ... a message for General Garcia.

RUYSDAEL: In a moment ... the American lieutenant is brought before a tall, grey-haired figure, wearing the insignia of a Cuban General ...

VOICE III: General Garcia ... I bring a message from the President of the United States. The people of America believe in your cause. We are ready to help to win the freedom you seek. But there are some things we must know -- the size of the enemy troops, the condition of your island roads, the supplies of arms you will need. (FADE) the morale of the Cuban fighters ...

RUYSDAEL: Six hours later, Lieutenant Rowan starts back ... back toward America and the end of his mission, bearing the vital information President McKinley needed. And soon ... citizens throughout America were repeating an inspiring new slogan ... "He carried the message to Garcia" ... words that took on a special meaning as a tribute to all men, soldiers and civilians alike, who plunge ahead past all obstacles to finish the job. Yes, America had gained a phrase - "He carried the message to Garcia" ... gained from the valorous example of Lieutenant Andrew Rowan, a Virginian who had known, among the plantations of his own native Southland, the tradition, the romance of fine tobacco ...

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

- 6 -

ATX01 0116345

KAY KYSER
Commercial #2 (CONTD)
(He Carried the Message ... To Garcia.)

- 7 -

5-3-44

SHARBUTT: Ladies and gentlemen, that tradition of fine tobacco is
(Closing
"B") important to you. For in a cigarette it's the tobacco that
counts, and first, last and always, Lucky Strike means fine
tobacco - yes, Lucky Strike means fine tobacco - so round,
so firm, so fully packed, so free and easy on the draw.

BOONE: (CHANT - SOLD AMERICAN)

RUYSDEEL: LS - MFT

LS - MFT

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

DELMAR: Yes, Lucky Strike means fine tobacco - No wonder that with
(Impulse
Tag #3) men who know tobacco best, it's Luckies 2 to 1.

(SWITCHOVER TO EL TORO, CALIFORNIA)

- 7 -

ATX01 0116346

ORCHESTRA: CARROLL INTRODUCTION

KYSER: Now a beautiful vision for these thousands of Marine fliers, it's our stop, look at, and listen to girl, gorgeous Georgia Carroll! (APPLAUSE) And for all of you Leathernecks, and your buddies fighting overseas, Georgia sings ...

4. GOODNIGHT WHEREVER YOU ARE GEORGIA CARROLL
(APPLAUSE)

GLEE CLUB: MARINE HYMN

(FROM EL TORO, CALIFORNIA)

GLEE CLUB: "MARINE HYMN" FADE FOR:

(APPLAUSE)

FORMAN: If the sky is full of Nips, or you're out to sink some ships
The thing to do is tell it to Marines,
Get it done, get it done, if the fight is to be won,
And if you want something blown to smithereens,
Don't check about the weather, call the men with neck of
leather,
Just sound the call for Uncle Sam's Marines.

LOCAL NBC STATION SAYS:

"STATION X X X SALUTES THE MARINE CORPS AVIATION."

ORCHESTRA: KYSER MARCH

FORMAN: Fess, the second round's first Leatherneck.

KYSER: Fine, Dean, let's bring him on deck.

ISH: Just a second, professor, it's time for the literary hour.

KYSER: I suppose you've written another novel.

ISH: No no, I didn't write it - that there now girl I been running around with.

KYSER: Oh - you mean shapely Nana from Santa Ana?

ISH: No - lumpy Loah from Balboa.

KYSER: Oh, that one. What's the name of the novel.

ISH: Scivarella Boondocker, girl lather neck.

KYSER: You mean girl leather neck!

ISH: Lather neck! She's a lady barber!

KYSER: Sorry. Read.

ISH: Oh, the young Marine and the girl of his choice were setting on a cliff...Pretty soon Cliff got tired of it and got up and went home. I love you, Salome Pewterbucket, said the Marine, Salome Pewterbucket being her name.

DIANE: I love you too,

ISH: She answered, tossing her head toward him. Deftly making a back-hand catch, he tossed it back to her. Your eyes, he continued, rich and inviting, like two mothballs in a bottle of ketchup! Edging close to her, he pinched her nose which was making a U turn in the middle of her block. Looking up at him she spoke softly.

DIANE: Some men tell me my eyes are bright and blue, like the flash of sunlight on a peacock's wing.

ISH: Well, I always said you were a little peacock-eyed, he chortled. Suddenly all was quiet save for an occasional metallic clink as he absent-mindedly pitched pennies into the groove of her double chin.

DIANE: You are thinking of your work as a flyer, aren't you,
ISH: She queried. Yes, he returned, in a far-away voice.
Then suddenly turning to her he said: Do you mind if I
paste a glow worm on your bald spot, I want to make a
landing field for a moth. Realizing the truth of his
unintentional bonn mott, a tear trickled out of the corner
of her eye, but was soon trampled to death by the crow's
feet on the side of her face.

DIANE: I'm tired of my little secluded life,
ISH: She said.

DIANE: I wish I could do something big!
ISH: Why don't you wash your ears, he replied.

DIANE: I mean, I'd like to have a big tough job to do!
ISH: She corrected,

DIANE: I'd like to have something I could get my teeth into!
ISH: and with that he handed her a glass of water and
went home.

ORCH: CHORD

FORMAN: Here's the first second round contestant, Fess.

KYSER: And he is _____.

1. Sgt. Kenneth Connell of Camp San Luis Obispo, says three Marines were talking about cover girls. One of 'em said, "My favorite cover girl is (PLAY). Another one said, "I like the gal that played in the picture 'Cover Girl,' (PLAY). The third one said, "I'm not particular. Just let me out of here for a while and I'll even go out with (PLAY).

2. Here's a right and wronger from Frances Temple of Detroit, about flying. You listen and tell us which statements are right and which are wrong. 1. Helamonsters and helicopters are desert insects. 2. 'Lightning' is the English name for the P-38. 3. To taxi your plane means to ride to the field in a Yellow Cab. 4. The plane that recently established a transcontinental record is called the Constellation. 5. Girl Marine's stockings are called wind socks.

FORMAN: Here's the first second round contestant, Fess.

KYSER: And he is _____.

1. Sgt. Kenneth Connell of Camp San Luis Obispo, says three Marines were talking about cover girls. One of 'em said, "My favorite cover girl is (PLAY). Another one said, "I like the gal that played in the picture 'Cover Girl,' (PLAY). The third one said, "I'm not particular. Just let me out of here for a while and I'll even go out with (PLAY).

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3. You Marine fliers fly Hellcats and Wildcats, so Pvt. William Ballard of Hawaii, wants you to tell us what kind of a cat this is; (PLAY) What famous movie horror picture recently was about cats? What kids in the Sunday comic strips are 'Katz'? What other famous cat is in the cartoon comic strips? ~~Say, did you know I feed my pet cat lemon drops? Yes...she certainly turned out to be a sour puss!~~

4. Anne Kudd of Richmond, Virginia, wants us to turn the tables tonight and make you the referee for a moment. Here's the whistle. Some of the chillun are going to sing and every time they make a mistake in the lyric, you blow the whistle and correct them. (SULLY) (HARRY). Now, referee, this is Miss Pendleton - 'Diane with the light brown hair'. We'd like for you to sing that song, but put your arms around Miss Pendleton and really put your heart in your work. (PLAY).

5. For Pvt. Ellis and Pvt. William Smith somewhere in Uncle Sam's service, our girls are going to enumerate some abbreviations for women's organizations, only one of which is correct. Listen to our girls, and pick out the one which you think is right.

DIANE: I'm a girl devil dog, I'm a 'Woof.'

GEORGIA: I'm a girl military barber, I'm a 'Shave.'

DIANE: I belong to the Women's Auxiliary Ferry Squadron, I'm one of the 'Wafs.'

AUDREY: I'm a pin girl in a military bowling alley, I'm a 'Spare.'

ISH: I'm a she auxiliary pilot, I'm a S.A.P. ... 'Sap.'

KYSER: Besides Ish Kabibble being a sap, what's the other correct one?

By the way, this week is the second anniversary of the First Troop Carrier Command ... the service that flies personnel, gliders, paratroopers and supplies into combat and evacuates the wounded. And for flying our fighting men into battle in Africa, Italy, Burma and the Pacific, I know all you Marine fliers will want to say 'Happy Birthday' to those swell guys of the Army's Troop Carrier Command.

(APPLAUSE)

6. Verbetto Wolfe of Sterling, Illinois, says imagine you're doing a little flying on your own, and from the following bits of songs which we'll play all at the same time, tell us three of the four states you're flying over. (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

FORMAN: Second winner.

KYSER: And he is Doyle Nigh. Mac, you never missed a beat.
Light up a Lucky Strike and put on your dancing feet.
Here's a 4/4 arrangement of "Who," featuring our drummer,
Orn Downes.

5. WHO ORCHESTRA
(APPLAUSE)

KAY KYSER
Commercial #3

- 9 -

5-3-44

(FROM EL TORO, CALIFORNIA)

KYSER: Solid, gang. You're really hep and right in step. Now,
Del Sharbutt, you take over ...

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

SHARBUTT: Back in 1898, Lieutenant Andrew Rowan was selected "to
carry the message to Garcia" ... selected because of his
ability - because of his courage - because of his
determination. Today in another field, there are men
recognized as outstanding experts in their line -- fine
tobacco. These are the independent tobacco experts at the
auctions down South, men like Mr. William Lee Currin of
Durham, North Carolina, who recently said ...

VOICE: In all my 20 years as a tobacco auctioneer, I've seen
Lucky Strike buyers select the kind of tobacco that makes
for milder, mellower smoking. So it's just plain common
sense for me to pick Luckies for my own cigarette. I've
smoked 'em now for 19 years.

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

- 9 -

ATX01 0116356

SHARBUTT: Yes, ladies and gentlemen, sworn records show that among independent tobacco experts like Mr. William Lee Currin of Durham, North Carolina - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1.

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: Yes, Lucky Strike means fine tobacco. So smoke the smoke
(Impulse Tag #1) tobacco experts smoke -- Lucky Strike!

(SWITCHOVER TO EL TORO, CALIFORNIA)

7. WHEN THEY ASK ABOUT YOU HARRY BABBITT

(APPLAUSE)

ORCHESTRA: KYSER MARCH

FORMAN: Fess, final exam is drawing nigh.

KYSER: Then get our two winning Leathernecks out of the sky.

This is easy as pie, and for the first try here is _____

_____.

1. Whether she be named Mary, Margaret, Helen or Jane, and he be named Russ, Jack or Ted, it makes no difference when love rears its lovely head. So at the suggestion of Tillie Stein of Brooklyn, our final round tonight will be called 'Boy Meets Girl'. Name means nothing when he finds the right gal - he just looks in her eyes and says (PLAY). Who told Juliet 'You Were Meant for Me'? Who told Annabelle? Who told Wally Simpson?

2. Seaman Eddie Calhoun, somewhere in the Aleutians, says there's no joy for a boy like the moment when the girl of his dreams says you're (PLAY) Gracie Allen says the man she loves is _____? And Alice Faye says the man she loves is _____? And Ida says the man she loves is _____?

5/3/44

3. In our story, Dan Cupid is working fast and Mrs. L. S. Fain of Camp Taylor, Delaware, says our boy now calls his gal (PLAY) In the comic strips who is Mac's sweetheart - boy, does she toil and is she tall. Who's Lil Abner's sweetheart? Who is Popeye's?

4. Now we come to our happy ending. The 'Girl of His Dreams' and 'The Man She Loves' became sweethearts, then they tied the knot, so now (PLAY). Whose radio salutation includes 'Mr. and Mrs. North America'? Name a picture with Mister in its title, and one with Mrs in its title.

(APPLAUSE)

SOUND: CLASS BELL

(FROM EL TORO, CALIFORNIA)

FORMAN: 'Fess, give out with the name of that winning marine.

KYSER: Well, first, here's some "Lucky Logic" that's keen.

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: Ladies and gentlemen, in a cigarette, it's the tobacco
that counts and Lucky Strike means fine tobacco.

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

DELMAR: So smoke the smoke tobacco experts smoke - the cigarette
that means fine tobacco - Lucky Strike!

BOONE: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO EL TORO, CALIFORNIA)

(FROM EL TORO, CALIFORNIA)

(PANFARE)

FORMAN: Final winner, Fess!

KYSER: And he is Camp Bell Ross! Well, my man, you were flyin' high! You must be glad and so am I to give you this \$50 War Bond, first prize. And for the second high devil dog, it was easy as rollin' off a log. He gets the \$25 Bond. If the other four'll hold out their clamps, they'll each receive ten dollars in stamps. All six get a carton of Luckies. And then. AND THEN! To each of you other El Toreadors, for your shouts and laughs and cheers and roars, a package of better than ever LUCKY STRIKE CIGARETTES!

(CHEERS)

Peg O My Heart (faded)

B. ~~I KNOW THAT YOU KNOW~~ ORCHESTRA

~~(APPLAUSE)~~

~~ORCHESTRA: KYSER THEME~~

KYSER: Well chillun, das all until class time next Wednesday. It's been a great experience here at El Toro for all of us, and for a real Marine welcome we thank Colonel William J. Fox, commanding the Base, Colonel Booker Batterton and Colonel Frank Weir commanding Marine Air Groups, and Captain Dan Topping, ^{& Capt. a 9 Campbell} And we thank you men, and you fine Marine women who by your courageous service, release thousands of Marine men for active duty. These men here tonight, ladies and gentlemen, will go direct to ships' side from this base and in a matter of days they'll be at grips with the Nips. Scores of others here tonight wear campaign ribbons and medals for bravery in action. They are here to teach their buddies the "combat ropes" with knowledge won the hard way. You've heard Marine fliers laugh tonight, but when there's fighting to be done, they're ready to live up to the tradition of the Marine Corps which is "wipe that smile off, buddy, and dig in." For a spirit that knows no other goal but victory, we say to every Devil dog "thank you very much." Next week we'll be with the men who man our fighting ships, the Bluejackets of the Naval Operating Base, Terminal Island, California. Until then, this is Kay Kyser thinkin' of you ... thanks a lot for bein' with us, and so long, everybody.

(APPLAUSE)

ORCHESTRA: "LUCKY DAY"

(SWITCHOVER TO CHICAGO AT 10:58:05)

(FROM CHICAGO)

CHICAGO

ANNOUNCER: This program was presented by Lucky Strike for the entertainment of the men of the Marine Corps Air Station at El Toro, California. Defend the Constitution! Buy War Bonds!

(SWITCHOVER TO NEW YORK)

SOUND: (GONG) (GONG) (GONG)

SHARBUTT: And, ladies and gentlemen, don't forget Friday night on these same stations when Lucky Strike presents YOUR ALL-TIME HIT PARADE --

DELMAR: Featuring "The Best Songs Of All -- For You To Recall" ... with Lulu Bates - the Five Hundred Dollar Song of the Week -

SHARBUTT: And that exciting new game! (GONG) "JUST NAME THE SONG BEFORE THE GONG!"

DELMAR: ... to stimulate your imagination!
(GONG)

RUYSDAEL: ... to pique your curiosity!
(GONG)

DELMAR: ... to play you a game!
(GONG)

SHARBUTT: Yes, tune in YOUR ALL-TIME HIT PARADE this Friday night and see if you can --

DELMAR: "JUST NAME THE SONG BEFORE THE GONG!"
(GONG)

RUYSDAEL: The famous tobacco auctioneers heard on tonight's program were Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina - (CHANT - SOLD AMERICAN), and Mr. F. E. Boone of Lexington, Kentucky - (CHANT - SOLD AMERICAN). Basil Ruysdael speaking for the makers of Lucky Strike, the cigarette that means fine tobacco - yes, Lucky Strike means fine tobacco.

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

RUYSDAEL: LS - MFT
LS - MFT

SHARBUTT: A friendly suggestion: For your own greater enjoyment, (Impulse Tag #7) smoke Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw.

NBC
ANNOUNCER: THIS IS THE NATIONAL BROADCASTING COMPANY.

FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE, NEW YORK • WICKERSHAM 2-6600

CLIENT: THE AMERICAN TOBACCO CORPORATION
PRODUCT: LUCKY STRIKE
DATE: MAY 10, 1944 - #320
CORREVISION: APPROVAL: FINAL
NETWORK: NBC
B'CAST: 10-11:00 PM EDT
REPEAT:

"KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE"

ROUTINE

As Broadcast

1. SAN FERNANDO VALLEY

SULLY MASON & GROUP

2. I'LL GET BY

HARRY BABBITT

COMMERCIAL ONE

ROUND ONE

3. IT HAD TO BE YOU

ORCHESTRA

COMMERCIAL TWO

4. I'LL BE SEEING YOU

GEORGIA CARROLL

STATION BREAK

ROUND TWO

5. POINCIANA

PRODUCTION

~~OR~~
~~AMOR~~

~~PRODUCTION~~

COMMERCIAL THREE

6. SHADRACK

SULLY MASON

~~7. BESAME MUCHO~~

~~GROUP~~

FINAL ROUND

COMMERCIAL FOUR

8. I KNOW THAT YOU KNOW

ORCHESTRA

RTX01 0116365

WEAF

THE AMERICAN TOBACCO COMPANY

5-10-44

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #320

10:00-11:00 PM WPT

MAY 10, 1944

WEDNESDAY

(Program originates at the Naval Operating Base, Terminal Island, California, with switchovers to NBC, New York, for commercials and closing.)

(FROM NEW YORK)

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

BOONE: (CHANT - SOLD AMERICAN)

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

RUYSDAEL: LS - MFT

IS - MFT

SEARBUPT: Why, sure!

DELMAR: Yes, sir!

RUYSDAEL: Lucky Strike means fine tobacco - so round, so firm, so
(Impulse
Tag #2) fully packed, so free and easy on the draw.

BOONE: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO TERMINAL ISLAND, CALIFORNIA)

(FROM TERMINAL ISLAND, CALIFORNIA)

ORCHESTRA: "LUCKY DAY"

FORMAN: LUCKY STRIKE presents for the entertainment of the men who man Uncle Sam's fighting ships, the bluejackets of the U. S. Navy Small Craft Training Center, Long Beach, California ... KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE!

AUDIENCE: YEAH NAVY! N-A-V-Y! HOORAY!

ORCHESTRA: KYSER THEME

(AUDIENCE APPLAUSE UP BIG)

KYSER: Evenin' folks, how y'all?

AUDIENCE: CHIPPER SKIPPER!

KYSER: You're chipper, skipper? Well das fine because tonight, chillun, the old College has steamed right into the Navy Small Craft Training Center near glamorous Long Beach. You know, they have a big high fence all around this place. So they call it N.O.B. -- The Naval Operating Base. NOB ... that means No Opportunity to Blow! But this base really builds men! Yes, they build men with the muscles of Johnny Weismuller ... the sincerity of Spencer Tracy ... the polish of Adolph Menjou ... and the intentions of the Big Bad Wolf! But what a thrill it was to see all the subchasers here. The Long Beach girls say they don't know where the subs are, but they've sure met all the chasers! This morning I even went out on a minesweeper. There was a rookie aboard who found a mine and didn't know what to do with it. A pal said, "Handle it just like a basketball, but if you want to hear reveille tomorrow morning ... don't dribble it!" You ought to see that waterfront cafe down here called The Sponge Room.

FORMAN: The Sponge Room?

KYSER: Yes, just dial "Salmon four fathom five" and ask for Minnie. If a bass answers, hang up. But speaking of mines, you know, there's not a great deal of difference between a land mine, a sea mine, and a Wave I met down here.

FORMAN: No difference between a land mine, a sea mine, and a Wave?

KYSER: No, Bill. When you step on a land mine, it goes "Boom!" When you step on a sea mine it goes "Bang!"

FORMAN: What about the Wave?

KYSER: When you step out with her you go ... BOINNNGGGG!

FORMAN: Fess, stop shooting the breeze, these sailors want to put the squeeze on that \$115 in War Bond prizes.

KYSER: All right dean, I'll stop the shakedown, 'cause it's time for a hoedown. So come on chillun, yets dance!

1. SAN FERNANDO VALLEY SULLY & GROUP

2. I'LL GET BY. HARRY

(APPLAUSE)

(Kay: Cue top of next page.)

(FROM TERMINAL ISLAND, CALIFORNIA)

KYSER: Ah, well done, well done, Harry Babbitt. You really put your heart into that one. And now, here's our friend, Del Sharbutt ...

(FROM NEW YORK)

SHARBUTT: A long time ago William Shakespeare asked: "What's in a name?" Well, ladies and gentlemen, when the name is LUCKY STRIKE, the answer is -- fine tobacco. For Lucky Strike means fine tobacco. Yes, first, last and always, Lucky Strike means fine tobacco, so round, so firm, so fully packed, so free and easy on the draw. Remember that it takes fine tobacco to make a fine cigarette. And remember, sworn records show that among independent tobacco experts -- auctioneers, buyers and warehousemen -- Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined. Yes, with men who know tobacco best, it's Luckies 2 to 1!

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: A friendly suggestion: For your own greater enjoyment,
(Impulse Tag #5) smoke the smoke tobacco experts smoke - Lucky Strike!

(SWITCHOVER TO TERMINAL ISLAND, CALIFORNIA)

Orchestra Kysers March

FORMAN: Fess, it's time for the first round crew!

KYSER: Then it's about time the bugle blew!

ISH: (TRUMPET) Ish K. Bibble's Nature Notes.

KYSER: Nature Note number one.

ISH: Nature note in regards to an insect called the doodle bug.

KYSER: Proceed.

ISH: Now the doodle bug is something that nobody knows and don't give a darn if they don't know what it is, and I don't know either so I have writ a essay on the doodle bug and called it Essay Entitled The Doodle Bug.

KYSER: Yes, but what is the essay about?

ISH: The doodle bug.

KYSER: Oh.

ISH: Chapter one, the doodle bug. Now the doodle bug is different than the jitterbug. Jitterbugs jitter, but I don't know if doodle bugs doodle or don'tle. Now the doodle bug lives in a hole in the ground and the only way you can catch one is to yank it out of its hole. That's where the song came from.

KYSER: What song?

ISH: Yanka doodle!

FORMAN: Yes! Let's get the exam under way.

KYSER: And our first contestant is _____.

1. Seabee Clark Dresser somewhere in Australia, says one of the newcomers here wanted to send his girl a present that would be rather typical of this base. He said, "I think I'll send her some perfume, but I don't know just which scent to choose. Do you think it should be (PLAY) Or do you think it would be better if I sent some perfume ala (PLAY)" His buddy said, "If you want to send ^{a scent typical of} ~~some perfume typical~~ of this place. Don't worry about one gardenia or one dozen roses ~~and some perfume~~ you better get a bottle of (PLAY)"

2. One of the greatest names of our Navy was John Paul Jones, so Ann Anderson of Alameda, California, wants to see how well you know some other Joneses. What Jones plays like this? (PLAY) What Jones was a master at swing...swinging a golf club? What Jones was named for our President. What's meant by 'keeping up with the Joneses'?

3. Clara Waters of Baltimore, Maryland, says Uncle Sam's bluejackets who man the Navy small craft are known around the world as (PLAY). Which of these are movies? -- Dawn Patrol, Shore Patrol, Lost Patrol, and Highway Patrol. If an S.P. and a sailor were starred in a picture what would the title be?

4. For Lt. Joseph Friedman somewhere in the Pacific, you and I are going to sing to see how well you know the lyrics to some popular songs. I'll start and you come in and complete the line for us.

1. "If your heart goes bumpety bump" 2. "You were sixteen - my village queen ..." 3. "I'll get by ..." 4. "But pappa's gotta be rough now ..."

~~5. ~~512~~~~ The waters around Long Beach are fishermen's paradise, so Machinist Mate Melini Buck of Pensacola, Florida, thinks you should be able to pick out four kinds of fish in this soleful ~~story~~ ^{letter}. Dear Minnie, Did I have a whale of a time last night. When I tell you it will knock you off your perch. One ^{small craft sailor} ~~apprentice seaman~~ tried to date me, but I made a date with another shark. What a pickeral I was in, Minnie, when one of them yelled at the other, 'You can't make a sucker out of me - I'm no piker'. He hung a shiner on his pal, and did he sail! Well, Minnie, I guess it mackerals no difference, but today I am only a shadroe of my former self. Yours, Bonita.

6. Mr. and Mrs. High Baker of High Point, North Carolina, remind us that many of our famous fighting ships have come through with flying colors. This first one sank seven Jap ships and it's named for a town in (PLAY). Another one that has done a great job is the (PLAY). And our famous Battleship "X" that sank three Jap cruisers and shot down 32 Jap planes -- what is her name?

(APPLAUSE)

SOUND: CLASS BELL

FORMAN: First winner, Fess!

KYSER: And he is J. D. Byars! You really battened down your hatch.
Here's a Lucky Strike and a match while all the chillun
scream and scratch!

3. IT HAD TO BE YOU ORCHESTRA

KAY KYSER

- 5 -

5-10-44

Commercial #2 (CONTD)

(First Philadelphia, then Baltimore, then Lancaster, York, Princeton, Annapolis, Trenton, and New York -- finally ... Washington, D.C.! The Permanent Home of the Capitol of the United States of America --)

VOICE I: "A Congressman ... from the plains of Nebraska."

VOICE II: "Government typist ... from Alabama."

VOICE III: "Navy pilot ... just back from the Solomons."

DELMAR: Yes ... this is the Capitol Building in Washington, D.C. ... this is the nerve center ... the hub of a mighty, sprawling city teeming with millions of Americans from every state in the Union ... a city born out of the toil and suffering of another conflict, long years before. The story goes back to a day in July, 1790 ... to a session of the nation's first Congress, in its temporary meeting place in New York City...

(GAVEL)

VOICE I: "Be it enacted ... that a district not exceeding ten square miles ... to be located on the Potomac River ... is hereby accepted for the permanent seat of government of the United States."

(MORE)

- 5 -

ATX01 0116376

KAY KYSER
Commercial #2

- 4 -

5-10-44

(First Philadelphia, then Baltimore, then Lancaster, York, Princeton, Annapolis, Trenton, and New York -- finally ... Washington, D.C.! The Permanent Home of the Capitol of the United States of America --)

(FROM TERMINAL ISLAND, CALIFORNIA)

KYSER: Oh, wonderful ... you were glistenin' and we were listenin'.
Thanks, gang, very much.

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

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

BOONE: (CHANT - SOLD AMERICAN)

SHARBUTT: First Philadelphia, then Baltimore, then Lancaster, York, Princeton, Annapolis, Trenton, and New York -- finally ... Washington, D.C.! The permanent home of the Capitol of the United States of America --

DELMAR: The great dome rises proudly toward the sky ... and two granite wings stretch out into the green lawns on either side. This is the Capitol of a vast nation ... a nation at war. And across her broad steps ... there flows an endless stream of people ... men and women in whose hands rests the future greatness of America ...

(MORE)

- 4 -

ATX01 0116377

(First Philadelphia, then Baltimore, then Lancaster, York, Princeton, Annapolis, Trenton, and New York -- finally ... Washington D.C.! The Permanent Home of the Capitol of the United States of America --)

DELMAR: That was the beginning. There had been other capitals before -- Philadelphia, Baltimore, Lancaster, York, Princeton, Annapolis, Trenton, New York. But now America was building a new city and a permanent capital for the United States. It took a long time building. There were months spent in choosing a suitable location ... months of planning, of ceaseless labor by two great men ... America's first president George Washington, and his Secretary of State, Thomas Jefferson. And one spring day in the year 1791 ... these two patriots stood on a grassy hill, overlooking the Potomac River ...

VOICE IV: On this spot ... my dear Jefferson ... we shall erect our Capitol Building. And it shall be the most beautiful structure of its kind in all the world.

DELMAR: Soon ... the slopes of Capitol Hill echoed with the ringing of axes ... and teams of straining horses dragged great logs and boulders up from the marshland below. The work progressed slowly ... added funds were raised, and great expanses of land cleared for the vast city that was to be. Finally ... on an afternoon in November, 1800 ... in an auditorium on Capitol Hill, a man stood upon a newly-built speaker's dais ... looked about at the delegates gathered within the freshly painted hall, and rapped for attention...
(GAVEL)

(MORE)

KAY KYSER

- 7 -

5-10-44

Commercial #2 (CONTD)

(First Philadelphia, then Baltimore, then Lancaster, York, Princeton, Annapolis, Trenton, and New York -- finally ... Washington, D.C.! The Permanent Home of the Capitol of the United States of America --)

VOICE III: Gentlemen ... the Sixth Congress of the United States is now in session!

DELMAR: So ... on that historic day, in 1800 ... Congress assembled for the first time in its new permanent home at Washington, D.C. Yes ... at Washington ... a city built on the verdant shores of the Potomac River ... on the good earth of such famous plantations as Duddington, Sherwood, Abbey Manor and Port Royal. And so it was ... that America's tradition of democratic government took root here on the Maryland border, its great Capitol Building rising out of ground that once had been fertile plantation acres where, for generations, another world-famous tradition had flourished -- the tradition, the romance of fine tobacco ...

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

- 7 -

ATX01 0116379

KAY KYSER

- 7A -

5-10-44

Commercial #2 (CONTD)

(First Philadelphia, then Baltimore, then Lancaster, York, Princeton, Annapolis, Trenton, and New York -- finally ... Washington, D.C.! The Permanent Home of the Capitol of the United States of America --)

RUYSDAEL: In Lucky Strike you yourself can discover how much the tradition of fine tobacco means. For in a cigarette it's the tobacco that counts, and Lucky Strike means fine tobacco - Yes, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFT

LS - MFT

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

SHARBUTT: Yes, Lucky Strike means fine tobacco - No wonder that with (Impulse Tag #3) men who know tobacco best, it's Luckies 2 to 1.

(SWITCHOVER TO TERMINAL ISLAND, CALIFORNIA)

- 7A -

RTX01 0116380

ORCHESTRA: CARROLL INTRODUCTION

KYSER: Now for you men who sail the seas ... here's something worth standing watch for ... it's our own cover girl, gorgeous Georgia Carroll! (APPLAUSE) And Georgia, I know you're going to be every sailor's sweetheart in this port when they hear you sing

4. I'LL BE SEEING YOU GEORGIA CARROLL
(APPLAUSE)

ORCHESTRA: ANCHORS AWEIGH

ORCH: ANCHORS AWEIGH.....FADE FOR:

(APPLAUSE)

NORMAN: The ballad of little ships.....
There's a streak of smoke on the horizon
And it moves at a forty ^{kn} ~~mile~~ clip
And the flag at her stern makes your heart start to burn,
She's one of our little ships,
She's a splinter of iron on the water,
Yet she moves like a bird in flight,
Her decks are stripped, she's never been whipped
And she's 'spoiling' for a fight,
And no wonder her men all love her,
As they watch with bated breath
As her Y guns throw to the depths below
Their cans of packaged death.
As you hail her victory pennant,
With its marks for her Nazis and Nips,
You'll understand then that it takes big men
To man our little ships.

LOCAL NBC STATION SAYS:

"STATION X X X SALUTES UNCLE SAM'S FIGHTING NAVY!"

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

ORCH: KYSER MARCH

FORMAN: Fess, let's start round two exams! These men want to try for those first prize clams!

ISH: Jest a second, Professor. I ain't finished my essay about insects.

KYSER: Insects?

ISH: Yeah ... you know, the study of etymology.

KYSER: Ish! It's ENTymology, not ETymology. E - N - T, Ent!

ISH: Well I was going to talk about all insects, not just the ent.
(PAUSE) Like for instance, the bee.

KYSER: The bee?

ISH: Yeah ... "b" like in bonnet.

KYSER: I don't get it.

ISH: If you had a bee in your bonnet you'd get it. Now you take mosquitoes ... Mosquitoes bite a lot more south of the equator.

KYSER: Why?

ISH: Probably on account of there's so much more to bite south of the equator.

KYSER: I get the point. But, Ish, tell me something. Where do termites go when they die. That's something really worth knowing.

ISH: What's the matter ... don't you feel well?

KYSER: I feel fine! Forget it.

ISH: Now we come to the cricket. Crickets usually leave home when they're very young ... even when they're in the larva stage. Now this makes the mother cricket feel pretty blue. She misses her larva, so she just sets around all day singing.

KYSER: Singing what?

ISH: (SINGS) "Larva Come Back to Me ..."

FORMAN: First second rounder, Fess!

KYSER: And he is _____!

1. This one from Sgt. Newton Jeffery stationed in Italy is about a sailor who took a young lady for a midnight motorboat ride. It was so romantic the gal said (PLAY). The sailor said, "It's cold here. If we stayed out on this lake forever you would turn (PLAY). She said, "No, I wouldn't. You're just bashful like all Sailors. I could keep warm if you'd (PLAY.)

2. ~~1.~~ Corporal Joseph Germinaro somewhere in Egypt, thinks we'd better point out that quite a few terms in baseball are also musical terms. I'll describe a baseball play and you pick out four musical terms. There's a man on first base, with the pitch, he started to run in rhythm for second. In order to beat the throw, he had to slide. He pulled a cord in his leg. He thought it was a minor thing, but it really was major, 'cause they had to take him out, when his run would have tied the score.

3. Here are two songs that sound almost alike, and Leona Wood of Cedar Rapids, Iowa, wants you to listen closely and give us the names of both of them. (PLAY) Now here's a piccolo and we want you to imagine that you're Pete. Everytime the orchestra stops, you play. (PLAY)

4. Neely Edwards of Hollywood says, a romantic sailor here at the Small Craft Training Base wanted to tune in to hear Phil Spitalny, lovely Maxine, and all Phil's other girls of the "what" radio program. Well, this lovesick sailor had the right night and the right hour but the wrong station, and the wrong Phil, so instead of the _____, he got (PLAY) The star of that program - Phil Baker, signs off by saying "Bye Bye ... buy bonds." Was he married recently?

KYSER: By the way, chillun -- we want to say congratulations tonight to a great guy and a great performer who is celebrating his 35th year in show business. Let's all say congratulations to Eddie Cantor!
(APPLAUSE)

5. Pvt. William Port somewhere in England tells us you fellows like to dance. Well, tell us who's dancing in this song. (LYMAN). If you went dancing in a pair of new boondockers too tight for you, you'd probably say (PLAY). Speaking of dancing, here are seven veils. Suppose you drape them around you and give us your interpretation of the "Dance of the Seven Veils".

6. Charles Welch of Brooklyn, says that today the whole world is waiting for D-day, the Invasion. Yes, the whole world is nervous, and Der Fuhrer is saying, "This suspense is killing me. I can't stand it! My nerves are doing (PLAY). "I know what I'm gonna get", said Heel Hitler, "but I can't figure out (PLAY). "Don't worry about that", said General Eisenhower, Just remember, Heel (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

FORMAN: Shall I announce the second winner, Fess?

KYSER: Just a second, Dean. Diane, what are you moping about?

DIANE: Oh, it's Ferdinand Froghammer. We were planning to get married and he went astray.

FERDY: Yeah -- some fun!

KYSER: Ferdinand! Were you and Diane aiming to get married?

FERDY: Yeah -- first we aimed to get married next year, and then we aimed to get married next week . . . she's got a better aim than I have.

KYSER: Well, what broke up your romance?

FERDY: I don't like her cooking. All she can make is jam sandwiches.

KYSER: Jam sandwiches?

FERDY: Yeah, that's two pieces of bread jammed together. And I don't like her housekeeping either.

KYSER: What do you know about housekeeping.

FERDY: We used to play house all the time.

KYSER: That's fun.

FERDY: Not the way we play it. I play like I'm the door and she slams me!

DIANE: Well, I don't care! All the nicest men are married.

FERDY: They weren't always nice. They were just caught early and tamed.

KYSER: Ferdy, you're impossible.

FERDY: Well gee whillickers, I fell in love with a new girl here today.

KYSER: Oh, well that's a little different. She works at the base? She's a Wave?

FERDY: No, she works at the fish cannery -- she's a whiff!

DIANE: As long as he promised to marry me, he should keep his word.

KYSER: Yes, Ferdy. A man doesn't know what real happiness is until he's married.

FERDY: Yeah ... and then it's too late.

KYSER: Ferdy! You've broken Diane's heart. You should atone! You should furnish her with a little connubial bliss.

FERDY: Connubial bliss?

KYSER: Yes! That's what binds women together and makes them look better than they are by nature.

FERDY: Well, if she wants one of those things let her go over to the department store and buy her own.

FORMAN: Second winner, Fess!

KYSER: And he is Charles Douglas! Here's a Lucky, you can't go wrong - prepare yourself for the final gong while the chillun enjoy a beautiful song.

5. POINCIANA PRODUCTION
(APPLAUSE)

(FROM TERMINAL ISLAND, CALIFORNIA)

KYSER: Thanks, gang. That was nice goin'. What I mean, that was on the beam. Now, here's Basil Ruysdael ...

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: George Washington and Thomas Jefferson were men of varied talents. They were experts in surveying ... in statecraft ... and as experienced planters, they were experts in their knowledge of fine tobacco. Today's fine tobacco skill belongs to the independent tobacco experts present at the auctions down South ... men like Mr. J. Franklin Barfield of Durham, North Carolina, who recently said ...

VOICE: As a tobacco auctioneer for years, I've watched Lucky Strike select the kind of tobacco that gives you the finest, coolest, most enjoyable smoke. So it's only natural for me to pick Luckies. I've smoked 'em for five years.

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

RUYSDAEL: Yes, ladies and gentlemen, sworn records show that among independent tobacco experts like Mr. Barfield - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luukies 2 to 1.

HIGGS: (CHANT - SOLD AMERICAN)

HELMAR: Yes, Lucky Strike means fine tobacco - So smoke the smoke
(Impulse Tag #1) tobacco experts smoke - Lucky Strike.

(SWITCHOVER TO TERMINAL ISLAND, CALIFORNIA)

6 Shadrack Sully Mason
(Impulse)
Lucky Strike

FORMAN: Final round, Fess...here's the first top bluejacket
KYSER: Fine, Dean. Let's see which one lands in the winning
bracket.

1. Next Sunday will be Mother's Day, -- as if every day isn't theirs. So, for all the mothers everywhere the old College dedicates its final round to their day. Peter Dougherty of Kansas City, Missouri says this is one the best loved of all mother songs. (PLAY) Now will you distinguish between Whistler's Mother ^{and} Mother-of-Pearl ~~and~~ ~~Mother Goose.~~

2. Mrs High Davies of Suffolk, Virginia, says among the childhood memories we cherish most, are those of mother. Listen and tell us the name of this Mother's Day song. (PLAY) In the comic strip, what's the name of Li'l Abner's mother? Is it Olive Oil, Pansy Yocum or Maggie Jiggs? Can you name another song with either Mother, Mom or Ma in it's title?

3. Lt. Win Smart somewhere in the Pacific, says if you're a son or a daughter of old Erin or a wearer of the green, this should be your favorite Mother's Day song. (PLAY) There's a famous radio character whose mother always calls him this way, and you tell us how he answers her. (KAY) Name a famous Mammy singer.

4. Who is the famous mother of all nursery rhymes? ~~And in (M.G.)~~
~~who was the poor mother who went to the cupboard to get her poor dog~~
~~a bone?~~ Babbette Blankfield of Port Arthur, Texas, says this song describes the mother in the painting 'Whistler's Mother'. (PLAY)
And, chillun, I know you won't forget to write or visit your mother this Sunday.

(APPLAUSE)

SOUND: CLASS BELL

KAY KYSER
Commercial #4

- 11 -

5-10-44

(FROM TERMINAL ISLAND, CALIFORNIA)

FORMAN: 'Fess, what's the scuttle butt - who wins the prize?

KYSER: Well first, Del Sharbutt has a word for the wise.

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

SHARBUTT: Ladies and gentlemen, in a cigarette, it's the tobacco
that counts and Lucky Strike means fine tobacco. Remember -
with men who know tobacco best, it's Luckies 2 to 1! So
smoke the smoke tobacco experts smoke - the cigarette that
means fine tobacco - Lucky Strike!

RIGGS: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO TERMINAL ISLAND, CALIFORNIA)

- 11 -

ATX01 0116393

(FANFARE)

FORMAN: Final winner, Professor!

KYSER: The winner with a perfect score all the way is J. D. Byars of Corpus Christi, Texas. J.D., for having a perfect score all the way you not only get a first prize of a \$50 War Bond, but for having a perfect score an additional \$25 Bond or \$75 in all. To number two we give to you this \$25 Bond. The remainin' quartet, don't go away yet. Ten in stamps you each get. All six get a carton of Luckies. and then. AND THEN! To all you U.S. Navy small crafters, for your shouts that really raised the rafters, a package of better-than-ever LUCKY STRIKE CIGARETTES!

(CHEERS)

8. I KNOW THAT YOU KNOW ORCHESTRA

(APPLAUSE)

5-10-44

FORMAN: Now at the request of the United States Government, and speaking for the United States Government, Kay Kyser brings you the following message. Time, about a minute and a half. Subject, Rubber Conservation, Mr. Kyser.

KYSER: Uncle Sam says that despite the tremendous progress made in our synthetic rubber program, we still face, and will continue to face, a serious shortage of tires for civilian use. Military needs for tires are very high. The demands of the armed services for bullet-sealing gas tanks, life rafts, amphibious landing craft, and many other rubber products are staggeringly high. Also, the manpower shortage is handicapping the tire makers and the makers of tire cords.

Therefore, Uncle Sam wants all of us to observe these rules for tire conservation: Drive only when necessary and drive carefully to avoid damaging your tires. Don't jam on the brakes or pick up speed suddenly. Have tires inspected and switched regularly. Recap your tires as soon as the tread has worn off - don't wait until it's too late. Uncle Sam says America's rubber-borne transport must be kept rolling.....So conserve your tires and keep your car on war duty.'

What about it America?

(APPLAUSE)

ORCH: KYSER THEME:

KYSER: Well Ghillun, das all until class time next Wednesday. Our thanks for everything go to the Commandant of the Naval Operating Base, Captain S.F. Heim; the commanding officer of the Navy Small Craft Training Center, Captain F.R. Walker; Lt. ^{C. A. Todd} ~~C. A. Hedley~~, all you men, and you patriotic Waves. And for manning and fighting the small craft that pack such a big punch, Uncle Sam says to you. "Thank you very much". Next week we'll be holding class at San Bernadino for the world-spanning Army Air Forces Air Service Command, the men who "keep 'em flying". Until then this is Kay Kyser...thinkin' of you...thanks a lot for bein' with us...and so long...everybody.

(APPLAUSE)

ORCH: LUCKY THEME:

((SWITCHOVER TO CHICAGO AT 7:58:00

(FROM CHICAGO)

CHICAGO

ANNOUNCER: This program was presented by Lucky Strike for the entertainment of the men of the U. S. Navy Small Craft Training Center at Terminal Island, California. Defend the Constitution! Buy War Bonds!

(SWITCHOVER TO NEW YORK)

SOUND: (GONG) (GONG) (GONG)

SHARBUTT: Ladies and gentlemen, a special announcement!

DELMAR: Be sure to tune in on YOUR ALL-TIME HIT PARADE this Friday night to play the game with --
(GONG)

RUYSDAEL: Bob Hope and Mrs. Bob Hope!

SHARBUTT: What game?

DELMAR: "JUST NAME THE SONG BEFORE THE GONG!" Yes, this Friday night over these same stations you and your whole family will "JUST NAME THE SONG BEFORE THE GONG" with -
(GONG)

RUYSDAEL: Bob Hope and Mrs. Bob Hope!

DELMAR: Will Mrs. Hope beat Bob?

SHARBUTT: Will you beat them both?

DELMAR: You'll have a lot of fun when you tune in this Friday night to YOUR ALL-TIME HIT PARADE ... featuring - "JUST NAME THE SONG BEFORE THE GONG" - with Lulu Bates, the FIVE, HUNDRED DOLLAR SONG OF THE WEEK -- and --
(GONG)

RUYSDAEL: Bob Hope and Mrs. Bob Hope!

RUYSDAEL: The famous tobacco auctioneers heard on tonight's program were Mr. F. E. Boone of Lexington, Kentucky - (CHANT - SOLD AMERICAN), and Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina - (CHANT - SOLD AMERICAN). Basil Ruysdael speaking for the makers of Lucky Strike - the cigarette that means fine tobacco - yes, Lucky Strike means fine tobacco.

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

RUYSDAEL: LS - MFT

LS - MFT

DELMAR: Smoke the cigarette that means fine tobacco - Lucky Strike,
(Impulse
Tag #11) so round, so firm, so fully packed, so free and easy on
the draw.

THIS IS THE NATIONAL BROADCASTING COMPANY.

FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE, NEW YORK • WICKERSHAM 2-6600

CLIENT: THE AMERICAN TOBACCO CO. REVISION: _____ NETWORK: NBC
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 10-11:00 PM EDT
DATE: MAY 17, 1944 - #321 REPEAT: _____

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

ROUTINE

- | | |
|--------------------|---------------|
| 1. PAGAN LOVE SONG | ORCHESTRA |
| 2. I LOVE YOU | HARRY BABBITT |

COMMERCIAL ONE

ROUND ONE

- | | |
|--------------------------|-------|
| 3. IT'S LOVE, LOVE, LOVE | GROUP |
|--------------------------|-------|

COMMERCIAL TWO

- | | |
|-----------------------------|----------------------------|
| 4. SUDDENLY IT'S SPRING | GEORGIA CARROLL |
| -or- | |
| SOMEDAY I'LL MEET YOU AGAIN | GEORGIA CARROLL |
| -or- | |
| IRRESISTIBLE YOU | GEORGIA CARROLL |

STATION BREAK

ROUND TWO

- | | |
|--------------------------------|------------|
| 5. I'M NOBODY'S SWEETHEART NOW | PRODUCTION |
|--------------------------------|------------|

COMMERCIAL THREE

- | | |
|------------------------------------|--|
| 6. DON'T SWEETHEART ME | SULLY MASON |
| 7. CANDLELIGHT AND WINE | HARRY BABBITT & GEORGIA CARROLL |

FINAL ROUND

COMMERCIAL FOUR

- | | |
|--------------------------------------|-----------|
| 8. -YEARNING <i>Not happy ending</i> | ORCHESTRA |
|--------------------------------------|-----------|

ATX01 0116399

WEAF

THE AMERICAN TOBACCO COMPANY

5-17-44

KYY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #321

10:00-11:00 PM EWT

MAY 17, 1944

WEDNESDAY

Program originates at the Municipal Auditorium, San Bernardino, Calif.,
with switchovers to NBC New York, for commercials and closing.

(FROM NEW YORK)

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

RIGGS: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

DELMAR: Of course!

SHARBUTT: Lucky Strike means fine tobacco - so round, so firm, so
(Impulse Tag #2) fully packed, so free and easy on the draw.

RIGGS: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO SAN BERNARDINO, CALIFORNIA)

(FROM SAN BERNARDINO, CALIFORNIA)

ORCHESTRA: "LUCKY DAY"

FORMAN: LUCKY STRIKE presents for the entertainment of the fighting
men and women of the Air Service Command at the San
Bernardino Army Air Base, San Bernardino, California --
KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE!

AUDIENCE: AIR SERVICE COMMAND! KEEP 'EM FLYING! HOORAY!

ORCHESTRA: KYSER THEME

(AUDIENCE APPLAUSE UP BIG)

KAY KYSER

- 2 -

5-17-44

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

AUDIENCE: TOPS, POPS!

KYSER: You're tops, pops? Well das fine, because the old College has landed at the San Bernardino Army Air Base to hold class with the fighting men and women of the Air Service Command, the service that keeps 'em flying. They have thousands of workers here at the Air Service Command. That's why they call it ASC -- that means Army Swamped by Civilians! Of course, since the Navy took over the Arrowhead Springs Hotel, the Army has a different name for it ... they call it ASC ... Arrowhead Springs Commandos! I'd like to give you some idea of the size of this place. I wouldn't say the Base is big, but last week a young fellow started to work here ... punched his time card, and by the time he walked through to the last hangar, they handed him his old-age pension! Ah, but you should be up here in San Bernardino in the soft spring evenings. What a romantic scene it is ... old couples on the lawns playing checkers, and young couples behind the trees playing post office. Then later on the scene gets quite active ... old men jumping checkers on the lawn and M.P.'s jumping soldiers in the poolrooms. But this great Air Service Base is just a half hour from the world-famous vacation resorts of Lake Arrowhead and the mountains. Yes, when the movies used to come up here and make short subjects, they really went over with a bang. When I used to come up here and see some of their subjects in shorts ... I really went BOINNNOGG!

- 2 -

ATX01 0116402

FORMAN: Fess, that's enough about San Berdoo, these airmen want to skidoo for the \$115 in War Bond prizes!

KYSER: Dean, I'm on your side, but before they hit their stride, the band wants to ride. So come on, chillun, yet's glide!

1. PAGAN LOVE SONG. ORCHESTRA

2. I LOVE YOU. HARRY

(APPLAUSE)

(Kay: Cue top of next page)

(FROM SAN BERNARDINO, CALIFORNIA)

KYSER: Ah, yessir, that's mah boy! That's Harry Babbitt and there's gold in that voice. And now here's our friend, Basil Ruysdael -

(FROM NEW YORK)

RUYSDAEL: Ladies and gentlemen, when you light up your cigarette and take that first long puff -- remember this: The enjoyment you get depends on the quality of the tobacco in your cigarette. The better the tobacco, the more real, deep down enjoyment you'll get out of your cigarette. Yes, in a cigarette it's the tobacco that counts -- and it sure takes fine tobacco to make a fine cigarette. So it's well worth remembering that Lucky Strike means fine tobacco - yes, first, last and always, Lucky Strike means fine tobacco. At markets all over the South independent tobacco experts present at the auctions can see just who buys what tobacco. And sworn records show that among such independent tobacco experts -- with men who know tobacco best, it's Luckies 2 to 1.

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: A friendly suggestion: For your own greater enjoyment,
(Impulso Tag #5) smoke the smoke tobacco experts smoke - Lucky Strike.

(SWITCHOVER TO SAN BERNARDINO, CALIFORNIA)

FORMAN: Hark, Professor!

ISH: (TRUMPET)

KYSER: What means that clarion call of the trumpet!

ISH: Ish K. Bibble's Society Notes. When in San Bernardino why not visit the favorite rendezvous of the horsey set-- The Glue Room.

KYSER: Ish--you mean The Blue Room!

ISH: No--the Glue Room. When I was there with you last night I got stuck with the check.

KYSER: Ish! That's enough. I've had sufficient.

ISH: What?

KYSER: Sufficient. Do you know what sufficient is? No. So I'll explain it to you. Suppose you have a cat.

ISH: I had a cat once that caught more mice than anybody.

KYSER: How?

ISH: He used to eat cheese and then stick his head in a mouse hole and wait there with baited breath.

KYSER: Ish! I'm trying to explain what sufficient is.

ISH: This cat I had ate so much lobster he had to take Tums to get rid of his indigestion. He was a Tum cat.

KYSER: Who cares!

~~ISH: He was a black cat with white spots on him.~~

~~KYSER: Remarkable.~~

ISH: ~~Some people claimed he was a white cat with black spots on him.~~ He was ^{also} a great swordsman.

5/17/44

Your cat was
 KYSER: A great swordsman?

ISH: Yeah, he was the best fencer in town.

KYSER: Ish! That's enough about your cat. That is sufficient.

ISH: What?

KYSER: Sufficient! Suppose your cat eats until he is full. He has had enough...sufficient. Now do you know what sufficient is?

ISH: Yeah - a cat full of fish.

KYSER: Fish have nothing to do with it! You feed your cat milk. The cat drinks milk until he is full. Now what has the cat had?

ISH: Kittens.

~~KYSER: NO! He has had sufficient! Now, what is sufficient?~~

~~ISH: A cat full of milk.~~

~~KYSER: Look. Let's forget about milk. You feed your cat wienies. The cat has had enough wienies. Now what does your cat have?~~

~~ISH: Indigestion.~~

~~KYSER: No! He has sufficient! He's full of wienies. He walks away.~~

~~ISH: He lies down.~~

~~KYSER: He lies down?~~

~~ISH: Yes, if he's full of baloney, he must be a liar.~~

KYSER: Oh, man! Let's forget the whole thing!

ISH: What about the cat?

KYSER: I just shot the cat! He's dead!

ISH: Goody! Now we can play that game.

KYSER: What game?

ISH: Pussy wants a coroner.

FORMAN: First contestant, Fess!

KYSER: And he is _____!

The A.S.C. is the supply division of the Army Air Forces.

1. Corp. Everett Lettow, Walter Beech and Hubert Howsen somewhere in the South Pacific say some of you men in the Air Service Command can remember the time when you had only a few types of planes and only a simple matter of one hundred thousand parts to remember, but that time is (PLAY) Nowadays you have five hundred thousand items and parts. You look at those parts and say (PLAY). But that isn't really what drives the Air Service Command crazy. What makes these guys go wild is when a designer calls up and says, "I've got a new idea, men, from the motors back to the rudder (PLAY).

2. Mary Varnad of Mobile, Alabama, says you men can repair anything from a B-29 to a Piper Cub. Speaking of Piper Cubs, what's a bag piper? What did the Pied Piper of Hamelin do? What did Tom Tom the Piper's Son do? Now let's see how well you can say 'Peter Piper picked a peck of pickled peppers' with your mouth full of crackers.

3. Sgt. Thomas Flint, somewhere in England, tells us about the Fibber McGee and Molly fan who kept tuning around the dial to get their program. Well, he always had the right time but the wrong station, so every evening instead of Fibber and Molly he heard (PLAY). Lots of bands play on that program, which one is the Band that Plays the Blues?

4. For Corp. William Husband in New Guinea, we'd like to have you identify this song. (PLAY). Yes, _____ . Now we understand that planes are constantly taking off from the A.S.C. Headquarters Patterson Field with supplies. Now we're going to imagine this side of the stage is Patterson Field, and the place where Diane Pendleton is sitting is India. (Lucky India.) This case knife represents your plane. This potato represents supplies. You're supposed to carry that potato on the knife across the stage to Diane before the band finishes playing a chorus of "Breezing Along with the Breeze." Now don't drop the potato, or you'll have to come back and start over again. But if you get there before the band finishes Diane may possibly reward you. All right! Go! (PLAY)

5/17/44

5. Tonight our Visiting Dean from the University of Musical Diversity is that distinguished Professor of Musical Nonsense...Dean Pinto Colvig. Dean Colvig is about to introduce you to two of his little proteges...But first, here ^{is} Dean Pinto Colvig. (APPLAUSE)

PINTO: Thank you. Students, I have with me here 'Petro Lena', the Petroleum Putt Putt Bug. He hides up inside automobile motors, and, after becoming intoxicated on carbon monoxide, he putt-putts his merry little song. Listen and tell us what the name of this one is. (PLAY)

KYSER: Nice work, Dean. Now what's the name of that?

PINTO: And now, students, allow me to present 'Fleeta', the ^{- her voice sounds just like a flute. So -} Flute-like Flea. Let's start from scratch and tell us who Fleeta is following. (PLAY)

6. Helen Young, of Covington, Kentucky, says the nation rightly pays its thanks to the man who goes into the sky and fights it out with our enemies, the guy up in the blue whom we call (PLAY) But the Johnny Zeros of the sky thank the men of the Air Service Command who keep him flying...because without A.S.C., Johnny Zero couldn't say (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

p

ATX01 0116409

FORMAN: First winner, Fess.

KYSER: Just a second, Bill. Ferdinand Froghammer, come here.

FERDY: Yes sir, Mr. Kyser.

KYSER: Well, you don't have to be quite so formal. Why don't you just address me like you do when we're not on the air.

FERDY: Okay, S&D SACK!

KYSER: Look, Ferdy, I understand you kissed Georgia Carroll in an olive grove this morning. I ask you, is that nice?

FERDY: (PAUSE) It ain't bad!

KYSER: Ferdy, tell me about it. After you kissed Georgia, what did she do?

FERDY: I slipped my arm around her waist.

KYSER: Yes, yes?

FERDY: I snuggled close. She didn't know what to do.

KYSER: Yes, yes? Then what happened? What did she do?

FERDY: She hollered "Corporal of the Guard! Corporal of the Guard!"

KYSER: Why did she yell for the corporal of the guard?

FERDY: General orders number nine ... "call the corporal of the guard in any case not covered by instructions!"

FORMAN: First winner, Fess!

KYSER: And he is Sgt. Bob Rishel. You're the first winner for old San Berdu, here's a Lucky Strike, have a puff or two, while the chillun dance, a one, a two.

3. IT'S LOVE, LOVE, LOVE GROUP
(APPLAUSE)

KAY KYSER
Commercial #2

- 4 -

5-17-44

(Gentlemen ... The Commander-in-Chief of the United States Army ...
General George Washington!)

(FROM SAN BERNARDINO, CALIFORNIA)

KYSER: Oh, man ... you were diggin', and we were jiggin'. Thanks,
chillun, that was really on the beam.

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

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

RIGGS: (CHANT - SOLD AMERICAN)

VOICE I: Gentlemen ... The Commander-in-Chief of the United States
Army ... General George Washington!

SHARBUTT: You can still see it ... a very old Colonial building
standing among the steel and concrete canyons of downtown
Manhattan, in the City of New York. It is an odd little
house, dwarfed between towering skyscrapers, and over the
door hangs a sign to tell the curious passerby that this
is ... Fraunces Tavern.

(MORE)

- 4 -

ATX01 0116411

(Gentlemen ... The Commander-in-Chief of the United States Army ...
General George Washington!)

SHARBUTT: If you enter the old tavern and climb the winding wooden
(CONTD) stairs, you come into a low-ceilinged panolled room ... and
here upon the wall you see the portrait of a great man
dressed in the uniform of a Revolutionary officer -- a man
named George Washington. For the story of Fraunces Tavern
is part of the story of General George Washington ... and it
goes back a long way -- to an afternoon in December, 1783.
In this room, on that day, there gathered the staff officers
of the victorious Colonial Army ... come to celebrate the
end of the great war of independence, and to say a last
farewell to their Commander-in-Chief. Suddenly, a
lieutenant standing at the door, turned to the officers and
cried out --

VOICE I: Gentlemen ... the Commander-in-Chief of the United States
Army ... General George Washington!

SHARBUTT: Instantly, the officers snapped to attention. With a smile
and a wave of his hand, General Washington acknowledged their
salute and came forward to greet them. There was a great
dinner set out on the long oak tables ... there were many
toasts ... the atmosphere was warm and friendly. And then,
all at once, there was silence ... as George Washington rose
at the head of the table to speak the words of farewell ...

(MORE)

Commercial #2 (CONTD)

(Gentlemen, the Commander-in-Chief of the United States Army ...
General George Washington!)

WASHINGTON: Gentlemen ... with a heart full of love and gratitude ...
I now take leave of you!

SHARBUTT: For a moment, Washington looked about him at those men who
had served under his command ... who suffered the same
hardships ... braved the same gunfire ... fought through
the same defeats and victories ... these veterans of
Bunker Hill and Long Island, of Monmouth, Valley Forge,
Yorktown. And then ...

WASHINGTON: My good friends, my comrades ... I most devoutly wish ...
that your latter days may be as prosperous and happy ...
as your former ones have been glorious and honorable. And
now, gentlemen, I shall feel obliged ... if each of you
will come and take me by the hand.

SHARBUTT: General Knox was the first to reach his side. The two men
embraced ... not a word was spoken. Then came General
Moultrie, Lee, Wayne, Hamilton, Gates, and all the rest.
And when he had clasped the hand of the last officer,
Washington turned away and left the room. So it was that
here in old Frances Tavern, on a wintry day long, long
ago ... George Washington took leave of his dear friends
and trusted officers. And soon he journeyed southward to
the sunlit banks of the Potomac River ... to his beloved
plantation at Mount Vernon.

(MORE)

KAY KYSER

- 7 -

5-17-44

Commercial #2 (CONTD)

(Gentlemen, the Commander-in-Chief of the United States Army ...
General George Washington!)

SHARBUTT: There, George Washington turned from the life of a soldier
(CONTD) to the life of a planter, finding peace and contentment in
the cultivation of his good rich acres, and in the golden
tobacco harvests of his fields ... mild, mellow tobacco
harvests that were part of an enduring Southern tradition--
the tradition, the romance of fine tobacco ...

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: Today ... in this same historic Southland rich in tradition
(Closing "H") ... Lucky Strike consistently buys fine tobacco, the riper,
naturally mellow tobacco. Remember: in a cigarette, it's
the tobacco that counts and Lucky Strike means fine
tobacco - yes, Lucky Strike means fine tobacco - so round,
so firm, so fully packed, so free and easy on the draw.

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: Next time you step up to a cigarette counter, ask for Lucky
(Impulse Strike for with men who know tobacco best, it's Luckies
Tag #4) 2 to 1.

(SWITCHOVER TO SAN BERNARDINO, CALIFORNIA)

- 7 -

ATX01 0116414

ORCHESTRA: CARROLL INTRODUCTION

KYSER: The Headquarters Squadron, Air Service Command Training Center, Fresno, California, call her their "Above and Beyond Girl" ... It's gorgeous Georgia Carroll! (APPLAUSE) And Georgia, with all these men who "keep 'em flyin'," I know you're going to keep 'em sighin' when they hear you sing ...

4. IRRESISTIBLE YOU GEORGIA CARROLL
(APPLAUSE)

ORCHESTRA
& QUARTET: SONG OF THE AIR SERVICE COMMAND

5/17/44

ORCH & QUARTET: "SONG OF THE AIR SERVICE COMMAND"...FADE FOR:

(APPLAUSE)

FORMAN: We honor the men and women of the Army Air Service Command whose work is an inseparable part of every air battle, whose devotion to that work is the guardian hand about our aces, the unseen protection of the men who wear the silver wings. For them the College pauses at every station to voice the thanks of our whole nation.

LOCAL NBC STATION SAYS

"STATION X X X SALUTES THE MEN AND WOMEN OF THE AIR SERVICE COMMAND!"

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

ORCH: KYSER MARCH

FORMAN: Time for the second round, Fess!

ISH: Just a second, I got a novel here in regards to which I wouldst like to read same.

KYSER: You didn't write it of course?

ISH: No no, that there now girl I been running around with.

KYSER: You mean Fair faced Lena from Pasadena?

ISH: No, Frog faced Lou from San Berdool!

KYSER: Oh that one. Read!

ISH: It was evening on the desert and the night was filthy with stars. As the young soldier and his lady fair set on the sand, he could restrain himself no longer. I love you! He shouted, clutching her around the waist.

DIANE: I love you too....

ISH: She returned, throwing out his clutch.

DIANE: Do you dream of me of nights!

ISH: She quizzed?...I dream of you every night, he shot back at her, crackling his knuckles in the cool night air. ~~I got to stop eating that hot lobster before I go to sleep.~~

DIANE: ~~I love you, Charlie.~~ *you are my dream man.*

ISH: She reiterated, her eyes wandering over the sand and peering down an occasional gopher hole. I love you too, *Suddnly he turned toward her and said* he vouchsafed. ¹ Do you mind if I wax your bald spot? *2*

Sh ¹ *Why?* I want to make a skating rink for a termite.

ISH: Then suddenly she spoke in the cool night air ...

DIANE: Kiss me,

ISH: She said,

DIANE: Men who kiss me cling to my lips.

ISH: No wonder, he retorted ... it's just like kissing a vacuum cleaner.

DIANE: Why do you love me?

ISH: She queried. Because you're quiet, you're pensive.

DIANE: I am pensive?

ISH: Yes, you are pensive. And with that he threw a bridle on her and won the Kentucky Derby and the Preakness.

ORCH: CHORD

FORMAN: First second round contestant, Fess!

KYSER: And he is _____!

1. Engineer Robert Kruse somewhere in Uncle Sam's service, says, thanks to the Air Service Command's delivery of planes, bombs and the thousands of other supplies needed to make our Air Forces function, the air assault on Europe is rising to invasion crescendo. And this story is about one Fortress that took off to give Hitler (PLAY). Before long the Fortress was over its target and bombs marked "Made in the U.S.A." were (PLAY). In their bomb shelter, Goering said to Hitler, "They can't do this to us!" "Oh no!" said Adolf. "Those may not be bombs, Hermann, but believe me, it ain't (PLAY).

2 ~~1st~~. Sgt. Al Buntrook of Fort Dix, New Jersey, is sure you can pick out four flying terms from the following story about a very homely girl. She loved a pilot, but he kept giving her the same old stall because she had a nose like a Thanksgiving torque. He said, "You're okay, but I'd rudder for you to take off about three points of that nasal fuselage or else put a wing over it so I can't see it". Well, she went to the bank, drew out her savings and slipped into a plastic surgeons' office, and boy, did he make her nose dive!

3. Since we're in San Bernardino, Corp. William Moore of San Diego, wants to see if you recognize some songs with 'San' in their titles. There going to play four of them all at once and we'd like for four you to name three of them. (PLAY).

4. ~~THE~~ The Air Service Command covers the earth. What type of product do you think of when you hear the slogan 'Covers the Earth'? Who is the Cover Girl in the picture of the same name? Say, we have an Army cot here all made up with sheets and covers. We're going to mess it all up and see if you can 'make your bed and lie in it' before our band plays "Start The Day Right".
(PLAY)

5. It's Visiting Dean time again in the old College ... and tonight we have one of your own boys, Ed Carver who hails from Denver, Colorado, and who is a member of the 670th Army Air Force Band. Come on out here, Ed Carver. (APPLAUSE) Ed plays a mean accordian, and Storekeeper Herman Rogers somewhere in the Aleutians would like you to tell us the name of these tunes. (PLAY) (PLAY) (PLAY)

6. We agree with Sgt. Robert Boyd somewhere in Alaska, that once upon a time the AMF had a hard time getting supplies overseas. But thanks to you men that day is (PLAY) You're really doing your part to put that great day (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

FORMAN: Hey, Professor. Hey, Professor, here's the winning second guesser.

ISH: Jest a second, Professor, on account of when a flier flies an aeroplane he ain't down on the ground I have writ a essay in regards to which I'd like to read same entitled ... "Up."

KYSER: Oh, What's up?

ISH: Nothing much a round San Berdoo.

KYSER: Continue your essay.

ISH: Speaking of up ... did you hear about the soldier that didn't have no belt?

KYSER: No.

ISH: He couldn't keep his pants up so he was court martialed from the waist down.

KYSER: He couldn't keep his pants up so he was court martialed from the waist down?

ISH: Yeah ... the sergeant olaimed his hips were AWOL.

KYSER: Oh fine.

ISH: Now up is the same as high and down is the same as low, only when a soldier gets in a plane and goes fur up, he'd rather get on a train and go on a furlow.

FORMAN: Second winner, Fess.

KYSER: And he is Sgt. Rubin Tepper. Soldier, you made a fine showin', light up a Lucky Strike and keep goin' while the chillun dance.

5. I'M NOBODY'S SWEETHEART NOW PRODUCTION
(APPLAUSE)

(FROM SAN BERNARDINO, CALIFORNIA)

KYSER: We'll, blow me down. You sure went to town. Thanks gang --
and now here's Kenneth Delmar ...

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: Back in 1783, George Washington ended a military career and
became a planter ... using another of his great talents, his
expert knowledge of fine tobacco. Today's knowledge of fine
tobacco belongs to the independent tobacco experts present
at the auctions down South ... men like Mr. Earle Forbes of
Greenville, North Carolina, who recently said ...

VOICE: As a tobacco auctioneer for 15 years, I've seen Lucky Strike
pick out the leaf that's ripe, light and mellow -- the kind
that insures a good smoke. That's why I've smoked 'em for
15 years.

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

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

BOONE: (CHANT - SOLD AMERICAN)

SHARBUTT: Yes, Lucky Strike means fine tobacco - So smoke the smoke
(Impulse Tag #1) tobacco experts smoke - Lucky Strike.

(SWITCHOVER TO SAN BERNARDINO, CALIFORNIA)

6 Sweetheart Me ... Sully Mason
(Applause)

Eye March

FORMAN: Final Exam! Foss, shall we roast the men of San Berdoo?

KYSER: Yes, Dean, let's start the barbecue, and the first man
due is _____.

What is a medicine man?

1. Let's dedicate our final round tonight to 'man'. Ensign Preston Thistle of Port Hueneme, is sure all the gals have one particular man you can point to and say, "He's (PLAY). In the song, what does the man on the flying trapeze do? ~~What does Man Mountain Dean do? Is he a boxer, wrestler, or the czar of baseball?~~ *Who put on the first game?*

2. Dorothy Kriss of Hammond, Indiana, wants you to tell us who the man is in this little ditty. (PLAY). Now will you distinguish between the Thin Man, ~~the Isle of Man~~, and Man O' War, *Superman*, *Carl Man*

(FROM SAN BERNARDINO, CALIFORNIA)

FORMAN: 'Fess, let's give the verdict to the Service Command.

KYSER: Well first, "Lucky Logio" will take the stand.

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: Ladies and gentlemen, in a cigarette, it's the tobacco that counts and Lucky Strike means fine tobacco.

SHARBUTT: Remember - with men who know tobacco best, it's Luckies
2 to 1!

RUYSDAEL: So smoke the smoke tobacco experts smoke - the cigarette
that means fine tobacco - Lucky Strike!

BOONE: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO SAN BERNARDINO, CALIFORNIA)

(FANFARE)

FORMAN: High man, Professor!

KYSER: It's a tie between Sgt. Bob Rishel of Detroit and Sgt. Rubin
Tepper of San Francisco and therefore they both get a first
prize of a \$50 War Bond each. Don't go 'way, there's still
some more -- ten each in stamps to the other four. All six
get a carton of Lucky Strikes. And then! AND THEN! To
all you men from San Berdoo, a hundred thousand thanks to
you and a package of better than ever LUCKY STRIKE

CIGARETTES!

(CHEERS)

8. GET HAPPY (faded) ORCHESTRA

KYSER: Well chillun, das all until classtime next Wednesday. For a wonderful welcome here at the San Bernardino Army Air Base we thank the ~~commanding general of the Air Service Command, Major General Walter H. Frank, also~~ Colonel J.G. Taylor, ^{Col. J.G. Taylor, ~~commanding this Base,~~ Major} McEachern, and all you fighting men and women of the ASC.

Yes, ladies and gentlemen, there are two kinds of soldiers in the Air Service Command...one kind wears uniforms..the others wear civilian clothes..and together they are the power behind our air power. This Command is the World's largest single business enterprise, and without it, not a plane of our huge Army Air Forces could fly, fight, or be fueled. ASC supplies everything for our Air Forces...500,000 items from bolts to bullets, flying jackets to jungle kits. It repairs, overhauls, and rebuilds our planes at home and on the fighting fields; ~~trains its own personnel; flies critical replacement parts around the world.~~ The measure of its success is "planes in the air..by thousands". And for keeping them there, for "keeping 'em flying", the nation says to the Air Service Command..thank you very much.

Next week we'll be holding class with the men who man our fighting blimps - the Navy's Lighter Than Air service at the Naval Air Station, Santa Ana, California. Until then, this is Kay Kyser thinkin' of you..thanks a lot for bein' with us...and so long...everybody.

(APPLAUSE)

ORCH: LUCKY THEME

(SWITCHOVER TO CHICAGO AT 7:57:55)

(FROM CHICAGO)

CHICAGO ANNOUNCER: This program was presented by Lucky Strike for the entertainment of the men of the Air Service Command at the San Bernardino Army Air Base, San Bernardino, California.
Defend the Constitution! Buy War Bonds!

(SWITCHOVER TO NEW YORK)

SOUND: (GONG) (GONG) (GONG)

RUYSDAEL: Extra! Extra! Extra!

DELMAR: Be sure and tune in on YOUR ALL-TIME HIT PARADE this Friday night to play the game with --
(GONG)

RUYSDAEL: Eddie Cantor and Nora Martin!

SHARBUTT: Eddie Cantor and Nora Martin in person!

DELMAR: "JUST NAME THE SONG BEFORE THE GONG!" Yes, this Friday night over these same stations you and your whole family will -- "JUST NAME THE SONG BEFORE THE GONG" with --
(GONG)

RUYSDAEL: Eddie Cantor and Nora Martin!

SHARBUTT: Who wins? Eddie, Nora -- or you?

DELMAR: You'll have a lot of fun this Friday night on YOUR ALL-TIME HIT PARADE ... featuring - "JUST NAME THE SONG BEFORE THE GONG" - with Lulu Bates, the FIVE HUNDRED DOLLAR SONG OF THE WEEK -- and your special guests --
(GONG)

RUYSDAEL: Eddie Cantor and Nora Martin!

RUYSDAEL: The famous tobacco auctioneers heard on tonight's program were Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina - (CHANT - SOLD AMERICAN), and Mr. F. E. Boone, of Lexington, Kentucky - (CHANT - SOLD AMERICAN). Basil Ruysdael speaking for the makers of Lucky Strike - the cigarette that means fine tobacco - yes, Lucky Strike means fine tobacco.

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

SHARBUTT: Next time you step up to a cigarette counter, ask for Lucky (Impulse Tag #10) Strike - so round, so firm, so fully packed, so free and easy on the draw.

THIS IS THE NATIONAL BROADCASTING COMPANY.

FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE, NEW YORK • WICKERSHAM 2-6600

CLIENT: THE AMERICAN TOBACCO CO. REVISION: _____ NETWORK: NBC
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 10:00-11:00 PM EDT
DATE: MAY 24, 1944 - #322 REPEAT: _____

"KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE"

As Broadcast

ROUTINE

- | | |
|--------------------------|---------------|
| 1. ALWAYS | ORCHESTRA |
| 2. LONG AGO AND FAR AWAY | HARRY RABBITT |

COMMERCIAL ONE

ROUND ONE

- | | |
|------------------------|---------------------|
| 3. SAN FERNANDO VALLEY | SULLY MASON & GROUP |
|------------------------|---------------------|

COMMERCIAL TWO

- | | |
|-------------------------------|-----------------|
| 4. GOODNIGHT WHEREVER YOU ARE | GEORGIA CARROLL |
|-------------------------------|-----------------|

STATION BREAK

ROUND TWO

- | | |
|--------------|------------|
| 5. POINCIANA | PRODUCTION |
|--------------|------------|

COMMERCIAL THREE

~~6. THE GIRL I LEFT BEHIND ME SULLY MASON~~

- | | |
|----------------|---------------|
| 7. I'LL GET BY | HARRY RABBITT |
|----------------|---------------|

FINAL ROUND

COMMERCIAL FOUR

- | | |
|------------------------------|-----------|
| 8. MY DARLING <i>(faded)</i> | ORCHESTRA |
|------------------------------|-----------|

RTX01 0116431

WEAF

THE AMERICAN TOBACCO COMPANY

5-24-44

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #322

10:00-11:00 PM EWT

MAY 24, 1944

WEDNESDAY

Program originates at the Naval Air Station, Santa Ana, California,
with switchovers to NBC New York for commercials and closing.

(FROM NEW YORK)

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

BOONE: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

DELMAR: Of course!

SHARBUTT: Right you are!

RUYSDAEL: Lucky Strike means fine tobacco - so round, so firm, so
(Impulse
Tag #2) fully packed, so free and easy on the draw.

BOONE: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO SANTA ANA, CALIFORNIA)

(FROM SANTA ANA, CALIFORNIA)

ORCHESTRA: "LUCKY DAY"

FORMAN: LUCKY STRIKE presents for the entertainment of the men who man our fighting blimps, the bluejackets of the U. S. Naval Air Station - Lighter-Than-Air - Santa Ana, California -- KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE!

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

FORMAN: To the fighting men and gallant Waves of Lighter-Than-Air for the patrol of the skies that has kept the seas safe for victory!

AUDIENCE: "YEAH NAVY!" "BLIMPS!" "HOORAY!"

ORCHESTRA: KYSER THEME

(AUDIENCE APPLAUSE UP BIG)

KAY KYSER

- 2 -

5-24-44

KYSER: Evenin' folks, how y'all?

AUDIENCE: FOUR OH, BO!

KYSER: You're four oh, bo? Well, das swell, because tonight we're holding class at the Naval Air Station, Santa Ana, with the fighting bluejackets and Waves of Uncle Sam's Lighter-Than-Air Service. Yes sir, the men who fly the Navy's airships. I said to a Wave down here, "Hello, slick chick. I'm a sharp carp." She said, "You look more like a limp blimp." You know, in the old days, blimps used to cruise up and down this coast carrying advertising signs. One of them used to cruise with a sign reading "Ask for Wolf's Dates, the Number One Pack." Now the Navy blimps cruise up and down Main Street in Santa Ana with a sign that reads "Dates for the Asking, Wolf Pack Number One." You know, six men and two officers ride in a Navy gondola. Navy gondola ... that's a goldfish bowl with six poor fish and two goldbricks! Man, those big hangars they have here! The hangars are so huge, they have to send up P-38's inside 'em to kill off the mosquitoes. And what beautiful Waves they have here ... they are so domestic they can't forget the little womanly tasks of civilian days. They are so domestic that yesterday they caught one of them on top of the hangar darning the wind sock! Everybody has to have good eyesight here, so they feed the men carrots to improve their vision. The eyesight of the men is so good down here that "lights out" doesn't even stop the crap games ... they just change over to lighter colored dice! The stars like to come here.

(MORE)

- 2 -

RTX01 0116434

KYSER: Bob Hope was down here recently. I don't like to say
 (CONTD) anything, but he thinks his girls are all better looking than
 mine. Well, I saw the girl he had at Santa Ana. And I
 wouldn't want to say anything about her being a big blimp.
 All I know is ... she's got a mooring ring in her nose and
 the bags under her eyes are marked ZR-1.

FORMAN: Professor, I know you had bad luck with the girls down here,
 but last week didn't you have a date with Carmen Miranda?

KYSER: With Carmen Miranda? Certainly I did. She danced with me,
 Bill, and she had little bells all over her dress.

FORMAN: Did the bells go "ding ding ding?"

KYSER: No ... but I went BOINNNNG! BOINNNNGGG! BOINGGG!

FORMAN: Fess, that's enough of these capers, these men want their
 examination papers for the \$115 in War Bond prizes.

KYSER: Okay, Dean, I'll button my lipperoo, 'cause here's a tune
 that's really a pipperoo. So come on, chillun, yet's dance:

1 ALWAYS ORCHESTRA

2. LONG AGO AND FAR AWAY. HARRY BABBITT

(APPLAUSE)

(FROM SANTA ANA, CALIFORNIA)

KYSER: Yessir! That was really on the beam, sweet as a dish of peaches and cream. Nice goin', Harry Babbitt. Now you take it, Basil Ruysdael ...

(FROM NEW YORK)

RUYSDAEL: On "Your Hit Parade," some weeks ago, there was a very popular song that contained these very good common-sense lines -- quote -- "The fundamental things apply, as Time goes by" -- end quote. And, ladies and gentlemen, when it comes to cigarettes there's one fundamental thing that applies today, tomorrow, and every day. That fundamental thing is ... FINE TOBACCO. Yes, in a cigarette it's the tobacco that counts, the better the tobacco, the better the cigarette. So remember, Lucky Strike means fine tobacco - yes, first, last and always, Lucky Strike means fine tobacco. At markets all over the South, independent tobacco experts present at the auctions can see just who buys what tobacco. And sworn records show that among such independent tobacco experts, auctioneers, buyers and warehousemen -- with men who know tobacco best, it's Luckies 2 to 1.

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: A friendly suggestion: For your own greater enjoyment,
(Impulse Tag #5) smoke the smoke tobacco experts smoke - Lucky Strike.

(SWITCHOVER TO SANTA ANA, CALIFORNIA)

Anchor! Kysers' brand - 3 -

FORMAN: Fess, here's the first round hurdle, these men want to jump it!

KYSER: Well, line 'em up and blow the starting trumpet.

ISH: (TRUMPET) Ish K. Bibble's Hour of Poetry. Poem about that new fangled gas called helium.

KYSER: Read, lighter-than-air brain.

ISH: Ohhhhhh, a boot with a head full of helium
Met a girl with lots of appealium
He took her out automobilium
But he should have kept one hand on the whoelium ...
Why ... because now he's in the bastillium.

KYSER: Ish. How do you make up all those rhymes?

ISH: Give me anything. I'll make a rhyme about it.

KYSER: Okay, make up a rhyme about a puncture in a balloon.

ISH: Snag in a bag.

KYSER: You were just lucky. Make me a rhyme about a sailor in Laguna.

ISH: Stag on a jag ... zig zag.

KYSER: Make a rhyme about me and my jokes.

ISH: Bad gag in a sad wag.

KYSER: Just one more. What's a gondola?

ISH: A what?

KYSER: Gondola, where a blimp crew rides.

ISH: Goose pimple on a blimple.

FORMAN: First contestant, Professor.

KYSER: And he is _____!

1. Storekeeper Charlie Matthews somewhere in the Aleutians, tells us this romantic story about a Navy blimp and a barrage balloon. One day a Navy blimp was out cruising and he saw this beautiful, shapely barrage balloon, and of course the minute he saw her he went "BOINNNNGGGG!" Well, the barrage balloon started tugging at her cable and yelling (PLAY). The Navy blimp was not to be discouraged. He cruised right up alongside the barrage balloon and sang (PLAY) You probably thought I was going to say their romance got punctured, but it didn't...no sir. The blimp and the barrage balloon lived happily ever after. In fact, (PLAY)

ISH: Professor, did you hear about the blimp and the barrage balloon that got married?

KYSER: What happened?

ISH: They had a lot of little innertubes.

2. Here's a wronger and righter from Gloria Morrison of New York City, you tell us which of these statements are right. 1. All blimps come equipped with balloon tires. 2. Count Ferdinand Von Zeppelin was the first to develop the rigid type of airship. 3. Cans are the name for depth bombs. There is a dance also called the 'Can Can'. 4. ~~Inium is a gas used in lighter-than-air-craft.~~ *and filled with helium*

3. You men that man blimps naturally know what a cat walk is. But
 can you tell Seaman Edwin Adams somewhere overseas, what walk this is.
 (PLAY). What's a ^{sidewalk} boardwalk. What is a ~~walkathon~~? What's a
 floor walker? What's a walkie-talkie? ^{to have?} ~~What's a cake-walk?~~

4. Marian Johnson of Bay City, Michigan, tells us Mr. Webster defines
 a blimp as a nonrigid airship. Well, when you're nonrigid, you're
 relaxed, and when you're relaxed, you (PLAY) Well, we never heard of
 a blimp dance, but here's a balloon and we'd like to see you relax and
 let yourself go and give us your best imitation of a balloon dance.
 (PLAY)

5.
~~4.~~ ~~ALT.~~ Prewar blimps used to cruise up and down both our coasts carrying advertising signs that tagged along behind. Joe Ray of Westgreen, Georgia, says lots of those signs carried this trade mark. (QUARREL) Speaking of soft drinks, this fellow is on the air for Dr. Pepper. (KAY). And this fellow is on the air for Hires Root Beer. His initials are H.H. and he has the Musical Knights.

KYSER: By the way, chillun, next Tuesday, May 30th is Memorial Day and it's also Poppy Day. Poppies are made by disabled veterans and the welfare of many needy families depends on the money we share with them when we buy a red poppy. So let's all be wearing a red poppy next Tuesday -- it's the best way of saying "Thanks, buddy".

6. Blimps serve as the eyes of our over-water defense. They make a mighty pretty sight off-shore, and some civilians may think they are merely (PLAY). But our Lighter-than-Air Service has won glory in the battles of both oceans. Yes sir, they have sent many an Axis submarine to (PLAY)

(APPLAUSE)

SOUND: CLASS BELL

FORMAN: Ladies and gentlemen, in honor of the men who blast submarines, the Kay Kysler Players present a drama of undersea life, an epic of the submarine warfare entitled "Destination ... Santa Ana."

ORCH: SHORT, OMINOUS SOUNDING BRIDGE

KYSER: All right, men ... up periscopes.

FORMAN: Hey, Skipper ... There's a blimp hanging over us.

KYSER: Don't worry ... it hasn't any depth bombs.

ISH: My, my. How uncanny.

KYSER: Ish. I'll break you for that remark.

ISH: I don't care if I'm broke. I know a mermaid.

KYSER: So what?

ISH: She's always good for a fin.

SOUND: KNOCK ON DOOR. DOOR OPEN.

KYSER: Great scott. Look.

HARRY: Yeah. (LAUGHS)

KYSER: Who are you?

HARRY: Who, me? (LAUGHS) I'm just an old blimp. (LAUGHS)

KYSER: Well, if you're just an old blimp ... what are you laughing at?

HARRY: They made a mistake ... and filled me with LAUGHING GAS.
(LAUGHS)

ORCH: CHORD

FORMAN: First winner, Fees.

KYSER: And he is Carp, Mate 1/C Clifford Stickler. Boy, your answers were really pips. You know your lighter-than-aircraft ships. Smoke a Lucky Strike and stack your chips and come on chillun, yete danoel

3. SAN FERNANDO VALLEY SULLY MASON & GROUP
(APPLAUSE)

KAY KYSER
Commercial #2

- 4 -

5-24-44

(One Hundred Years Ago, this very day -- and the message is "What Hath God Wrought")

(FROM SANTA ANA, CALIFORNIA)

KYSER: ... swell ... you were really rollin', kids. Thanks a million.

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

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

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: One hundred years ago, this very day -- and the message is "What Hath God Wrought"

RUYSDAEL: Today, America remembered a man who left his mark on history exactly one hundred years ago. Early this morning, from across the sea, came the staccato telegraphic message that made him famous. At noon, in the great Rotunda in Washington, both Houses of Congress met to unveil a plaque in his honor. In the old Supreme Court Chambers, his thrilling story was reenacted ... a special postage stamp was issued in commemoration ... and a new Liberty Ship was launched proudly bearing his name.

(MORE)

- 4 -

ATX01 0116442

KAY KYSER

- 5 -

5-24-44

Commercial #2 (CONTD)

(One Hundred Years Ago, this very day -- and the message is "What Hath God Wrought")

RUYSDAEL: Yes, America remembered that morning ... one hundred years ago ... on the 24th of May, 1844 ... and the great drama that unfolded in the Supreme Court Chambers at Washington, D. C. On that morning the small ante-room was filled with prominent statesmen ... John C. Calhoun, the Secretary of State was there ... and the elderly Henry Clay ... and his colleague from Kentucky, the Honorable John Crittendon. This was an historic hour ... for at this hour a great experiment was about to begin ... an experiment conducted by a brilliant scientist, Mr. Samuel F. B. Morse. The white-haired inventor sat at a long table, bending over his crude telegraphic equipment. In his hand he held a slip of paper ... containing four words ... four words he hoped to send out as the first message ever transmitted by long distance telegraph. And now ... he looked at a small card propped up before him ... a card bearing the symbols of his own code ... and as he pressed the telegraph key, his lips formed the syllables of a new language that soon would be known throughout the world ...

MORSE:
(DELIBERATE
FLAT) Dot, dash, dash ... dot, dot, dot, dot, ... dot, dash ...
dash ... (FADE) ... dot, dot, dot ...

(MORE)

- 5 -

ATX01 0116443

KAY KYSER

- 6 -

5-24-44

Commercial #2 (CONTD)

(One Hundred Years Ago, this very day -- and the message is, "What Hath God Wrought")

RUYSDAEL: The message was finished. Samuel Morse leaned back in his chair ... and waited. The room was heavy with silence, every man seemed to be holding his breath ... waiting for the answering message from the operator stationed in Baltimore forty miles away. And suddenly, the sounder began to click out the same message ...

MORSE: Dot, dash, dash, ... dot, (FADE) dot, dot, dot ... dot, dash ...

RUYSDAEL: Quickly, Samuel Morse wrote down the cryptic signals. Then he decoded the message, and turned with a smile to his astonished audience ...

MORSE: Gentlemen, the message has been transmitted and received. The message is ... "WHAT HATH GOD WROUGHT."

RUYSDAEL: Thus, on a Spring day in 1844, a group of prominent Americans ... Henry Clay, John Crittendon and John C. Calhoun ... witnessed the birth of a modern miracle -- the miracle of the Telegraph. And in the years to come ... we -- all of us would make daily use of Samuel Morse's invention to greet our loved ones ... to send out government bulletins ... and to transmit the details of our own private business.

(MORE)

- 6 -

ATX01 0116444

KAY KYSER

- 7 -

5-24-44

Commercial #2 (CONTD)

(One Hundred Years Ago, this very day -- and the message is "What Hath God Wrought")

RUYSDAEL: And so the telegraph became a familiar instrument to the
(CONTD) planters of the Southland ... to tobacco folk ... for it
would furnish fast current news of the great tobacco
harvests of Kentucky, Virginia, Maryland, and the
Carolinas -- the golden harvests that made the tradition,
the romance of fine tobacco.

BOONE: (CHANT - SOLD AMERICAN)

SHARBUTT: Today, America's tradition of fine tobacco is carried on by
(Closing "E") Lucky Strike. Indeed, sworn records show that among
independent tobacco experts -- auctioneers, buyers and
warehousemen -- with men who know tobacco best, it's Luckies
2 to 1. So, remember: Lucky Strike means fine tobacco -
yes, Lucky Strike means fine tobacco - so round, so firm,
so fully packed, so free and easy on the draw.

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

TICKER: (2 & 3, 2 & 3)

DELMAR: Yes, Lucky Strike means fine tobacco - No wonder that with
(Impulse Tag #3) men who know tobacco best, it's Luckies 2 to 1.

(SWITCHOVER TO SANTA ANA, CALIFORNIA)

- 7 -

RTX01 0116445

ORCH: CARROLL INTRODUCTION

KYSER: What a picture. A beautiful gal in light blue ready to sing for these men in dark blue. It's gorgeous Georgia Carroll!
(APPLAUSE) And Georgia, I know you're going to make the hearts of these sailors even lighter than air, when they hear you sing ...

4. GOODNIGHT WHEREVER YOU ARE GEORGIA CARROLL
(APPLAUSE)

GLEE CLUB: FIGHTING SONS OF THE NAVY BLUE

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

~~(AUDIENCE)~~

FORMAN: The College takes a moment, before our hour is through,
to salute the Navy Airmen, our fighting sons in blue.
You guard our country's colors, you keep the sea lanes free,
And we pause across the nation, to bid you Victory!

Local NBC stations says:

STATION X X X SALUTES NAVY LIGHTER-THAN-AIR!

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

ORCH: KYSER MARCH:

FORMAN: Fess, here's the round two crew!

KYSER: Well, bring 'em out, Dean, do!

ISH: Just a second, Professor, I got a novel here in regards to which I wouldst like to read same.

KYSER: Who wrote it?

ISH: That there now girl I been running around with.

KYSER: You mean Fair haired Gale from Sunnydale?

ISH: No, Mackerel faced Noona from South Laguna!

KYSER: Oh! Old fish eye! What's the name of the novel?

ISH: Salome Pewterbucket, girl balloon pilot.

KYSER: Oh, a story about a nymph in a blimp!

ISH: No, it's about a hag in a bag!

KYSER: Read.

ISH: Okay. Oh, Salome Pewterbucket and her young man were setting on the catwalk of a blimp. Pretty soon the cat got sick of it and got up and walked home. ~~In a graceful gesture Salome throw her arm toward the ocean, and a shark swimming by took a bite at it and throw it back at her.~~ You love the water, don't you, the young man murmured.

DIANE: Yes, I think of water all the time. Do you think I've got water on the brain?

ISH: Was her guarded reply? His comeback was quick and to the point: You've got so much water on the brain you have to part your hair with a Dixie Cup.

DIANE: You are quite a card.

ISH: She exhaled, as the bags under her eyes took off and cruised around her face. Just then her second chin rose to the surface, but was depth bombed by her adam's apple. I love you, he shouted! Your eyes, like two bent periscopes peering out from a bowl of pancake batter! Your little nose, like a limp blimp in a Santa Ana wind storm.

ISH: It doesn't know which way to turn.

DIANE: You tickle me.

ISH: She said, snuggling close to him. No, he answered. It's your turn to tickle me, I tickled you last time. Suddenly the night was still, except for the constant buzzing of sailors' thumbs as they beat the cool night air trying to hitch a ride to Santa Ana. Then she spoke.

DIANE: What are you thinking about?

ISH: I was just wondering, he vocalized ... I was just wondering. Do you mind if I rent the wart on your nose? I want to make a mooring mast for a moth. Grasping the dry humor of his snappy get-off, a smile broke the surface of her face but when it seen what it was faced with, quickly crash dived and submerged again. She hugged him tight.

DIANE: If you don't love me, I'm sunk ... I'll stop breathing!

ISH: She said, and with that he tied a sand bag around her neck, sunk her, and she stopped breathing.

ORCH: CHORD

FORMAN: First second contender Fess!

KYSER: And he is _____!

1. Pvt. Larry Nay of Camp Seale, California, tells us this story of a Santa Ana Sailor who wanted to go home. He couldn't get leave so he filled himself up with helium and when he took off he yelled to his buddies (PLAY). The boat thought he could land somewhere near his best girl's house, but when he arrived over his girl's house he couldn't stop, he just kept on going. Now when they ask his girl where her sweetheart is, she sniffs and says, "Poor guy he's (PLAY).

2. Since you men are sky sailors, see if you can tell us the name of this song. (PLAY) Frank Christi somewhere in New Guinea, says all of our lighter-than-aircraft are kept in the air with helium. Speaking of helium, distinguish between heliotrope, helicopter, helimonster and heel. (What are you looking at me for?)

you had a piano, would the first aged average

3. Speaking of Count Zeppelin, Virginia Wagner of Madison, Wisconsin, asks, ~~what Count comes on the air like this?~~ (PLAY). Let's pretend you are _____ come over to the piano and every time our band stops, you be Basie.....but don't play too basey. (PLAY)

4. Pvt. E. Cooper of Norman, Oklahoma, says if you give us the words for the following definitions, you'll have some words that rhyme with 'blimp'. First: a small wrinkle or cease. Second: to dress up in an affected or formal manner. Third: A tight fisted old squire, on the Lum and Abner program. Fourth: A variety of small edible crustacean.

~~HARRY: Fifth: Kay Kye on~~

~~BREEZE: SIMP:~~

5. It's Visiting Dean time in the old Colloge, and tonight we have an expert on theme songs, trombonist Eddie Brown, Radioman Third Class, of San Diego ... one of your own boys. Yet's get him out here!

(APPLAUSE) See if you can tell Mrs. Lillian Dougherty of West Orange, New Jersey, whose theme song Eddie is about to play on his trombone.

(PLAY) (PLAY)

6. Marjorie Hunt of Hollywood says our flyers over Europe are making history with their pre-invasion bombings. And all last week our pilots have said (PLAY). In fact, the bombings are now so intense that the world doesn't know when ---- but pretty soon (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

FORMAN: Let's name the second winner before the people start a squawking.

KYSER: Okay, Dean Forman, start talking.

FERDY: Talk, talk, talk. That's all you do. Talk, talk, talk.

KYSER: Ferdy Froghammer, you're insulting.

FERDY: Ah, you're full of buh-LAST.

KYSER: I'm not full of buh-LAST. And besides, it's ballast. That means sand bags. BALLAST.

FERDY: Buh-LAST. I heard a Wave tell you if you didn't quit trying to kiss her, she'd pick up a sand bag and buh-LAST you.

KYSER: No such thing happened.

FERDY: Talk, talk, talk. That's all you do.

KYSER: I haven't talked to a Wave at this base.

FERDY: Oh no? Today in the hanger you filled one so full of hot air, it took the ground crew three hours to get her off the ceiling.

FORMAN: Second round winner, Fess.

KYSER: And he is Spec. A Fred Van Eeghen. My man, you did some fine navigatin'. Smoke a Lucky Strike before the final debatin' while the chillun do some dance-time datin'.

5. POINCIANA PRODUCTION
(APPLAUSE)

(FROM SANTA ANA, CALIFORNIA)

KYSER: Yeah, man! That's a jivin' gang of solid senders! Nice goin', boys! And now here's our friend Del Sharbutt ...

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

SHARBUTT: Here is a sound that tells the story of a modern miracle -- born exactly one hundred years ago in Washington, D. C. ...

(SOUND OF OSCILLATOR -- UP AND FADE)

SHARBUTT: And here is a sound that unfolds another story -- a story that goes back more than one hundred years in America's history ...

RIGGS: (CHANT - SOLD AMERICAN)

SHARBUTT: Yes, the chant of the tobacco auctioneer tells the story of fine tobacco to the independent tobacco experts ... to men like Mr. Wilbur Rhemur Rogers of Mullins, South Carolina - who recently said ...

VOICE: This is something I know, because this is something I've seen -- year after year, Lucky Strike goes after the finer, lighter, tobacco, the kind that makes for real smoking enjoyment. That's why I've been a Lucky Strike smoker for over 10 years.

(MORE)

SHARBUIT: Yes, ladies and gentlemen, sworn records show that among independent tobacco experts like Mr. Rogers - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1 ...

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: Yes, Lucky Strike means fine tobacco - So smoke the smoke
(Impulse
Tag #1) tobacco experts smoke - Lucky Strike!

(SWITCHOVER TO SANTA ANA, CALIFORNIA)

7. I'LL GET BY HARRY BABBITT

(APPLAUSE)

KYSER: Well, folks, you've just heard Harry Babbitt sing his last song with us for awhile, and to say we are going to miss him is putting it mildly. He's off to do a bigger job now in the Armed Forces and Harry we wish you the best of everything as a member of the United States Navy.

ORCH: KYSER MARCH

FORMAN: Final exam, Fess. Let's start cruising!

KYSER: Well, Dean start the choosin', I'm not snoozin'. And our first winner is _____.

1. All of America is proud of you boys in Navy blue, so we're devoting our final round tonight to the color blue. First off, Jim Barnett and the V-12'ers of Jackson, Mississippi, wants you to tell us what's blue in this song. (PLAY) Who is Ben Blue? ^{Who was Bluebird?} Are blueberries red when they're green? ~~Finish this poem:.....!Something old, something new, something borrowed and _____.~~

2. What does the word 'blue' refer to in this song? (PLAY) Who was the star of the picture Maeterlink's "Blue Bird"? She was also the star of "Captain January", "Littlest Rebel", etc. (Are Navy whites washed with blueing? ~~What's blueing? Who was Bluebeard?~~)

Yes, and she's in a new picture called "Your Heart Away."

3. Here's a swell song with 'blue' in its title. See if you can name it for Pvt. Leroy Richardson somewhere in England. (PLAY) What did Little Boy Blue blow? What are blue points on the half shell?

4. Tell Miss Caryl Brunotte of Brentwood, Missouri, who are the blue bloods? What's Blue Ribbon? - is that a drink or a prize? What do they give three cheers for in this song? (PLAY) And that's a darn good idea, so let's do it.

(APPLAUSE)

SOUND: CLASS BELL

(FROM SANTA ANA, CALIFORNIA)

FORMAN: Would you like to know who won the fray?

KYSER: First, Kenneth Delmar has something to say ...

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: Ladies and gentlemen, in a cigarette it's the tobacco that counts and Lucky Strike means fine tobacco. Remember - with men who know tobacco best, it's Luckies 2 to 1. So, smoke the smoke tobacco experts smoke - the cigarette that means fine tobacco - Lucky Strike!

RIGGS: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO SANTA ANA, CALIFORNIA)

(FANFARE)

FORMAN: Top man, Professor!

KYSER: It's a tie, one with a perfect score all the way and the other tied for first prize, therefore Fred Van Eeghen and Clifford Stickler both get a first prize of a crisp, brand new \$50 War Bond but for having a perfect score all the way, Fred Van Eeghen gets an additional \$25 Bond, \$75 to Van Eeghen and \$50 to Clifford Stickler. But we're not through! The rest of the crew each get ten dollars in Stamps. And then! AND THEN! To all you men, you sub spotters, for your laughter and cheers for Alma Tomater, a package of better-than-ever LUCKY STRIKE CIGARETTES!

(CHEERS)

B. MY DARLING (faded) ORCHESTRA

KYSER:

Well chillun,..it looks like das all for this class session. And we'd like to say thanks to ^{Capt. M. A. Pierce} Commander G. D. Zurmuehlen, Ensign Donald Gardner, all you men and you patriotic Waves for welcoming us so warmly here. Ladies and gentlemen, America is deep in the debt of Navy lighter than air. Much of the security and safety of our shores and ports is due to the blimps that cruise like great sentinels up and down both coasts. And the last vision on this earth of many an Axis submarine captain has been shadow of a Navy blimp overhead. Lighter than Air has spelled deadly danger to our enemies, but in countless rescues at sea, a cruising blimp has moant life itself to our downed fliers and our merchant seamen. For all this, for convoy work, for the long faithful hours aloft and on the ground, a grateful nation says to Navy Lighter Than Air, "thank you very much".

Next week we'll be holding class with Uncle Sam's fighting Loathernecks, the U. S. Marines at Camp Pendleton, Oceanside, California. And until then....this is Kay Kyser thinkin' of you.....thanks a lot for bein' with us.... and so long.....everybody.

(APPLAUSE)

ORCH: LUCKY THEME

(FROM CHICAGO)

CHICAGO

ANNOUNCER: This program was presented by Lucky Strike for the
entertainment of the men and women of the Lighter-Than-Air
Service from the United States Naval Air Station, Santa Ana,
California. Defend the Constitution! Buy War Bonds!

(SWITCHOVER TO NEW YORK)

SOUND: (TOWN CRIER BELL)

RUYSDAEL: (OVER BELL) Hear Ye! Hear Ye! Hear Ye!

DELMAR: Be sure and tune in on YOUR ALL-TIME HIT PARADE this Friday
night over these same stations, to play the game with --
radio's madcap couple --

RUYSDAEL: George Burns and Gracie Allen!

SHARBUTT: George Burns and Gracie Allen - in person!

DELMAR: You and your family will have a lot of fun this Friday night
on YOUR ALL-TIME HIT PARADE -- featuring that fascinating
new game -- (GONG) "JUST NAME THE SONG BEFORE THE GONG" -
with Lulu Bates, the FIVE HUNDRED DOLLAR SONG OF THE WEEK --
and your special guests --

(GONG)

RUYSDAEL: George Burns and Gracie Allen!

SHARBUTT: George Burns and Gracie Allen in person!

RUYSDAEL: The famous tobacco auctioneers heard on tonight's program were Mr. F. E. Boone of Lexington, Kentucky - (CHANT - SOLD AMERICAN) and Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina - (CHANT - SOLD AMERICAN). Basil Ruysdael speaking for the makers of Lucky Strike - the cigarette that means fine tobacco - yes, Lucky Strike means fine tobacco.

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

SHARBUTT: A friendly suggestion: For your own greater enjoyment,
(Impulse
Tag #7) smoke Lucky Strike - so round, so firm, so fully packed,
so free and easy on the draw.

THIS IS THE NATIONAL BROADCASTING COMPANY.

FOOTE, CONE & BELDING

Advertising

242 PARK AVENUE NEW YORK • WICKELSHAM 2-6600

CLIENT: THE AMERICAN TOBACCO CO.

REVISION:

NETWORK: NBC

PRODUCT: LUCKY STRIKE

APPROVAL: FINAL

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

DATE: MAY 31, 1944 - #323

REPEAT:

"KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE"

As Broadcast

ROUTINE

1. YEARNING

ORCHESTRA

2. AMOR

GROUP

COMMERCIAL ONE

ROUND ONE

3. DON'T SWEETHEART ME

SULLY MASON

COMMERCIAL TWO

4. I'LL BE SEEING YOU

GEORGIA CARROLL

STATION BREAK

ROUND TWO

5. DARK EYES

PRODUCTION

or
~~LIMEHOUSE BLUES~~

~~PRODUCTION~~

COMMERCIAL THREE

6. IT'S LOVE, LOVE, LOVE

GROUP

~~7. HOW BLUE THE NIGHT~~

~~GEORGIA GARROLL~~

FINAL ROUND

COMMERCIAL FOUR

8. THE SHEIK OF ARABY

(Faded)

ORCHESTRA

RTX01 0116464

- 1 -

WEAF

THE AMERICAN TOBACCO COMPANY

5-31-44

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #323

10:00-11:00 PM EWT

MAY 31, 1944

WEDNESDAY

(Program originates at Camp Pendleton, Oceanside, California, with
switchovers to NBC, New York, for commercials and closing.)

(FROM NEW YORK)

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

RIGGS: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

SHARBUTT: You said it!

DELMAR: Lucky Strike means fine tobacco - so round, so firm, so
(Impulse Tag #2) fully packed, so free and easy on the draw.

RIGGS: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO OCEANSIDE, CALIFORNIA)

- 1 -

ATX01 0116465

(FROM OCEANSIDE, CALIFORNIA)

ORCHESTRA: "LUCKY DAY"

FORMAN: LUCKY STRIKE presents for the entertainment of Uncle Sam's
fighting Devildogs and Marine women at Camp Pendleton,
Oceanside, California -- KAY KYSER'S COLLEGE OF MUSICAL
KNOWLEDGE!

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

ORCHESTRA: KYSER THEME

(AUDIENCE APPLAUSE UP BIG)

KYSER: Evenin' folks, how y'all?

AUDIENCE: SO SO, GIZMO!

KYSER: So - so! They're only kidding, folks, because things are really poppin' here tonight with the fighting devildogs and swell women Marines at Camp Pendleton, in the boondocks. This camp is right on the ocean, and it's huge! 132,000 acres from San Clemente on the north to Oceanside on the south! The camp is so big they shipped a battalion out of San Clemente bound for the Solomons in a storm ... three weeks later they landed down at Oceanside and captured the mess hall! Then they ate lunch and said, "So this is the Jap's secret weapon!"

FORMAN: Fess, I understand Camp Pendleton used to be a great Spanish ranch.

KYSER: Yes Bill, all the old buildings of the original Spanish ranch are still here. I said to a Marine in the mess hall, "The houses here are made of adobe." He said, "So is the toast!" They have a mess sergeant here who is an amateur magician. You know, in most magic shows, the magician saws a woman in half. The mess sergeant put on a show up here and tried it. A boot was sitting on in the audience watching him saw this pretty girl, so the boot said, "Imagine that! 50,000 Marines with no girls and he's up there wasting one!"

ISH: Jest a second, Professor, didn't I hear you mention the merry metropolis of San Clemente.

KYSER: Yes, Ish, you did.

ISH: Well, I have a pome here about San Clemente in regards to
which I wouldst like to read same.

KYSER: Read, bush happy.

ISH: OHHHHH young Marines so gay and bold
Date the girls of San Clemente
But the ones I've seen are so doggone old
Better stay home in your tenty.

FORMAN: Ish, you're positively sensational, but these men want to get educational for our \$115 in War Bond prizes.

KYSER: All right, Dean, we'll let the questions pop, but first the chillun want to hop, so come on, chillun, yets dance!

- 1. YEARNING. ORCHESTRA
- 2. AMORGROUP

(KAY: CUE TOP OF NEXT PAGE)

KAY KYSER
Commercial #1

- 3 -

5-31-44

(FROM OCEANSIDE, CALIFORNIA)

KYSER: Yes, sir! That was sweet as a bell - and really swell.
Thanks gang - and now it's your turn, Del Sharbutt.

(FROM NEW YORK)

SHARBUTT: Ladies and gentlemen, common sense tells us that the quality of a cigarette depends on the quality of the tobacco that goes into it. Yes ... in a cigarette it's the tobacco that counts... the better the tobacco, the better the cigarette. So let common sense guide you to Luckies, for remember - Lucky Strike means fine tobacco - yes, first, last and always, Lucky Strike means fine tobacco. At markets all over the South, independent tobacco experts present at the auctions can see the makers of Lucky Strike consistently select the riper, the naturally mellow Lucky Strike tobacco. And sworn records show that among such independent tobacco experts - auctioneers, buyers, and warehousemen, with men who know tobacco best, it's Luckies 2 to 1 !

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: Yes, Lucky Strike means fine tobacco - So smoke the smoke
(Impulse Tag #1) tobacco experts smoke - Lucky Strike.

(SWITCHOVER TO OCEANSIDE, CALIFORNIA)

Comedian's name - 3 -

ATX01 0116470

FORMAN: First round, Fess.

ISH: (TRUMPET)

KYSER: What means that blast upon the horn?

ISH: Ish K. Bibble's Hour of Corn.

KYSER: Oh. Well, let's hear the first golden kernel, Chow hound.
Travelogue. Let's start our trip from Camp Pendleton. Shall
we? Sooooo, let's! As we leave the camp, we pass the
women's barracks. There's a couple of M.P.'s standing
there ... so we pass the women's barracks. We are now
approaching Oceanside and as we enter Oceanside, we leave
Oceanside!

KYSER: Interesting place.

ISH: As we trudge along the road we study nature, the pretty
daisies, the pretty ferns.

DIANE: Hello, Daisy.

FERDY: (GIRL VOICE) Hiya, Fern.

KYSER: Never mind. While we're along the road, do we pick any
dandelions?

ISH: No, but in Pacific Square we'll pick up a couple of dandy
blondes.

KYSER: Let's hurry and get there.

ISH: As we stand on a San Diego corner, the restaurant where you can get a good ten cent sandwich is only a stone's throw from us. So we throw some stones through the window.

KYSER: Wait a minute! Why throw stones at it? You said you can get a good ten cent sandwich there!

ISH: You can, but they charge you sixty-five cents for it!
~~Now as we stand here we see a beautiful girl walking with a Marine - what a beauty! -- Shall we try to take the beautiful girl away from the Marine? -- Well, if you think we're going to try, you're crazier than Mad Man Muntz's wife!~~

KYSER: Ish, I don't think you know what you're talking about.

ISH: I do too. I was in San Diego last night lookin' up an old girl friend I hadn't saw for a long time.

KYSER: Oh. Was she in good health? I mean, how did you find her?

ISH: I just waded through nine rows of Marines and there she was.

FORMAN: First contestant, Pass.

KYSER: And he is _____.

1. Seaman Edgar Riggsbee somewhere in New Guinea, tells us a story about a gal who fell in love with a Marine and she said to him (PLAY). The Marine said, "That's all right sometimes, but tonight, (PLAY). The gal got mad and said, "You promised to take me wherever you went and I'm going to stand up for my rights." "Well, if you insist," said the Marine, "but for the love of Mike don't stand up for anything. I'm going out on the infiltration course and if you go you'd better (PLAY).

2. Since Camp Pendleton is at Oceanside, California, Mary Mulligan of Sacramento, California, says she'll be on your side if you can tell us what sport has 11 on a side. What sport has 9 on a side? Which has 5 on a side? In the song, who 'don't measure no more from head to toe than he do for side to side'? ~~In the Navy what is the left side?~~
~~In the Navy what's the right side?~~

~~CONTESTANT: The side the Chief Petty Officer is on.~~

3. Cadet Clifford Garrett of Santa Ana, says that since you Marines are fast travelers, you ought to be able to recognize the theme of this traveller. (PLAY) Let's keep burning with themes - what couple is associated with this theme? (PLAY)

4. We're right in the middle of what used to be the great Santa Margarita Ranch and Lt. W. P. Lyell of Camp Muroc, reminds us that there used to be lots of cowboys here. You Marines have to ride bucking jeeps, but the cowpunchers had to ride bucking (PLAY). We brought a mechanical horse down with us, and we want to see how wild and wooly it rides. Get right up on it, we'll turn on the juice while you try to sing "I'm Heading for the Last Round-Up." (PLAY)

5. Radio is full of famous sign-offs, so we'd like to have you show off and identify the personalities or programs who sign off like this ...

FORMAN: And until next week, I am as always ... obediently yours.

KYSER: This is who saying good afternoon to some of you, good evening to more of you, and good luck to all of you.
Goodnight and thirty.

(SINGS) Thanks for the memory ...

(SINGS) I love to spend each Wednesday with you.

Thanks a lot for bein' with us ... and so long ... everybody.

KYSER: By the way, chillun, next week, June 6th, the YMCA will celebrate its Centennial. The YMCA operates in 68 countries and does a big job for our fighting men, so let's all say congratulations to a fine American institution on its 100th birthday - the YMCA! (APPLAUSE)

6. Camp Pendleton Marines have only one wish in mind, to get out there into the fight and lick the Japs (PLAY). And when the Japs get hit with the great new campaigns the Marines are planning in the Pacific, believe me those Japs are going to be (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

FORMAN: Fess, is it true the Marines had some girls down here for a dance?

KYSER: Certainly, Bill. I saw one Marine here simply surrounded by girls but he was arguing with one girl. He said to her, "You needn't think you're the only pebble on the beach!"

FORMAN: And what did you say?

KYSER: I said, "Hey bud, may I share your rock garden?"

FORMAN: Say, I want to check up on a couple of things. That extra police duty here ... is that some kind of punishment, that E.P.D.?

KYSER: Yes Bill. E.P.D. ... that means "Exceptionally Poor Deal." They've got millions of M.P.'s around here ... Say imagine what it would be like if they had a woman M.P.! Woman M.P. ... that would be a slick chick with a riot stick!

FORMAN: What about Liberty towns?

KYSER: Liberty towns? Why Bill, there's always San Clemente! Yes, San Clemente ... once is plenty!

FORMAN: First winner, Fess!

KYSER: And he is PFC Tubby Oliver! Get set for round three, it's really tough. Here's a Lucky Strike, have a puff, while the chillun do some dancing and stuff.

3. DON'T SWEETHEART ME SULLY MASON
(APPLAUSE)

KAY KYSER
Commercial #2

- 4 -

5-31-44

(I say, Mr. Speaker: I've had a speech in soak (his six months ... and if I don't deliver it I shall bust and smash the windows!)

(FROM OCEANSIDE, CALIFORNIA)

KYSER: Thanks, gang! A beautiful song, beautifully done.

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

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

RIGGS: (CHANT - SOLD AMERICAN)

VOICE 1: "I say, Mr. Speaker: I've had a speech in soak this six months ... and if I don't deliver it I shall bust and smash the windows!"

DELMAR: This peaceful, sunny afternoon of 1835, in the city of Washington, the dignified guards of the Senate Building stared in bewildered amazement as a tall, lanky man, in hunting breeches and coonskin cap, with a long rifle in his hand, strolled up the stately corridors ... firing a passing volley of backwoods humor at the amused and curious spectators. And now, stopping before the great panelled doors of the Senate chambers, he announced ...

VOICE 1: "Gentlemen ... I am Colonel Davy Crockett -- the truest marksman, spinner of tremendous yarns, greatest of all bear hunters ... and Congressman of Tennessee."

(OVER)

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ATX01 0116477

Commercial #2 - (CONTD)

(I say, Mr. Speaker: I've had a speech in soak this six months ... and if I don't deliver it I shall bust and smash the windows!)

DELMAR: Yes, this was "Davy" Crockett, hero of the untamed backwoods, with a heart and a laugh as big as the wild country he knew ... and yet he came here today, as the elected servant of the people, to the great halls of Congress. This was "Davy" Crockett, standing up fearlessly before the august body of law-makers, to speak his mind in his own inimitable way ...

VOICE I: Mr. Speaker! Mr. Speaker ... !

(GAVEL)

VOICE II: I recognize the Honorable gentleman from Tennessee,
Colonel David Crockett.

VOICE I: Mr. Speaker ... I've had a speech in soak this six months, and if I don't deliver it I shall bust and smash the windows. The gentleman from Massachusetts talks of summing up the merits of the question, but I'll sum up my own. In one word I'm a screamer, and I've got the roughest horse, the prettiest sister, the surest rifle and the ugliest dog in the district. My father can whip any man in Kentucky, and I can lick my father. I can outspoke any man on this floor and give him two hours start. (FADE) I can run ...

DELMAR: Yes, Washington called him the coonskin Congressman. But "Davy" Crockett, untamed son of Tennessee, through three successful terms as Congressman, made them sit up and listen as he fought for the freedom of the public lands and equal rights for all men. (MORE)

KAY KYSER

- 6 -

5-31-44

Commercial #2 - (CONTD)

(I say, Mr. Speaker: I've had a speech in soak this six months ... and if I don't deliver it I shall bust and smash the windows.)

DELMAR:
(CONTD)

And his fame as Congressman, pioneer, hunter and soldier never changed his deep love for his wild native earth ... and one night, looking out upon the busy lighted streets of the Nation's Capital, he wrote ...

VOICE I:

"In a short time I set out for my own home ... yes, my own home, my own soil, my humble dwelling. Here, like the wearied bird, let me settle down for a while."

DELMAR:

And so, "Davy" Crockett came back at last to the land that was home ... to the Tennessee hill country where the pioneer planters followed in the time-honored tradition of the Southland -- the tradition, the romance of fine tobacco.

RIGGS:

(CHANT - SOLD AMERICAN)

RUYSDAEL:
(Closing
"D")

In Lucky Strike you yourself can discover how much the tradition of fine tobacco means. For in a cigarette it's the tobacco that counts, and Lucky Strike means fine tobacco -- yes, Lucky Strike means fine tobacco -- so round, so firm, so fully packed, so free and easy on the draw.

BOONE:

(CHANT - SOLD AMERICAN)

(MORE)

- 6 -

RTX01 0116479

KAY KYSER

- 7 -

5-31-44

Commercial #2 - (CONTD)

(I say, Mr. Speaker: I've had a speech in soak this six months ...
and if I don't deliver it I shall bust and smash the windows.)

RUYSDAEL: LS - MPT

LS - MPT

LS - MPT

TICKER: (2 & 3, 2 & 3)

SHARBUTT: Yes, Lucky Strike means fine tobacco - No wonder that with
(Impulse
Tag #3) men who know tobacco best, it's Luckies 2 to 1.

(SWITCHOVER TO OCEANSIDE, CALIFORNIA)

- 7 -

RTX01 0116480

ORCH: CARROLL INTRODUCTION

KYSER: Now for you Marines everywhere here's a raid on your heart
by our own Cover Girl, gorgeous Georgia Carroll; (APPLAUSE)
And Georgia, I know these men will keep seeing you in their
memories after they hear you sing . . .

I'LL BE SEEING YOU GEORGIA CARROLL

(APPLAUSE)

GLEE CLUB: MARINES HYMN

ORCH: & "MARINE HYMN" FADE FOR
QUARTET:

FORMAN: To the U. S. Marines.....

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

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

LOCAL NBC STATION SAYS

"Station X X X salutes Uncle Sam's fighting
Leathernecks"!

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

ORCH: KYSER MARCH

FORMAN: Second round, Fess!

KYSER: Well give a roll on the drum!

ISH: Just a second, little drum!

KYSER: That's chum!

ISH: Oh! This here "H" looks like a "R".

KYSER: (It looks like R -- fine thing) I've got a notion to punish you.

ISH: Now don't lose your temper. Always remember be kind to people.

KYSER: That's kind! Be kind!.....I suppose "K" looks like "H".

ISH: You certainly do.

KYSER: Let's forget the whole thing. What's on your mind,
Quarter of last
knuckle noggins?

ISH: Well on account of we're by the ocean and the ocean is full of fish and got to have bait to catch fish, I have wrote a essay in regards to bait which I wouldst like to read same entitled "Worms."

KYSER: Read!

ISH: Okay...worms...now a worm is just a lot of middle between two ends.

KYSER: Monotonous, isn't it!

ISH: Now they are many kinds of worms including the rectangle worms.

KYSER: Angle worm! Not rectangle worm! Angle worm!

ISH: Rectangle worm.

KYSER: Angle worm.

ISH: Rectangle worm. A fish got a holt on this worm and he was a wrecked angle worm.

KYSER: Why don't I keep my big mouth shut.

J

-11A-

ISH: Now worms wiggle, wiggle being different from wag, wag being what a dog does with his tail and what a woman does with her tongue. ~~Now some sailors wear wigs, so when they have to wig wag, they got a wig to wag with -- which they wiggle waggle.~~ Now wiggle means the same as riggle and a worm can either wiggle out of a hole or riggle out of a hole and that's why they call it Wrigley Field because the Chicago Cubs are always trying to riggle out of the hole. ~~Also being the reason my girl don't like to go to a dentist.~~

~~KYSER: Why doesn't your girl like to go to a dentist.~~

~~ISH: When the dentist touches her gum she gets all Wrigley.~~

KYSER: You're quite a wag.

ISH: Which when somebody calls a man a wag they don't mean the end of a dog's tail, but they mean he is about as funny as a dog's tail when its a waggin', wagon being something that goes behind a horse.

KYSER: Ish, I don't get any kick out of that.

ISH: If you were behind the horse you'd get a kick out of it. Kick being something you get out of a boot.

KYSER: You get a kick out of a boot?

ISH: Well my girl was out with a boot last night and she got a kick out of it!

-11A-

v

ATXO1 0116484

FORMAN: Round two, Professor.

KYSER: Yes sir, yes sirl And our first guesser is _____.

1. Janet Parker of Hazelwood, Pennsylvania, tells us about a beautiful romance that took place here between a girl Marine and, yes a boy Marine. Well, like all leathernecks the boy Marine was very, very bashful. And it got so bad that finally the girl Marine, whose name was Ciana, had to say (PLAY). "Besame Mucho?" said the boy Marine. "What does that mean? I don't get the (PLAY). "Why, it means to kiss me," said the girl. And man, when she kissed him, sparks flew out of his eyes, smoke began to curl out of his ears, and he went BOINNNNGGGG! "Gee whiz," said the girl Marine, "We're not going to kiss anymore, because (PLAY).

2. Camp Pendleton occupies the 132,000 acres of what was once a vast Spanish ranch ... the Rancho Santa Marguerita ey Flores, The Ranch of St. Margaret and the Flowers. And since this beautiful rolling country bore the name of 'The Flowers', we'd like to ask you what Mayor is called the Little Flower? Speaking of flowers, who is Sweet Pea? Who is Daisy Mae? Who is Pansy Yocum? Who is Mary Astor? Who says 'An orchid to you'? What song includes this? (QUARTET SINGS)

3. In this one from Victoria Pelini of Port Chester, New York, we have a little romance between a couple of instruments. The (PLAY) is in love with the (PLAY). You name the songs and reveal their romance. He said to her (PLAY). And she said, "I love you too, but (PLAY). He replied (PLAY). She started to cry (PLAY) And said (PLAY). He got mad (PLAY). She got mad (PLAY). And our romance ended in a typical lovers quarrel. (PLAY).

4. Thomas Leighton of Birmingham, Alabama, reminds us that this ^{camp} ~~air~~ base is right in the middle of a great private estate. In fact, these thousands of acres on all sides of us used to be (PLAY). That's right, and they used to do plenty of riding, roping, and bronco-busting here. Speaking of roping, we have a little girl's skipping rope here and we think it would be nice to see a big Marine skip rope. Let's see you try it while we play 'Round and Round the Mulberry Bush' (PLAY) My, wasn't he dainty?

5. It's Visiting Dean time again and tonight we have some of your own boys in a jive sextet ... Marines Billy, Johnny, Lynn, Dick, Lewis and Al. Let's get 'em out here. (APPLAUSE) Marjorie Wilson of St. Louis, Missouri, says you should have no trouble naming this oldie. (PLAY) (PLAY)

6. Donna Palmer of Niles, Michigan says that in the new campaign in Italy the Yanks of the 5th Army have really taken the Germans by surprise. Together with our Allies, the French and the British, we're (PLAY) With the advance under General Mark Clark rolling on even ahead of news bulletins, the nation can count on lots more (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

FORMAN: Fess, did you hear about the swell baseball team they have here?

KYSER: Yes, they've got a great baseball club here, but I heard they've got no pitchers.

FORMAN: You heard that?

KYSER: (COY) Yes, Bill....little pitchers have big ears!

FORMAN: What a great ball game you could have pitched!

KYSER: Thanks for the left handed compliment, but I don't even know how to throw the ball.

FERDY: Oh, boy! Listen to him.

KYSER: Ferdy! All I said was I don't know how to throw the ball!

FERDY: Oh, I thought you said "bull"!

KYSER: Oh man! What happens to me shouldn't happen to a dog face. Trouble, trouble.

DIANE: Professor, do you care if I go out with a Retherneck tonight?

KYSER: Retherneck! You mean Leatherneck!

DIANE: Retherneck! when it comes to soldiers and sailors, a Marine is a man a girl would rether-neck,

~~KYSER: Retherneck, Leatherneck? What's the difference as long as they're amphibious!~~

DIANE: ~~Leathernecks are amphibious?~~

KYSER: ~~Yes, do you know what that means?~~

DIANE: ~~Sure. They neck on land or water.~~

FORMAN: Fess! Second winning Marine,

KYSER: Well, thank you Dean. He's *Johnny Lawrence!*
Light up a Lucky Strike Cigarette....final Round's comin' so get set - while the chillun dance!

5. ~~LIMEROUSE-BLUES~~.....*Rock 'n' Roll*.....PRODUCTION
(APPLAUSE)

KAY: (CUE TOP OF NEXT PAGE)

KAY KYSER
Commercial #3

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5-31-44

(FROM OCEANSIDE, CALIFORNIA)

KYSER: Well done, gang, well done! That was sweet and classy like a gal from Tallahassee! And now, here's our friend, Basil Ruysdael ...

FROM NEW YORK

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: "Davy" Crockett, pioneer Congressman from Tennessee, was a man who could do many things well -- shoot a rifle, break a wild horse, or spin a tall yarn. As frontier farmer, he knew how to pick a leaf of perfect tobacco. Today, that special tobacco skill belongs to the independent tobacco experts at the auctions down South ... men like Mr. George Edward Smith of Reidsville, North Carolina, who recently said ...

VOICE: In 15 years on the warehouse floor, I've been right on the spot to see Lucky Strike buy the finer, milder tobacco. Yes, I've seen it a thousand times. That's why I've smoked Luckies myself for 13 years.

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

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RTX01 0116489

KAY KYSER
Commercial #3 (CONTD)

- 10 -

5-31-44

RUYSDAEL: Yes, ladies and gentlemen, sworn records show that among independent tobacco experts like Mr. Smith -- auctioneers, buyers and warehousemen -- with men who know tobacco best, it's Luckies 2 to 1.

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: A friendly suggestion: For your own greater enjoyment, (Impulse Tag #5) smoke the smoke tobacco experts smoke - Lucky Strike!

(SWITCHOVER TO OCEANSIDE, CALIFORNIA)

*6. Let's see the love — George
the house
Arch. a. signed March*

- 10 -

ATX01 0116490

FORMAN: The Final Exam! The theater weaves, Marines cancel their leaves, while straight up the aisle comes that eight-ball with sleeves....Nebucaneezer, you hold her, I'll squeeze her.....Kay Keeeeezer!

KYSER: Well, Dean Forman! Our first winner is _____

1. ~~Since this is~~ the month of Brides, we'd like to devote our final round tonight to weddings. ~~During June the most people are knitted into one and~~ Woods Woodhull and the boys at Nebraska University, ~~say~~ the following two songs are Number One on the Knit Parade. Listen and tell us which is coming in and which is going out of the church. (PLAY) On which finger would you place the wedding ring? What's the difference between a double wedding and a golden wedding?

~~2. Alma Been of Tulsa, Oklahoma, tells of two lovers billing and cooing on a bench in the park. Dan Cupid approached this couple and said, "What are you waiting for, don't you want to get married?" The lover looked at the lassie and said (PLAY) She said, "Yes." So they kissed and sang (PLAY). What's the difference between a bridal veil and a bridle path?~~

3. June is the month when the most dreams of love come true. The English translation of this next song is 'Dream of Love' or 'Love's Dream' and Kenneth Richards of Austin, Texas wants you to give us the real title of the song. (PLAY) Name a song that's sung at most weddings. What are you supposed to do with the wedding cake?

BREEZE: EAT IT!

KYSER: No, no, no! I mean the sentimental attachment? Does the bride marry the best man?

4. This year, a famous comedian is celebrating his 35th. Anniversary in show business and his 30th wedding anniversary. Georgia Brown of Kansas City, Missouri says the following song is the name of his wife. (PLAY) Congratulations to Eddie and to June, a medal for bravery and endurance. Next year, ~~this month's~~ June's marriages will celebrate their first anniversary. Will it be paper, cotton, leather or tin? Describe a mother-in-law.

(APPLAUSE)

SOUND: CLASS BELL:

KAY KYSER
Commercial #4

- 11 -

5-31-44

(FROM OCEANSIDE, CALIFORNIA)

FORMAN: Here's the Marine who deserves a mention...

KYSER: But first Del Sharbutt commends our attention...

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

SHARBUTT: Ladies and gentlemen, in a cigarette it's the tobacco that counts - and Lucky Strike means fine tobacco.

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

SHARBUTT: So smoke the smoke tobacco experts smoke - the cigarette that means fine tobacco - Lucky Strike!

BOONE: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO OCEANSIDE, CALIFORNIA)

- 11 -

RTX01 0116493

(FANFARE)

FORMAN: The winner, Professor.

KYSER: Look, it's a tie both of them with a perfect score all the way and therefore Tubby Oliver and Phar. M. 1/C Johnny Salvaryn each get a first prize of a crisp brand new \$50 War Bond and for having a perfect score all the way they each get an additional \$25 Bond or \$75 each to Tubby Oliver and Johnny Salvaryn. The other four in your swell corps each get ten dollars in Stamps. All six, for their mental tricks, each get a carton of Luckies. And then. AND THEN. To all you Semper Fidelis fellahs, a package of better than ever LUCKY STRIKE CIGARETTES.

(CHEERS)

8. THE SHEIK OF ARABY ORCHESTRA

KYSER:

Well chillun, looks like we'd better secure until class time next Wednesday. And for making us feel very welcome here we thank Colonel Galen ^MSturgis, Captain Austin ^AHarrison, all you men and you gallant Marine women. The campaign you Leathernecks began in the bitter days of Guadalcanal so long ago is paying off in huge stakes. You and the Army have shoved our Pacific bases forward a thousand miles in two directions. On Biak Island we look across only 400 miles of water to the Philippines... and the long months of toil and blood and sweat are reaping their harvest in Jap hides. All the tricks learned the hard way are yours now. Better weapons, and more of them. When the flags of Marine divisions fly again in Manila and Corregidor, we know Pendleton Marines will be marching under them, and the nation will say to you great guys, "thank you very much." Next week we hold class with P-39 squadrons and the fighting bombardier-navigators of the Victorville Army Air Field, Victorville, California...and until then...this is Kay Kyser.. thinkin' of you...thanks a lot for bein' with us...and so long...everybody.

(APPLAUSE)

ORCH: LUCKY THEME

(SWITCHOVER TO CHICAGO AT 7:57:55)

(FROM CHICAGO)

CHICAGO

ANNOUNCER: This program was presented by Lucky Strike for the
entertainment of the fighting men and women of the U. S.
Marine Corps from Camp Pendleton, Oceanside, California.
Defend the Constitution! Buy War Bonds!

(SWITCHOVER TO NEW YORK)SOUND: (GONG) (GONG) (GONG)

DELMAR: Stop!

RUYSDAEL: Look!

SHARBUTT: Listen -- to YOUR ALL-TIME HIT PARADE this Friday night
over these same stations when your guests will be --

DELMAR: Ed Gardner and Company from Duffy's Tavern!

RUYSDAEL: With Eddie Green -)

~~SHARBUTT:~~) Finnegan and Archie - in person!

DELMAR: Yes, you'll have a lot of fun this Friday night on YOUR
ALL-TIME HIT PARADE featuring that fascinating new game --
(GONG) "JUST NAME THE SONG BEFORE THE GONG!" -- with
Lulu Bates, the FIVE HUNDRED DOLLAR SONG OF THE WEEK --
and your special guests --

(GONG)

RUYSDAEL: Ed Gardner and Company from Duffy's Tavern!

DELMAR: With Eddie Green -)

~~SHARBUTT:~~) Finnegan and Archie in person!

RUYSDAEL: The famous tobacco auctioneers heard on tonight's program were Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina - (CHANT - SOLD AMERICAN) and Mr. F. E. Boone of Lexington, Kentucky - (CHANT - SOLD AMERICAN). Basil Ruysdael speaking for the makers of Lucky Strike, the cigarette that means fine tobacco - yes, Lucky Strike means fine tobacco.

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

DELMAR: Next time you step up to a cigarette counter, ask for (Impulse Tag #4) Lucky Strike - for with men who know tobacco best, it's Luckies 2 to 1.

THIS IS THE NATIONAL BROADCASTING COMPANY

11/17

[The main body of the document is almost entirely obscured by dense, vertical black and white noise, likely due to severe scanning artifacts or intentional redaction. No legible text is visible.]

FOOTE, CONE & BELDING

Advertising

747 PARK AVENUE, NEW YORK - WICKERSHAM 2-6600

CLIENT: THE AMERICAN TOBACCO CO. REVISION: _____ NETWORK: NBC
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 10-11 PM EDT
DATE: JUNE 7, 1944 - #324 REPEAT: _____

"KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE"

ROUTINE

As Broadcast

- ~~1. RIO RITA ORCHESTRA~~
2. SAN FERNANDO VALLEY SULLY MASON & GROUP

COMMERCIAL ONE

ROUND ONE

3. MILKMAN, KEEP THOSE BOTTLES QUIET SULLY MASON & QUARTET

COMMERCIAL TWO

4. HOW BLUE THE NIGHT GEORGIA CARROLL

STATION BREAK

ROUND TWO

5. HOLIDAY FOR STRINGS PRODUCTION

COMMERCIAL THREE

- ~~6. IT HAD TO BE YOU ORCHESTRA~~

7. LONG AGO AND FAR AWAY DOI & QUARTET

FINAL ROUND

COMMERCIAL FOUR

8. AFTER YOU'VE GONE (faded) ORCHESTRA

ATX01 0116499

WRAP

THE AMERICAN TOBACCO COMPANY

6-7-44

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #324

10:00-11:00 PM EWT

JUNE 7, 1944

WEDNESDAY

(Program originates at the Victorville Army Air Field, Victorville, California, with switchovers to NBC New York, for commercials and closing.)

(FROM NEW YORK)

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

BOONE: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

DELMAR: You said it!

RUYSDAEL: Why, sure!

SHARBUTT: Lucky Strike means fine tobacco, so round, so firm, so
(Impulse
Tag #2) fully packed, so free and easy on the draw.

BOONE: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO VICTORVILLE, CALIFORNIA)

(FROM VICTORVILLE, CALIFORNIA)

ORCHESTRA: "LUCKY DAY"

FORMAN: LUCKY STRIKE presents for the entertainment of Uncle Sam's
bombardiers and fighter-pilots at Victorville Army Air
Field, Victorville, California -- KAY KYSER'S COLLEGE
OF MUSICAL KNOWLEDGE!

AUDIENCE: "YEAH BOMBARDIERS!" "YEAH PILOTS!" "HOORAY!"
"Victory"
^

ORCHESTRA: KYSER THEME

(AUDIENCE APPLAUSE UP BIG)

KYSER: Evenin' folks, how y'all?

AUDIENCE: BUZZIN' COUSIN!

KYSER: You're buzzin', cousin? Well das fine because here we are holding class with Uncle Sam's fighting bombardier-navigators and P-39 pilots on the desert near Victorville. You should see this desert up here ... endless miles of sand shimmering under the sun. Yesterday I was out walking and a beautiful Air Wac walked up to me ... threw her arms around me and gave me a great big kiss! Yes ... aren't the mirages wonderful up here!

FORMAN: That's right, Fess! Say, they tell me up here that a bombardier who releases his bombs too soon is called an eager beaver.

KYSER: Yes, Bill. Eager beaver. Beavers live in dams ... which are their houses. I once knew a beaver who didn't give a house for anything!

ISH: Yes, and that's not all, Professor. Beavers have got funny looking tails.

KYSER: Ish, why do you say beavers have got funny looking tails.

ISH: Because they're like Flat Top at the bottom.

KYSER: Ish, please.

ISH: Well, anyway, I guess I know a beaver is a sort of an otter.

KYSER: A beaver is a sort of an otter? What are you talking about?

ISH: Well, he eats like an otter and he looks like an otter ... so I say he otter be an otter.

KYSER: Ish, please go away and leave us, will you?

ISH: Have you heard the pome about the private who went to sleep in the target shack? You haven't? Well in that case, I shall read the pome about the private who went to sleep in the target shack.

KYSER: Read, Fuse head.

ISH: . Ohhhhhh, down in the target house, so as to dream of a Wac
 A private lay snoozing, but the bombers came back
 Score for the mission: One tumbled-down shack
 Two desert gophers, and a scrambled sad sack.

FORMAN: Ish - get out of here. Professor, one more thing before
 we start exams. These P-39's are Bell Airacobras. Is it
 true that when these planes taxi home, their spars go
 ding! dong dong dong!

KYSER: I don't know, Bill - but when I take a Spar home in a
 taxi, I go bing BOING BOING BOING!

FORMAN: Professor, that's enough about missions, these men are
 wishin' to start out for that \$115 in War Bond prizes.

KYSER: Well Dean, I'm ready for the fun, let's start our bombing
 run, so come on, chillun, yet's dance!

1. ~~BIO RITA~~ ORCHESTRA
Don & Quak
 2. LONG AGO AND FAR-AWAY! DON & QUAK

(APPLAUSE)

(KAY: Cue top of next page!)

(FROM VICTORVILLE, CALIFORNIA)

KYSER: A beautiful job, really beautiful. And now, here's an old friend of the College ... Basil Ruysdael.

(FROM NEW YORK)

RUYSDAEL: Ladies and gentlemen, next time you step up to a cigarette counter, just stop for a moment and ask yourself this one simple question: "What cigarette will I buy?" Well, isn't the common sense answer to that, the cigarette that is made of fine tobacco. For in a cigarette it's the tobacco that counts. The better the tobacco, the better the cigarette. That's why it's well worth remembering that Lucky Strike means fine tobacco -- yes, first, last, and always, Lucky Strike means fine tobacco. At markets all over the South, independent tobacco experts present at the auctions can see just who buys what tobacco. And sworn records show that among such independent tobacco experts -- auctioneers, buyers and warehousemen -- with men who know tobacco best, it's Luckies 2 to 1.

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: It takes fine tobacco to make a fine cigarette. Remember --
(Impulse
Tag #8) Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco.

(SWITCHOVER TO VICTORVILLE, CALIFORNIA)

Check Kysers mark - 3 -

FORMAN: Fess, here's the first Victorville Cadet.

KYSER: Well give him a blast on the old comet.

ISH: (TRUMPET) Here's Ish K. Bibble with news to sell. If you don't like it you can go to Victorville.

KYSER: Well, let's hear some spicy items.

ISH: Okay, First spicy item. Victorville, California. When Professor Kysor, alleged comedian, arrived at the Victorville Army Air Field, he was immediately attacked by the camp mascot, a pit bulldog whose name is Chance. Needless to say, Kysor immediately turned and ran.

KYSER: How do you know I turned and ran?

ISH: Because when I saw you, you had Chance in your pants.

KYSER: Ish! Will you please say something topical?

ISH: How about a poem?

KYSER: Is it good?

ISH: Well it ain't good but it's fairly nauseating. It's a now poem about love, entitled Flyin' Over Lake Lucerne.

6/7/44

KYSER: Read.

ISH: Okay. Ohhhhhh a flier name Vern met a girl name Fern,
And he took her flyin' over Lake Lucerne,
Was he a wreck on their return!

KYSER: Why?

ISH: Well Vern lost his head, or so it is said,
But Fern, she was just as calm as lead.

KYSER: Wait a minute! What has Vern's losing his head got to do
with Lake Lucerne!

ISH: Well, when they got back, his'n was missin',
But Fern, she never did lose her'n!

FORMAN: First contestant, Fess!

KYSER: And he is _____!

1. Lt. W. B. Smith and the boys of the 91st Bomber Group, tell us about an Army bombardier who was flying along practising lining up targets through his bombsight. They flew low and through the bombsight saw a beautiful blonde taking a sunbath by a mulberry bush. "Oh, boy," said the bombardier (PLAY) "Who's sweet?" said the pilot. "We're supposed to be heading for the bombing range." But the bombardier just looked down and murmured (PLAY) "Here, let me take a look through that," the pilot said. And when he did, the pilot said, "Brother, my apologies (PLAY)

2. You Victorville men know your deserts, so for Seabee Vincent Gear somewhere in the Aleutians, tell us who was the Desert Fox. What's a desert rat? Which of these movies is about the desert ... Beau Geste, Sahara, The Sheik, Five Graves to Cairo, and The Lost Patrol?

3. Pvt. George Perdy somewhere in Italy, tells us cadets here are commissioned Second Louies. Can you tell us who Louis the Fourteenth was? What is a Louisville slugger? What famous Louis uses this theme song? (PLAY)

4. Since you men fly in Bell planes, see how good you are in picking out the different bells in this story. "An Army flyer at Victorville was plenty tired of hearing (SOUND) He got leave, packed his bags and impatiently waited to hear (SOUND) While waiting, he bought a (SOUND) When he reached his destination, he went straight to a hotel where the desk clerk rang for a (SOUND) When the flyer got to his room, immediately his girl friend at home heard (SOUND). And alas, before the flyer got back to Victorville, he wound up hearing (SOUND).

5. It's Visiting Dean time in the Ole College, and this time our Dean is one of your own boys, Corp. Frank Flynn of Los Angeles. Come on out here, Frank. (APPLAUSE) Rita Langlois of Syracuse, New York, says she likes the vibraphone and says Flynn is just the one to give you a vibraphone solo. See if you can name this. (PLAY) (PLAY)

6. The whole world is saying "hats off to you Yank flyers," after the incredible pounding your buddies are giving our invasion areas and the centers of German resistance around our beachheads, believe me, our enemies in Europe are saying (PLAY) Thanks to you flyers and all our land and sea forces, all the people of oppressed Europe and the rest of the free world are saying in one voice (PLAY).

(APPLAUSE)

SOUND: CLASS BELL:

KAY KYSER

- 8 -

6-7-44

FORMAN: Foss, here's the winner of our first race!

KYSER: Yes, and he is Cpl. Peter Keller! Man, you're no desert turtle, your brain is fertile. So have a Lucky Strike and wait your second chance. And now come on, chillun, yot's dance.

2. MILKMAN, KEEP THOSE BOTTLES QUIET . .SULLY MASON & QUARTET
(APPLAUSE)

- 8 -

ATX01 0116510

KAY KYSER
Commercial #2

- 4 -

6-7-44

(I give you the Senator from Kentucky -- Mr. Henry Clay!)

(FROM VICTORVILLE, CALIFORNIA)

KYSER: Oh, man. You were really on the target with that one.
Thanks for a swell tune, well done.

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

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

BOONE: (CHANT - SOLD AMERICAN)

VOICE: "I give you the Senator from Kentucky -- Mr. Henry Clay!"

SHARBUTT: The date ... May 4th, 1840. The place ... Canton Race
Course, on the outskirts of Baltimore, Maryland. It is a
perfect day -- without a single cloud darkening the sky.
And on this day, from all over America, twenty thousand
people have come on foot ... on horseback ... by river
boat ... to attend a convention of their own Whig party.
All afternoon they have heard orations by celebrated
leaders ... William C. Preston of South Carolina ... Daniel
Webster of Massachusetts ... Thomas Corwin of Ohio. But
now, the crowd stirs restlessly. For all afternoon, they
have been waiting for one man ... for the popular Senator
from Kentucky ... their own great Henry Clay. And just when
it seems they can wait no longer ...

(MORE)

- 4 -

ATX01 0116511

KAY KYSER

- 5 -

6-7-44

Commercial #2 - (CONTD)

(I give you the Senator from Kentucky -- Mr. Henry Clay)

VOICE: "And now, ladies and gentlemen ... I give you the Senator from Kentucky -- Mr. Henry Clay!"

SHARBUTT: Tall, erect, gray-haired ... Henry Clay stands before the cheering audience and his piercing eyes are steady and serious. Then he begins to speak. He speaks of new horizons for America ... for a strong proud America, respected among the world's great nations. And when his speech is done, there is no applause. The great crowd stands silent ... silent for one long moment. And then ...

VOICE: "Three cheers for Henry Clay!"

SHARBUTT: A great cheer thunders over the field. Then the spectators surge in a great mass towards the rostrum -- they overwhelm the speaker of the day - friends, neighbors, acquaintances, shake him by the hand, tears in their eyes, for his address has moved them beyond words. And so on this Spring afternoon in 1840, Henry Clay, that great statesman and great tobacco planter, was honored by the people of the South -- a tribute was paid to him in the true tradition of the Southland he loved so well, that Southland in which is ingrained the great tradition, the romance of fine tobacco.

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

- 5 -

ATX01 0116512

Commercial #2 - (CONTD)

(I give you the Senator from Kentucky -- Mr. Henry Clay!)

DELMAR: Here are five words that today stand for that tradition of
(Closing
"C") fine tobacco: Lucky - Strike - means - fine - tobacco.
Yes, Lucky Strike means fine tobacco, so round, so firm,
so fully packed, so free and easy on the draw. Ladies and
gentlemen, isn't this worth acting on? Remember, sworn
records show that among independent tobacco experts --
auctioneers, buyers and warehousemen - with men who know
tobacco best, it's Luckies 2 to 1.

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFTLS - MFTLS - MFT

TICKER: (2 & 3, 2 & 3)

HUYSDAEL: A friendly suggestion: For your own greater enjoyment,
(Impulse
Tag #5) smoke the smoke tobacco experts smoke - Lucky Strike.

(SWITCHOVER TO VICTORVILLE, CALIFORNIA)

KAY KYSER

- 9 -

6-7-44

ORCH: CARROLL INTRO:

KYSER: Ah, here's a sight to make a bombardier leave a bomb-sight ... it's our stop, look at, and listen to girl, gorgeous Georgia Carroll! (APPLAUSE) And Georgia, I'm sure you'll make a direct hit on the hearts of all these men when they hear you sing ...

3. HOW BLUE THE NIGHT.....GEORGIA

(APPLAUSE)

GLEE CLUB: SONG OF THE BOMBARDIERS

- 9 -

ATX01 0116514

QUARTET: SONG OF THE BOMBARDIERS.....FADE FOR:

(APPLAUSE)

FORMAN: There's a target waiting abroad tonight
 Somewhere far away
 For the practised eye and the careful hands
 Of the boy from the U.S.A.

And they who had hoped to enslave us
 Are reaping a harvest of fear
 As bombs by the ton through the night and the sun
 Are sent by the Yank bombardiers.

(LOCAL NBC STATION SAYS:)

(Station X X X salutes the Bombardiers.)

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

QUARTET: SONG OF THE BOMBARDIERS (LAST 16 BARS)

FORMAN: Second round contestants, Fess! Shall I bring 'em out?

KYSER: Why, yes, Dean yes!

ISH: Just a second, Professor.

KYSER: Well, well! A gun blister with bangs! What's on your mind, Ish!

ISH: I got a novel here in regards to which I wouldst like to read same ... wrote by them there now two girls I been running around with.

KYSER: Oh you mean Fair haired ^{Nan} ~~Ann~~ from Old San Fran and apple-cheeked May from North L. A. ?

ISH: No ... Sad Sack Sue from San Berdoo and Lizzard Leg Lil from Victorville.

KYSER: Read your novel!

ISH: Ohhhhhh, the young cadet sat on the desert with his sweetheart, Gloria Nevvingpreddle. Her voice was in his heart, her eyes were in his mind, her hands were in his watch pocket. "I love you!" he hissed, as his eyes buzzed her ankles.

DIANE: I love you, too!

ISH: She exhumed, quietly brushing away a baby kangaroo, which was trying to crawl into one of the bags under her eyes. Suddenly the desert night was quiet, except for the frantic scratching of the colonel's pen as he signed passes and promotions.

DIANE: What are you thinking about?

ISH: She queried. "I was just thinking," he obliterated. "Do you mind if I plant some lettuce in your left ear, it looks like a good place to raise jack rabbits."

(MORE)

ISH: Catching the sly humor of his cryptic remark, a smile
(CONTD) beamed from her lips, and he quickly came in on the
 beam. "Ah, your lips!" he quoted, "like two little
 flowers!"

DIANE: Like two little pink pansies?

ISH: She inquired. "No ... like a couple of big chim-
 pansies" was his clever retort. As they sat there in
 the cool night air, his eye stole a look at her features,
 but when it seen what it had stole, quickly put 'em
 back and gave itself up. As his lips moved close to
 her little chin which was in a fairly good neighborhood,
 she spoke:

DIANE: Life with you could be so good and so much cleaner.
 Of all the men I know, your heart is cleaner, your
 mind is cleaner, your soul is cleaner ... Take me to
 Reno.

ISH: No, he replied, but I'll take you somewhere else, and
 with that, he whipped out his loaded dice and took her
 to the cleaners.

ORCH: CHORD

FORMAN: Look, my master, we're getting nowhere faster!
KYSER: Okay, Dean Forman! Okay! Okay! And the first man to
start the second fray is _____:

1. Pvt. Joe Parent somewhere in Italy, tells us this one about a bombardier cadet. One day on a flight he was fooling around in the bomb bay and he got a little bit (PLAY). Suddenly the bomb bay doors opened and as he grabbed a bomb his buddies said, "Everything is okay, provided you (PLAY). But the bombardier didn't hold tight enough and just as he turned loose he landed on a big eagle flying by. As the eagle approached the field, the bombardier yelled (PLAY).

2. A familiar name for the P-39 is Airacobra. Speaking of cobras, see if you can name four kinds of snakes in this snaky letter.
"Dear Coral, Of all the snakes, that sergenat you introduced me to is really the King. He gave me some garters and a ring that turned to copper, but before I could head him off and say, "Here's your diamond back", he had hopped a rattler and yelled, "Asp me no questions, I'll tell you no lies." Well, I guess it moccasins no difference, so I'll adder line and say so long. Yours, Corrie Cobra."

3. We've taken the number one, two and three songs from last Saturday's Hit Parade and scrambled them up. Seaman Clarence Clifton somewhere in the Pacific wants you to listen and name two of the three songs and tell us which you think was number one. (PLAY).

4. You men are stationed not far from Death Valley. Tell Carol Holmes of Rochester, New York, who is Death Valley Scotty? What's a lily of the valley? Is Rudy Vallee in the Navy, Coast Guard or Marines? When people sing this song, what valley are they referring to? (KAY)

5. Our next visiting dean is a real G. I. whistler, Cadet Preston Henman of Twin Falls, Idaho. (APPLAUSE) See if you can tell B. G. Holton of Portland, Oregon, what "Thrush" Preston is about to whistle. (PLAY) (PLAY)

6. All Army airmen are proud of their ships, and Constance Ambross of Youngstown, Ohio, says you Victorville pilots say to your Bell Airacobras (PLAY). Speaking of belles, there's a swell picture currently running about a plane named Belle which completed 25 missions. It's the Memphis Belle and by the way there's a Memphis Belle crew member right here tonight - it's Capt. Vincent B. Evans, the bombardier. And because we've got a lot more men like the crew that handled the Belle, All America says (PLAY)

(APPLAUSE)

SOUND: CLASS BELL

FORMAN: Second winner, Fess!

KYSER: And he is _____!

You were really on a flyin' spree, light a Lucky Strike
before round three, while the chillun dance, Hibble I bee!

5. HOLIDAY FOR STRINGS. PRODUCTION

(APPLAUSE)

(KAY: Cue top of next page!)

(FROM VICTORVILLE, CALIFORNIA)

KYSER: That was swell, gang, thanks very much. And now, a friendly word from Kenneth Delmar ...

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: Back in 1840, when the great Henry Clay spoke at the Whig Convention in Baltimore, there were many men in his audience with an expert knowledge of tobacco -- for they were men who grew fine tobacco crops on their own plantations. Today, that same expert knowledge of the leaf belongs to the men at the tobacco auctions down South ... the independent tobacco experts, like Mr. James Alfred Walker of Durham, North Carolina, who recently said--

VOICE: Twenty-three years ago I started out as an independent tobacco buyer. And, at market after market, I've seen Lucky Strike buy the finer, milder tobacco ... the kind that gives the most enjoyable smoke. That's why Luckies have been my cigarette for the past 13 years.

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

RUYSDAEL: Yes, ladies and gentlemen, sworn records show that among independent tobacco experts like Mr. Walker - auctioneers, buyers and warehousemen -- with men who know tobacco best, it's Luckies 2 to 1.

RIGGS: (CHANT - SOLD AMERICAN)

SHARBUTT: Yes, Lucky Strike means fine tobacco. No wonder that with (Impulse Tag #3) men who know tobacco best, it's Luckies 2 to 1.

(SWITCHOVER TO VICTORVILLE, CALIFORNIA)

7. Long Ago and Far Away - Slow Quarter
(Applause)

10. d. Kysers March

6/7/44

FORMAN: The Final Exam! Folks from Victorville chill, debutantes
thrill. The G.O. takes a pill, sergeants go over the hill,
while straight down the hall comes that squall from you-all,
that sad sack in a shawl, that Southern drawl with gall,
Kay Kyser!

KYSER: Thank you!

1. As you know, America will be celebrating Flag Week, next week,
so we think it's very appropriate, in our final round tonight, to see
what you know about our old flag. As George M. Cohan said in one
of his famous songs (PLAY). Burton Dobinsky of St. Louis, Missouri, ^{asked}
~~wants to know how many stars there are in our flag. Now how many~~
stripes? And how many of those are white?

2. We all agree it's a grand old flag, and we're going to keep it
waving forever for (PLAY). Margie Williams of Creston, Iowa asks, ~~is~~
~~that melody, with different words, the National Anthem of one of~~
the United Nations? ^{with} Whom do we associate with the making of our
first flag? ^{William} Did she ^{say}, "Shoot if you must this old gray head,
but spare my country's flag"?

3. The flags of all the United Nations are flying for victory, and rest assured America is determined that over our land it will always be (PLAY). Lawrence Jacobson of Alhambra, California, wants you to name a song with stars in its title. Can you name a song with each color of the stripes in its title.

4. In the lyrics to his song they give three cheers for the red, white, and blue. We'll start right on that part and you tell us the title of the number. (PLAY). Dorothy Ohl of Bethlehem, Pennsylvania, ~~says our discussion of the flag wouldn't be complete without your~~ telling us the name of the song Francis Scott Key wrote about our flag. He wrote these words in 1814, but it was not made our National Anthem until 1931. ~~It's even more significant today than in 1814.~~ The Star Spangled Banner is on the march to liberate Europe ... of the millions of gallant fighting men who are marching under Old Glory tonight, each one is truly (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

(FROM VICTORVILLE, CALIFORNIA)

FORMAN: 'Fess, shall I name the man who came through to the end?

KYSER: Yes, right after Mr. Ruysdael, my friend.

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: Ladies and gentlemen, in a cigarette it's the tobacco
that counts and Lucky Strike means fine tobacco.

SHARBUTT: Remember - with men who know tobacco best, it's Luukies
2 to 1.

RUYSDAEL: So, smoke the smoke tobacco experts smoke - the cigarette
that means fine tobacco - Lucky Strike.

RIGGS: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO VICTORVILLE, CALIFORNIA)

(FAREWELL)

FORMAN: The decision, Professor!

KYSER: Yes sir, yes sir! And the winner is Cpl. Peter Keller with a perfect score all the way. Therefore you receive a \$50 bond, first prize and an additional \$25 bond or \$75 to Cpl. Peter Keller. And for the second man who really came through, a \$25 bond to you. And to three, four, five and six ten dollars in stamps for taking your tricks. All six get a carton of Lucky Strikes! And then, AND THEN! To all you bombing sons, for yells and shouts and having fun, a package of better than ever LUCKY STRIKE CIGARETTES!

(CHEERS)

8. AFTER YOU'VE GONE . . . (FADED) . . . ORCHESTRA

KAY KYSER

- 19A -

6-7-44

FORMAN: Now at the request of the United States government, and speaking for the United States government, Kay Kyser brings you the following message. Time, about a minute and a half. Subject, play square with gasoline. Mr. Kyser.

KYSER: Uncle Sam says there is simply not enough gasoline to supply the needs of our armed forces plus the unlimited wants of civilians. Our production of crude oil has just about reached capacity, so there is far less gasoline available for civilians, and first call on our production of crude oil and gasoline must go to our armed forces and war plants for the drive to Victory.

Uncle Sam says the only way we can fairly and squarely distribute this limited civilian supply is through gas rationing, and by all of us cooperating to smash the gasoline black market. The way to stamp out the black market is for everyone to say, first, I will always endorse my gas coupons. Second, I will never buy without giving up my gas coupons. And third, I will never buy or accept gas coupons that are not rightfully my own. Let's play square with the guys over there ... what about it, America? (PAUSE) And now before we say goodnite - here's our wish for our armed forces overseas-

GLENN CLUB: HYMN

- 19A -

ATX01 0116528

KAY KYSER

- 20 -

6-7-44

KYSER: At this historic moment the nation is very proud of the pilots, the gunners, the wonderful Air Wacs, and all the other vital air and ground members of our superb Army Air Forces, who are doing so much in the cause of freedom. Ladies and gentlemen, tonight of all nights we salute the bombardiers, in whose hands rest the end result of all bombing missions. In the last desperate minutes over the target, they are the men who are smashing our enemies guns, forts, and his very will for resistance. When the flak is coming up thick, remember the bombardier ... the fighting man who says, "Bombs away!" for Victory.

Our thanks to Col. Earl C. Robbins and Lt. Kenneth Harbert here at Victorville. Next week we'll be holding class with the "Can Do" boys, Uncle Sam's fighting Seabees at Camp Rousseau, California and until then ... this is Kay Kyser ... thinkin' of you... thanks a lot for bein' with us ... and so long ... everybody.

(APPLAUSE)

ORCH: LUCKY THEME

(SWITCHOVER TO NEW YORK AT 7:57:55)

- 20 -

ATX01 0116529

(FROM CHICAGO)

CHICAGO

ANNOUNCER: This program was presented by Lucky Strike for the entertainment of the fighting men and women of the Army Air Field at Victorville, California. Defend the Constitution! Buy War Bonds!

(SWITCHOVER TO NEW YORK)

SOUND: (GONG) (GONG) (GONG)

SHARBUTT: Ladies and gentlemen -- announcing a new time for YOUR ALL-TIME HIT PARADE!

RUYSDAEL: Not Friday but Sunday!

DELMAR: Not Friday - but Sunday - this Sunday - June 11th -- YOUR ALL-TIME HIT PARADE moves to Jack Benny's time!

RUYSDAEL: So tune in this Sunday, over these same stations when YOUR ALL-TIME HIT PARADE starts off in Jack Benny's time with your special guests -- Jack Benny and Mary Livingston in person!

SHARBUTT: Remember, not Friday - but Sunday - June 11 - YOUR ALL-TIME HIT PARADE - featuring that fascinating new game - (GONG) - "JUST NAME THE SONG BEFORE THE GONG!"

RUYSDAEL: With Lulu Bates and the FIVE HUNDRED DOLLAR SONG OF THE WEEK.

DELMAR: Play the game with your special guests -

SHARBUTT: Jack Benny and Mary Livingston!

RUYSDAEL: Jack Benny and Mary Livingston in person!

DELMAR: Remember the new time! Beginning this Sunday - June 11 - Jack Benny's time is your time for YOUR ALL-TIME HIT PARADE!

RUYSDAEL: The famous tobacco auctioneers heard on tonight's program were Mr. F. E. Boone of Lexington, Kentucky - (CHANT - SOLD AMERICAN), and Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina - (CHANT - SOLD AMERICAN). Basil Ruysdael speaking for the makers of Lucky Strike, the cigarette that means fine tobacco -- Yes, Lucky Strike means fine tobacco.

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

DELMAR: A friendly suggestion: For your own greater enjoyment, (Impulse Tag #7) smoke Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw.

NBC
ANNOUNCER: THIS IS THE NATIONAL BROADCASTING COMPANY.

FOOTE, CONE & BELDING

Advertising

242 PARK AVENUE, NEW YORK 17 • WICKERSHAM 2-6606

CLIENT: THE AMERICAN TOBACCO CO. REVISION: NETWORK: NBC
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 10-11:00 PM EDT
DATE: JUNE 14, 1944 - #325 REPEAT:

As Broadcast

"KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE"
ROUTINE

1. THE GIRL I LEFT BEHIND ME SULLY MASON

COMMERCIAL ONE

ROUND ONE

2. IT'S LOVE, LOVE, LOVE GROUP
3. I'LL GET BY DON LESLIE

COMMERCIAL TWO

4. GOODNIGHT WHEREVER YOU ARE GEORGIA CARROLL

STATION BREAK

ROUND TWO

5. LIMEHOUSE BLUES PRODUCTION

COMMERCIAL THREE

6. AMOR GROUP

FINAL ROUND

COMMERCIAL FOUR

7. DON'T SWEETHEART ME *(added)* ORCHESTRA

ATX01 0116532

6-14-44

WEAF

THE AMERICAN TOBACCO COMPANY

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE -#325

10:00-11:00 PM EWT

JUNE 14, 1944

WEDNESDAY

Program originates at Camp Rousseau, Port Hueneme, California, with
Switchovers to NBC, New York, for commercials and closing.

(FROM NEW YORK)

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

RIGGS: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

DELMAR: Right you are!

SHARBUTT: Lucky Strike means fine tobacco - so round, so firm, so
(Impulse
Tag #2) so fully packed, so free and easy on the draw.

RIGGS: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO CAMP ROUSSEAU, CALIFORNIA)

(FROM CAMP ROUSSEAU, CALIFORNIA)

ORCHESTRA: "LUCKY DAY"

FORMAN: LUCKY STRIKE presents for the entertainment of the men
of United States Naval Construction Battalions, the
fighting Seabees of Camp Rousseau, California --
KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE!

AUDIENCE: (SINGS) "We're the Seabees of the Navy
We can build and we can fight
We'll pave the way to Victory
And guard it day and night! (HUM)

FORMAN: To Uncle Sam's hardhitting Seabees, who are landing the
tools and guns and "shooting it out" for Victory!

AUDIENCE: YEAH SEABEES! LAND! BUILD! FIGHT! HOORAY!

ORCHESTRA: KYSER THEME

(AUDIENCE APPLAUSE UP BIG)

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

AUDIENCE: HAPPY, PAPPY!

KYSER: Happy, pappy! Well, das swell, 'cause tonight we're takin' up our ABC's with the Seabees at Camp Rousseau. C. B.'s ... that means Confused Bulldozers! No it doesn't. We know what it's like in the Construction Battalions. C. B.'s ... that really means Continual Bankruptcy! You know, down at the docks here they use enormous manila guy ropes to load the Liberty ships. The manila ropes are called 'working guys' and 'lazy guys.' Then there's the Chief Petty Officers! They're called 'Useless guys!' And the Chief Petty Officers are really tough on the men down ~~here~~. I heard one of them bawl a guy out something awrul. He yelled, "Get on that bulldozer! Shore up that embankment! Then get over to the loading docks, get on that jumbo boom! Adjust the starting motors! Correct the drag on the winch drum! And overhaul the Captain's jeep!"

FORMAN: And what did the enlisted man say?

KYSER: He said, "How about repairing your wrist watch in my spare time, Chief? The Seabees can do anything!" And they aren't kidding when they say these Seabees can do anything. Why, they gave a Seabee a bulldozer and sent him out in the California hills to grade an emergency landing field ... but they forgot to call him back for two days.

FORMAN: What happened?

KYSER: Bill ... you know Lookout Mountain?

FORMAN: Yes.

KYSER: Well ... it ain't there anymore! I'd like to tell you about a place near here called Camp Bedilion ... that's French for Splinter City! Yes ... Splinter City ... that's a knothole entirely surrounded by Chief Petty Officers!

ISH: Jest a second Professor. Have you seen the girl stevedores workin' on the wharfs, docks, and slips?

KYSER: No, Ish. Girl stevedores working on wharfs, docks and slips?

ISH: Yeah. You should have seen the slips the first day the girls worked on them ... they all had pink ruffles on them.

KYSER: Ish, what do you know about this base? What do you know about splinters?

ISH: Well, I ought to know a lot about splinters. I guess my girl here fell down in a lot of splinters.

KYSER: Your girl fell down in a lot of splinters?

ISH: Yes. I said, "How do you walk with all them splinters?" She said, "Oh, I just lumber along."

KYSER: Ish, stop it, and read something educational.

ISH: Like a pome?

KYSER: Yes, like a poem.

ISH: Well, since everything is C. B. here, I have writ a pome called "The Calculating Backslider."

KYSER: Read, castaway barnacle.

ISH: Ohhhhh a rookie said, "I like to take deep breaths, And that's why I like Camp Rousseau." His pal said, "Well, you can stay and draw in your breaths - But personally ... I'd rather blow!"

FORMAN: Ish, that's enough verse, these men want to rehearse for that \$115 in War Bond prizes.

KYSER: All right, Dean. Relax, man ... doo. We're going to test these men of "Can Do" but right now ... come on chillun, yet's dame.

1. THE GIRL I LEFT BEHIND ME SULLY

(APPLAUSE)

KAY KYSER
Commercial #1

- 3 -

6-14-44

(FROM CAMP ROUSSEAU, CALIFORNIA)

KYSER: Ah that was swell -- and as sweet as a bell! Great goin'. And now it's your turn, Kenneth Delmar ...

(FROM NEW YORK)

DELMAR: Ladies and gentlemen, here's a simple, solid fact that applies to any cigarette. It takes fine tobacco to make a fine cigarette. Remember this all-important fact: in a cigarette it's the tobacco that counts ... the better the tobacco, the better the cigarette. And remember that Lucky Strike means fine tobacco - yes, first, last and always, Lucky Strike means fine tobacco. At markets all over the South, independent tobacco experts present at the auctions can see the makers of Lucky Strike consistently select the riper, the naturally milder Lucky Strike tobacco. And sworn records show that among such independent tobacco experts - auctioneers, buyers and warehousemen -- with men who know tobacco best, it's Luckies 2 to 1!

BOONE: (CHANT - SOLD AMERICAN)

SHARBUTT: A friendly suggestion: For your own greater enjoyment, (Impulse Tag #5) smoke the smoke tobacco experts smoke - Lucky Strike.

(SWITCHOVER TO CAMP ROUSSEAU, CALIFORNIA)

Orch: *Kyser March*

- 3 -

ATX01 0116538

FORMAN: Fess, here's first man for Camp Rousseau!

KYSER: Well, announce him, Dean, let the trumpet blow!

ISH: (TRUMPET) Hello, man, hello, pard! Here's Ish K. Bibble, the Oxnard bard!

KYSER: Well well, Ish, what's on the stove?

ISH: Well, I got a essay here I wouldst like to give out with same, entitled the wild rutabaga.

KYSER: Give out.

ISH: Okay, essay intitled the wild rutabaga. Now you take a goat. A goat being something you don't want anybody to get yours.

KYSER: Wait a minute! I thought this was an essay on the wild rutabaga.

ISH: We ain't come to that yet. Now scientists claim the goat ain't got no sense of smell, because if they did, they wouldn't speak to each other.

KYSER: What about the rutabaga!

ISH: We're gettin' closer. Now the funniest thing, if I would have ever saw one doing it, was a goat laughing, if it should have of, which it never did, which made me laugh thinking how I would of laughed should it of have.

KYSER: How about the wild rutabaga!

ISH: We're gettin' warmer. Now there is nothing more uncomfortable to sleep with than a goat unlesen it's a mule, a mule being something in between a horse and a donkey. So if you slept with a mule you'd have to sleep between a horse and a donkey ... gettin' crowded, ain't it!

KYSER: YES! What about the wild rutabaga!

ISH: Too late!

KYSER: Too late?

ISH: Yeah, the goat ate it.

KYSER: Oh man! Ish this is a construction battalion. Can't you do something constructive?

ISH: How about a long, monotonous poem?

KYSER: Read!

ISH: Okay. Ohhhhhh a girl named Lizzie, came to Camp Rousseau
And asked the Seabee's to build her a trousseau.
So the Seabees got busy
And built a trousseau for Lizzie.
But when they got through
The thing wouldn't do.
For time it had flew so
And Lizzie had grew so.
They had to reduce her thirty-five pounds or more so
So the Camp Rosseau Trousseau would fit 'round her torso.

m

FORMAN: First contestant, Fess!

KYSER: And he is _____!

1. Machinist Mate 3rd Class David P. Smith and Gurners Mate Dale Booth of Seabees Demolition say it's really great to be in the Seabees. First you get in a nice open landing barge, and you start out for shore (PLAY) Then when you get on shore the party commander says: "Now we'll have fun. We'll get out our axes and get rid of some of those (PLAY) Then, just so everybody will enjoy themselves, you march fifteen miles and when you arrive you unship your shovels and picks and the commander says (PLAY).

2. You Seabees are famous, and Storekeeper "Speed" Diederich somewhere in the Aleutians, reminds us that there are many famous personalities whose initials are 'C.B.'" Let's see if you can identify a few. A famous leading man of the moving pictures who talks with a French accent. Then there's the 'It' girl. And a movie producer and director of the Lux Radio Theatre, whose initials are C. B. And a swell girl singer, formerly a member of a trio of sisters - C. B.

3. You Seabees not only supply the Navy with bases, but you salvage and repair most everything all over the world. Leona Hallacy of Joplin, Missouri, says these men also repair things .. who are they?
(PLAY) Speaking of watches, here's a radio time signal that advertises a watch. Listen and tell us what make of watch it is.
(QUARTET)

4. You Seabees learn to handle a rapid-fire cannon, so Coastguardsman Albert Evans of Groton, Connecticut, thinks you ought to be able to answer these questions about a cannon. When you shoot a cannon in the rain do you dry it with a Cannon towel? Was Uncle Joe Cannon a member of the U. S. Artillery? Is a barrage a place where they keep jeeps? Well don't look now, but we're bringing a jeep out here on the stage. (SOUND: JEEP) Yes, here's a Navy jeep, we want you to get in it with Diane Pendleton and sing these words to the tune of "My Merry Oldsmobile." (PLAY)

CONT: (SINGS) Won't you come with me Diane,
 In my old G. I. tin can,
 Automobubbling you and I
 Watching the harbor lights flash by.
 Through Hueneme we will go
 And I'll promise to go slow.
 I would like to pitch a kiss at you
 If you can stand my homely pan.

5. Now the Old College brings you the virtuoso of the music stand, our own Ish Kabibble playing the one and only Ishbone. Louise Rowe of Chicago says Ish is one of her favorites and would like you to tell us the name of the tune Ish is about to mutilate. (PLAY).

6. In 1940, the German soldiers were told that they were on their way to England by way of (PLAY). In the Spring of 1941, they were told they were on their way to England by way of (PLAY). Now the German soldiers realize that (PLAY).

SOUND: CLASS BELL

FORMAN: First winner, Fess!

KYSER: And he is _____ . You came through like a real
Seabee! Have a Lucky Strike, get set for round three,
while the chillun dance. Hiddle ee bee!

2. IT'S LOVE, LOVE, LOVE.....GROUP

3. I'LL GET BY.....DON

(APPLAUSE)

KAY KYSER

- 5 -

6-14-44

Commercial #2 (CONTD)
(There Will Be 13 Stripes, Red and White ... And ... the Field Will Be
Blue with 13 Stars ...)

RUYSIAEL: It is only a piece of cloth ... this flag ... and yet it is
(CONTD) all America ... the hopes, the dreams, the faith of
130 million people. It held only 45 stars when Teddy
Roosevelt stormed San Juan Hill. There were 29 stars when
Lincoln spoke at Gettysburg ... 15 stars when Francis Scott
Key wrote his immortal Star Spangled Banner. Yes, the flag
tells the story of America ... a story that goes back a
long, long way ... a story that was told to a little boy in
Philadelphia on a quiet evening in the year 1832 -- told
by his 80-year old grandmother whose name was Betsey Ross.
Listen ...

VOICE I: It happened here in this same house, my child, on a day in
June, 1776. At ten o'clock that morning General George
Washington entered this parlor. He seemed to fill the
room, so tall was he, and he bowed and presented me with
a paper ...

VOICE II: My dear Madam, could you fashion a flag from this draft I
have made ... See, there will be 13 stripes, red and
white ... and here on this canton, the field will be blue
with 13 stars ...

(MORE)

- 5 -

ATK01 0116546

KAY KYSER

- 6 -

6-14-44

Commercial #2 (CONTD)

(There Will Be 13 Stripes, Red and White ... And ... the Field Will Be Blue with 13 Stars ...)

VOICE I: And so it was, my child, ... so it was that I began the flag. And when George Washington saw the Stars and Stripes, a week later, he took my hand and said ...

VOICE II: You are to be envied, dear Lady, for other wars and other generals may come and go, but to you will always remain the honor of having made the first flag of the United States, a flag which will fly for centuries ...

RUYSDAEL: Yes, on that day in June, 1776, the great flag of America was begun. And among the first places where it was proudly, reverently raised were the green lawn of Mount Vernon ... the hilltop of Monticello ... the archway of Montpelier ... on the plantations of Washington, of Jefferson, of Madison. And thus a great tradition was born on the same historic plantations where ... for long, long years ... another tradition had flourished -- the tradition, the romance of fine tobacco.

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

- 6 -

ATX01 0116547

KAY KYSER

- 7 -

6-14-44

Commercial #2 (CONTD)

(There Will Be 13 Stripes, Red and White ... And ... the Field Will Be Blue with 13 Stars ...)

SHARFUTT: Ladies and gentlemen, that tradition of fine tobacco -
(Closing "F") carried on by Lucky Strike -- is important to you. For
remember: in a cigarette it's the tobacco that counts and
Lucky Strike means fine tobacco -- yes, Lucky Strike means
fine tobacco, so round, so firm, so fully packed, so free
and easy on the draw.

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

TICKER: (2 & 3, 2 & 3)

DELMAR: Yes, Lucky Strike means fine tobacco. No wonder that with
(Impulse men who know tobacco best, it's Luckies 2 to 1.
Tag #3)

(SWITCHOVER TO CAMP ROUSSEAU, CALIFORNIA)

- 7 -

ATX01 0116548

ORCHESTRA: CARROLL INTRO:

KYSER: And now, to sing for you Seabees, believe me I'm a
 proud guy to say ... it's our own cover girl gorgeous
 Georgia Carroll! (APPLAUSE) And to all the Seabees
 here and at far-off islands, and on the invasion beaches,
 Georgia sings ...

4. GOODNIGHT, WHEREVER YOU ARE GEORGIA

 (APPLAUSE)

GLEE CLUB: "SONG OF THE SEABEES"

GLEE CLUB: "SONG OF THE SEABEES" FADE FOR:

(APPLAUSE)

FORMAN: To the Seabees...

Whatever it is they build it,

Whatever the Navy lacks,

With a pick and shovel in their hands

And a gun across their backs.

They build the invasion bases,

The fields where our aircraft land.

And they'll keep on building till Victory

Comes home for Uncle Sam.

LOCAL NBC STATION SAYS:

"Station X X X salutes the Seabees!"

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

GLEE CLUB: "SONG OF THE SEABEES" (FINAL 16 BARS)

FORMAN: Second round students for old Camp Rousseau, shall I bring 'em out?

KYSER: Why of course, Dean, do so!

ISH: Just a second, Professor. I'd like to read this here now novel, wrote by that there now girl I been going around with.

KYSER: Oh, you mean Dimple Cheeked Callio from San Fernando Valley?

ISH: No...Pulldoze Nosed Sally from an Oxnard Alley.

KYSER: Oh, that pretty one. What's the name of the novel, Ish?

ISH: Gloria Nevvingpreddle, Girl Stevadore.

KYSER: Oh, well I hope the story scintillates.

ISH: You hope which will what?

KYSER: I hope the story will scintillate. Do you know the meaning of the word scintillate?

ISH: Sure. Like my girl will never kiss me until sixty minutes after seven. She thinks kissing wrong.

KYSER: Your girl thinks it's bad to kiss you before sixty minutes after seven?

ISH: Yeah...she doesn't like to sin-till-eight.

KYSER: Ish, you certainly have an odd assortment of girl friends.

ISH: Oh you ain't ever seen Gertrude Clamhandle. She's my dream girl. She's got a hour glass figure.

KYSER: An hour glass figure!

ISH: Yes, she can drink about fourteen glasses an hour.

KYSER: She's your dream girl? What is it you like about her features?

ISH: Why, she's got a gay little mole on her nose.

KYSER: A gay little mole on her nose?

ISH: Yes, it would have to be gay to stay on a bender like that!

KYSER: That's enough, let's get on with the stuff, and our second team lead-off man is _____!

1. There's usually a crowd of Seabees and their girls in the gay spots in Ventura. And Bob Nolan somewhere in the Pacific, says one Seabee noticed a pretty girl sitting by herself. Thinking fast, he went over to her and whispered, "Hey listen, my real girl just came in and I want to make her jealous. Please help me out and (PLAY). Man, that Seabee hugged the gal like he really meant it. She blushed and said, "Please" (PLAY). "Would you mind if they did," the gob asked. "No," said the girl, "because I'm just beginning to realize (PLAY)

2. You Seabees have a terrific baseball club at Camp Rousseau, so in the following silly story from Storekeeper Herb Smith somewhere in the Pacific, there are the names of 10 Major League baseball teams. You listen to the story and name 5 of them. Here's the story. One day two Seabees who considered themselves a couple of braves went into a jungle to hunt tigers. They were armed to the teeth like pirates and they crept along like a couple of Indians. Just as they had stopped to rest under a tree full of red birds, they saw a big giant tiger who became infuriated at the sight of their red sox. The first Seabee said, "That tiger needn't think he's going to frighten a couple of Yankees!" The second Seabee said, "Yeah, you can stand there and talk like a senator, but pal, this Seabee is going to be a dodger."

3. According to Violet Carpenter of Wichita, Kansas, you fellows here are often referred to as the "Can Do" boys. Well, here are a couple of songs about "can't do" boys. You tell us the things these boys can't do as the band plays. (PLAY) Say, you Seabees live in Quonset huts, so let's see what kind of a hut sutter you are. Here are the words to the "Hut Sut Song." I'll sing the first line, you sing the second line, and on through the song you sing every other line and I'll get to Quonset before you. Ready? Let's go! (PLAY)

4. There are a lot of stevedores around here. Can you tell Mary Kadel of Indianapolis, Indiana, who played the part of Steve in the radio serial Big Town? Who is Steve Early? Who is K. T. Stevens? What famous character jumped off the Brooklyn Bridge on a bet?

KYSER: By the way, chillun, next Tuesday we'll be in San Francisco to play at a Bond Show at the Civic Auditorium to try to raise 8 million dollars in Bonds to build a hospital ship. Next Wednesday we'll be at Hunter's Point, San Francisco, with our "under-seas forces" -- Uncle Sam's fighting submariners. Thursday we will dedicate the swimming pool at the United States Navy Hospital in Oakland, which was built through funds we raised last summer at a concert and dance sponsored by the city of Oakland.

4. Mrs. Wallace Wright of Chunn's Cove, North Carolina, says she hears you Seabees are so fond of Quonset huts that one of you asked for the plans, so that after the war he could (PLAY) So since you feel that way, and since you are going to continue living in them, here is a hammer for your left hand and a saw for your right hand. Let's see you build a little love nest right here on stage, while we play that tune again. (PLAY).

6. Rosemary Evans of Cleveland, says the Japs are plenty worried about the mighty American fleet. Their Admirals wrote in and said, "Dear Tojo, Today Mussy is gone, Hitler is going, and soon we'll be (PLAY). "Well, what's your advice," said Tojo. "Advice," they said, "the best advice is to call Honorable Navy home and sing (PLAY)

(APPLAUSE)

BOOF: SOUND CLASS BELL

FORMAN: Second winner, Fess.

KYSER: And he is _____ . Nice work, mate, have a Lucky Strike, they're great, while all the chillun syncopate. Yet's do it.

5. LIMEHOUSE BLUES PRODUCTION
(APPLAUSE)

(FROM CAMP ROUSSEAU, CALIFORNIA)

KYSER: Well, five by five and man alive -- that was jumpin' thumpin' G. I. jive! Yes, sir that was swell, gang. Now, chillun, here's our friend, Del Sharbutt....

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

SHARBUTT: Betsy Ross was famous for her skill at handiwork -- and because she was an expert in her craft, George Washington chose her to make the first American flag. Yes, it is always well to depend upon the skill of an expert -- and when it comes to choosing a cigarette, you can be guided by the world's outstanding experts in tobacco ... men like Mr. Dewey H. Huffines, auctioneer of Reidsville, North Carolina, who recently said ...

VOICE: I'm not connected with any cigarette company. I've been smokin' Luckies for 25 years simply because I know they're made of finer, lighter, milder tobacco and because I know that tobacco like that will give me the best smoke.

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

6-14-44

SHARBUTT: Yes, ladies and gentlemen, sworn records show that among independent tobacco experts like Mr. Huffines - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1.

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: Yes, Lucky Strike means fine tobacco. So smoke the
(Impulse Tag #1) smoke tobacco experts smoke - Lucky Strike.

(SWITCHOVER TO CAMP ROUSSEAU, CALIFORNIA)

6. Amor Group

(Applause)

Orchestra: Kyser March

FORMAN: Fess, the two winning Seabees of Camp Rousseau!

KYSER: Well bring 'em up, Dean. Let's fight for the dough.

1. Sunday the 13th is Father's Day so we'd like to dedicate the final round in the College tonight to (PLAY). They have Father's Day in the middle of the month so he can enjoy his presents before he gets the bill. Pvt. Howard Hoffman of Camp Pendleton, would like for you to distinguish between Daddy Long Legs, Earl Father Hines and Father Time.

2. You hear lots about 'Mother's boy' and Father's favorite', but Peg Ford of Newark, New Jersey, says this Sunday every young one in the land will be shouting (PLAY). Who says "Daddy" to Hanley Stafford on the radio? One of the screen's best known fathers is the one Mickey Rooney has heart to heart talks with. Who is he? Every kid should have a heart to heart talk with Dad once in awhile. Believe me, Dad will learn plenty.

3. All over the land this Sunday you'll hear sons and daughters say (PLAY). Corp. Paul Speciner somewhere in Italy, says there are 5 girls who say "Daddy" to a certain radio comedian. Who is he? And the 'Daddy of the Crooners' is the daddy of 4 sons. Who is he? What's Little Abners father's name? (Say I wonder if Dick Tracy is going to track down the Summer Sisters?)

And say, chillun, Uncle Sam urges you to help the Father's Day Bond Drive. Remind Dad to buy one extra bond for this year's Father's Day, and if each father in America does, we'll raise one billion dollars to quicken Victory!

4. Janet Salander of New York City, says is "Life With Father" a book, a stage play or what? What river in the U. S. is known as the "Father of Waters?" What's "Bringing Up Father?" The Pater is more than a father and provider ... he's a pal too, so this Sunday I'm sure all of you chillun will take time out to (PLAY)

(APPLAUSE)

BOOF: CLASS BELL

KAY KYSER
Commercial #4

- 11 -

6-14-44

(FROM CAMP ROUSSEAU, CALIFORNIA)

FORMAN: 'Fess, who's the honor student of the college?

KYSER: First, Kenneth Delmar adds to your knowledge.

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: Ladies and gentlemen, in a cigarette, it's the tobacco
that counts and Lucky Strike means fine tobacco.
Remember - with men who know tobacco best, it's Luckies
2 to 1! So smoke the smoke tobacco experts smoke - the
cigarette that means fine tobacco - Lucky Strike!

BOONE: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO CAMP ROUSSEAU, CALIFORNIA)

- 11 -

ATX01 0116561

(FANFARE)

FORMAN: Well, here he is! Number One in the quiz!

KYSER: Yes sir! Well, it's number one and it's number two - it's a tie between Seaman 2nd Class Max Stauffer and Chief Machinists Mate James E. Helms - and they each get a prize of a fifty-dollar Bond each. What's more, the remainin' four each get ten in stamps and for a good score. All six get a carton of Luckies, and then, AND THEN! To the whole crew, our thanks to you and a package of better than ever LUCKY STRIKE CIGARETTES.

(CHEER)

8. DON'T SWEETHEART ME(faded). ORCHESTRA

(APPLAUSE)

ORCHESTRA: KYSER THEME

KYSER: Well Chillun, das all from the old Colloge until next Wednesday. For a most cordial welcome here at Camp Rousseau we thank Captein H. P. Needham, Captain H. E. Paddock, Lt. Howard Holman and all you men. Ladies and gentlemen, the Seabees are not talkers, they're doers! ^{They've come from a} ~~That's why it's not genansally known, as it ought to be,~~ ~~that these man have given up highly paid jobs in a thousand~~ different s-filled trades to build and fight with the Seabees and follow their trades in the Navy. They are punching the time clock now for Uncle Sam and throwing punches at our enemy with everything they've got. They service and repair anything, from aircraft carriers to watches, from giant power plants to compasses. They're building the stepping-stones to Tokyo and at this very hour Seabees are under fire on ramps and docks on the coast of France. As they put their shoulders and their skill into the Big Push, America can well be proud of the men who say "Can Do" and make it stick -- the fighting Seabees. Next week we'll be with more of the Navy's gallant fighters. ~~We're very proud to announce that~~ ~~we'll~~ hold class next Wednesday at Hunter's Point, San Francisco, with the ~~men~~ ~~who have sent~~ ~~of Jap shipping to the bottom,~~ the ~~fighting~~ undersea heroes who wear the crossed dolphins of Uncle Sam's Submarine Service. Until then ... this is Kay Kysler ... thinkin' of you ... Thanks a lot for bein' with us ... and so long ... everybody.

(APPLAUSE)

ORCHESTRA: "LUCKY DAY"

(SWITCHOVER TO CHICAGO AT 10:58:00)

(FROM CHICAGO)CHICAGO
ANNCR:

This program was presented by Lucky Strike for the entertainment of Uncle Sam's hard-hitting Seabees at Camp Rousseau, California. Defend the Constitution! Buy War Bonds!

(SWITCHOVER TO NEW YORK)SHARBUTT: It's Dorsey -- this Sunday!

RUYSDAEL: Yes, beginning this Sunday - Your All-Time Hit Parade will bring you -- Tommy Dorsey - his Trombone - and his Orchestra.

DELMAR: Playing the "Best Songs of All For You to Recall" -

SHARBUTT: Yes - beginning this Sunday over these same stations in Jack Benny's time - Listen to Your All-Time Hit Parade -- starring Tommy Dorsey and his Orchestra.

RUYSDAEL: And this Sunday your guest will be Bing Crosby!

DELMAR: Yes, Bing Crosby in person!

SHARBUTT: What a combination! Tommy and Bing to play and sing!

Ruydael:
-DELMAR:

Remember - every Sunday - Jack Benny's time is your time for Your All-Time Hit Parade.

DeMar:

-RUYSDAEL:

Featuring Tommy Dorsey - his Trombone and his Orchestra - with this Sunday's guest, Bing Crosby in person!

RUYSDAEL: The famous tobacco auctioneers heard on tonight's program were Mr. E. A. (Speed) Riggs of Goldsboro, North Carolina - (CHANT - SOLD AMERICAN) and Mr. F. E. Boone, of Lexington, Kentucky - (CHANT - SOLD AMERICAN). Basil Ruysdael speaking for the makers of Lucky Strike, the cigarette that means fine tobacco -- yes, Lucky Strike means fine tobacco.

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT
LS - MFT
LS - MFT

SHARBUIT: Smoke the cigarette that means fine tobacco - Lucky
(Impulse Strike - so round, so firm, so fully packed, so free and
Tag #11) easy on the draw.

NBC
ANNCR:

THIS IS THE NATIONAL BROADCASTING COMPANY

FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE, NEW YORK 17 • WICKERSHAM BLDG.

CLIENT: THE AMERICAN TOBACCO CO.

REVISION:

NETWORK: NBC

PRODUCT: LUCKY STRIKE

APPROVAL: FINAL

B'CAST: 10-11:00 PM EDT

DATE: JUNE 21, 1944 - #326

REPEAT:

"KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE"

ROUTINE

As Broadcast

1. RIO RITA

ORCHESTRA

2. ~~TIME WAITS FOR NO ONE~~ *Too much in love* DON LESLIE

COMMERCIAL ONE

ROUND ONE

3. MILKMAN, KEEP THOSE BOTTLES QUIET

SULLY & QUARTET

COMMERCIAL TWO

4. I'LL BE SEEING YOU

GEORGIA CARROLL

STATION BREAK

ROUND TWO

5. DON'T BRING LULU

PRODUCTION

COMMERCIAL THREE

6. SAN FERNANDO VALLEY

ORCHESTRA

7. ~~TOO MUCH IN LOVE~~

~~DON LESLIE~~

FINAL ROUND

COMMERCIAL FOUR

8. SWEET GEORGIA BROWN

(faded)

ORCHESTRA

ATX01 0116566

WEAF

THE AMERICAN TOBACCO COMPANY

6-21-44

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #326

10:00-11:00 PM EWT

JUNE 21, 1944

WEDNESDAY

(Program originates at the Naval Dry Docks, Hunter's Point, San Francisco, California, with switchovers to NBC New York, for commercials and closing.)

(FROM NEW YORK)

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

RIGGS: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

DELMAR: You said it!

SHARBUTT: Why, sure!

RUYSDAEL: Yes, sir!

SHARBUTT: Lucky Strike means fine tobacco, so round, so firm, so
(Impulse Tag #2) fully packed, so free and easy on the draw.

RIGGS: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO HUNTER'S POINT, CALIFORNIA)

(FROM HUNTER'S POINT, CALIFORNIA)

ORCHESTRA: "LUCKY DAY"

FORMAN: LUCKY STRIKE presents for the entertainment of the tigers
of the sea ... for the men who with 1 percent of the Navy's
personnel have sunk 40 percent of the Jap ships that have
gone down ... for the crews of Uncle Sam's intrepid submarine
service -- KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE!

AUDIENCE: "YEAH NAVY!" "YEAH SUBMARINES!" "HOORAY!"

ORCHESTRA: KYSER THEME

(AUDIENCE APPLAUSE UP BIG)

KYSER: Evenin' folks, how y'all?

AUDIENCE: TOPS, POPS!

KYSER: Tops, Pops? Well das great 'cause here we are at the U.S. Naval Drydocks at Hunters Point in San Francisco Bay holding class with Uncle Sam's fighters of the deep, the battle crews of United States submarines! Because of these guys the Jap Navy is making the world's shortest voyages to land! ... One mile straight down! You know what a submarine is ... that's solitary confinement with a propeller! Last night I went into San Francisco with some submariners from Hunters Point. We didn't have much luck hunting but I certainly picked up a lot of pointers! For instance when you've been at sea, everything on land is strange and unfamiliar. The other day a sub sailor just in from a mission started downtown and saw a strange creature. It walked way over forward on its toes, had long red wavy hair, close-set white teeth and kept turning its head and looking at him. The sailor ran up to an S.P. and said, "Please, help me! What is that thing?" The S.P. said, "Don't be frightened. That's a girl." The sailor said, "I'm not frightened ... I just wanted to make sure. Wahooooo!" (WOLF HOWL)

FORMAN: One question, Professor. Is it true that at mess on a sub, when they introduce an appetizing new dish the ship's bell goes 'dong'?

KYSER: No, Bill. But in Oakland last night I was introduced to an appetizing new dish, and I went BOINNNNNNGGGG!

FORMAN: Fess! Cease, desist, these men insist on a shot at that \$115 in War Bond prizes.

KYSER: All right Dean, we'll give 'em some rope, but first it's 'Up Periscope' ... So come on, chillun, yet's dance.

1 RIO RITA ORCHESTRA

2. TOO MUCH IN LOVE DON LESLIE

(APPLAUSE)

(FROM HUNTER'S POINT, CALIFORNIA)

KYSER: Nice goin'. You really sang that one. Now it's your turn, Del Sharbutt ...

(FROM NEW YORK)

SHARBUTT: Ladies and gentlemen, whenever you enjoy a fine cigarette - you're enjoying fine tobacco. For in a cigarette it's the tobacco that counts -- yes, and the better the tobacco, the better the cigarette. So for your own greater smoking enjoyment, it's well worth remembering that Lucky Strike means fine tobacco - yes, first, last and always, Lucky Strike means fine tobacco, so round, so firm, so fully packed, so free and easy on the draw. At markets all over the South, independent tobacco experts present at the auctions can see the makers of Lucky Strike consistently select the riper, the naturally milder Lucky Strike tobacco. And sworn records show that among such independent tobacco experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1.

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: A friendly suggestion: For your own greater enjoyment, (Impulse Tag #5) smoke the smoke tobacco experts smoke - Lucky Strike.

(SWITCHOVER TO HUNTER'S POINT, CALIFORNIA)

Del Sharbutt

6/21/44

FORMAN: Fess, the first quiz hurdle, the mon want to jump it!

KYSER: Well, give 'em that starting blast on the trumpet!

ISH: (TRUMPET) Ish K. Bibble's News Events! ~~Ishkabbble's~~
dispatch from the front. ~~Ishkabbble's~~ pants patched in
the back.

~~KYSER: Get to the news!~~

ISH: Hunter's Point, California! Professor of Musical College
given high honor!

KYSER: Sounds good, what is it?

ISH: Well ^{and the} it says here -- "Hunters Point Seamen vote Kay Kyser
^{and} the man they'd rather see shot out of a torpedo tube!"

KYSER: They must like me here.

ISH: The name "Hunter's Point" to be changed to just..Hunters.

KYSER: Why leave off the Point?

ISH: Well when these here now fellows get liberty, they hunt
for beautiful girls. So they're hunters.

KYSER: Naturally. They're hunters after beautiful girls.

ISH: But they never catch any, so there's no point to it.

KYSER: Sound reasoning.

ISH: Now for the scandal sheet. Ish K. Bibble, prominent
author and love pirate, found kissing local debutante on
a boat.

KYSER: Schooner?

ISH: Yeah -- I'll have a short one.

KYSER: NO! Schooner! A boat! You were found kissing a
debutante on a boat!

ISH: Oh! Oh yeah. No it wasn't a schooner, it was one of
them there now boats they use to supply submarinos with.

h

ATX01 0116572

KYSER: Oh. Tender?

ISH: Huh?

KYSER: I say ... tender?

ISH: I don't know. I just kissed her, I didn't bite her!

KYSER: Ish, do you know anything about submarines?

ISH: Well, I ought to know ... I'm subconscious. I got a poem about a sub sailor at a dance.

KYSER: Read, subnormal.

ISH: Ohhhh whilst dancing with a fat girl named Keller
A sub man said, "I wish I knew what to tell her.
When I turned her, she drifted,
Her ballast has shifted
And I don't know how to propeller!

FORMAN: First contestant, Fess.

KYSER: And he is _____.

1. Everybody knows that ~~Uncle Sam's Submarines~~ make long voyages to knock off the Nips in their own back yard. In fact, you undersea guys stay at sea so long that home must seem (PLAY): Jackie O'Dell of Camp Pendleton, California, tells about one Submariner who was out on a voyage so long that he couldn't stand it any longer, but one day at the bottom of the sea he looked out the periscope and he met (PLAY)(Yes she's Winnie's sister) Well fellows, I don't know if you'll believe it or not...but Minnie kept following that submarine...the skipper finally married the lovesick pair and when the sub reached port Minnie presented that sailor with (PLAY).

2. Inasmuch as subs are named for fish, you men should know your piscatorial palaver, so from the following letter from Patty Meisner of Jackson Heights, New York, you should be able to name four fish. It reads....."Dear Professor, I listened to Georgia Carroll sing my favorite tuna last week and thought shad a good voice. She also haddock classy accompaniment. I hope you'll pickereel lot of these good songs. As for your own singing, Dean Kyser, I thought it was a little sour, Dean! And the way you flounder around! Brother you really smelt! Why don't you get off your perch! You won't, but at least mullet over in your mind. The trouble is you probably haven't any mind, that's the halibut."

3. Mr. and Mrs. Clarence D. Rutledge of San Antonio, Texas, want you to listen to this familiar radio theme song and tell us whose "charge" this is. (QUARTET) What's the name of the famous whistler on Horace Heidt's program. There was a familiar Horace who said "Go West Young Man." Who was he?

4. Subs specialize in diving, can you name three kinds of dives? What kind of a dive is this? (SOUND: BIG CRASH) Well you're so good at your dives, let's hear you sing this submariner's version of 'kiddley divey too' to the tune of "Mairzy Doats." Here are the words.

(PLAY)

CONF: Oh some like ships and some like boats
But little subs go divey,
I'd rather go diving, too, wouldn't you.

Oh the rate I hate is the bosn's mate
He always gets the gravy
I wish they'd stay on dry land, wouldn't you.

KYSER: That reminds me that tomorrow we're going to dedicate the swimming pool at the Navy Hospital in Oakland which we had the privilege to help build through funds raised a year ago at a concert and dance sponsored by the City of Oakland. We're looking forward to seein' all you Navy men at Oak Knoll, tomorrow.

5. Especially for you submariners, we have imported a Visiting Doan who is making a great name for himself as an impersonator of famous personalities ... it's PAUL REGAN! (APPLAUSE) Now Joan Gaza of Minneapolis, wants you to listen to these swell impersonations by Paul Regan, and tell us who three of them are.

6. The sinkings of enemy vessels by our submarine service in this war have reached such proportions the whole world has been astounded. U. S. subs have cut down the Jap merchant fleet at the rate of better than a ship a day and they are keeping it up. (PLAY). Uncle Sam's submarines have destroyed 561 Jap merchant ships, 46 Jap warships, and probably sunk or damaged 150 more. Thanks to our submariners, Jap armies and admirals today (PLAY)

(APPLAUSE)

SOUND: CLASS BELL

FORMAN: First round winner, Professor!

KYSER: And he is _____. You did your job in submarine style, have a Lucky Strike before your final trial, while all the chillun dance a while. Yet's do it.

2. MILKMAN KEEP THOSE BOTTLES QUIET SULLY & QUARTET
(APPLAUSE)

KAY KYSER

- 4 -

6-21-44

Commercial #2 - June 21, 1944

(My country - may she ever be right - But right or wrong - my country!)

(FROM HUNTER'S POINT, CALIFORNIA)

KYSER: ... Oh man, that was really four-oh. A nice go. Thanks, gang. That was swell listening.

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

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

RIGGS: (CHANT - SOLD AMERICAN)

VOICE 1: My country - may she ever be right - But right or wrong - my country!

SHARBUTT: It was a still, clouded night in February, 1804. The place -- the harbor of Tripoli on the northern coast of Africa. A crescent moon cast an eerie light on the harbor waters that were in those days dotted with wooden, fighting ships -- ships of the Barbary pirates. Suddenly ... into the harbor crept a small, lightly-armed vessel flying the Stars and Stripes ... On the deck stood a handsome, powerfully-built young officer. His name was Lieutenant Stephen Decatur and his mission was to destroy the pirates' most prized man-of-war ... the captured American vessel -- the Philadelphia. He steered his small craft alongside the Philadelphia ... and his men anxiously waited for the order to attack ...

(MORE)

- 4 -

ATX01 0116578

VOICE I: " ... Now ... have your grappling hooks ready. Stand by to board!"

SHARBUTT: Suddenly ... Decatur and his crew leaped over the railing ... landed on the deck of the enemy ship. In ten furious minutes the battle was over. Then, the boarding party placed lighted torches in the ship's hold. And soon, Decatur piloted his craft towards the open sea. Mission accomplished ... the sky was brilliant with the flames. Later ... on a day in 1806 ...

(SOUND OF GAVEL)

VOICE II: Captain Stephen Decatur ... the Congress of the United States is pleased to award you this sword of honor.

SHARBUTT: Yes ... fame had come to the 25-year-old Stephen Decatur ... a Congressional award ... a promotion to the rank of Captain and the command of a new frigate -- the U.S.S. Constitution. Down through the years honor followed upon honor. And ... on a day in April, 1816 ... in the city of Norfolk ... a group of distinguished Virginians were gathered to honor their renowned visitor ... Commodore Stephen Decatur. Slowly ... the young Commodore rose from his chair at the banquet table. He lifted his glass and the room was silent as he said these famous words --

VOICE I: "My country ... may she ever be right. But, right or wrong ... my country!"

(MORE)

KAY KYSER

- 6 -

6-21-44*

Commercial #2 - June 21, 1944 - (CONTD)

(My country - may she ever be right - But right or wrong - my country!)

SHARBUTT: Thus ... on that day in 1816, in the southern city of Norfolk, Virginia ... the famous naval leader, Commodore Stephen Decatur -- surrounded by his planter hosts -- spoke the words that would become part of our Nation's heritage. It was here at Norfolk ... the city that has launched such fighting ships as the Merrimac ... the Boise and the Hornet. At Norfolk -- a city bordered by historic plantations and rolling farmlands -- lands that yield up rich, golden harvests ... lands that are famous for that great American tradition -- the tradition, the romance of fine tobacco.

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR:
(Closing
"C")

Here are five words that today stand for that tradition of fine tobacco: Lucky - Strike - means - fine - tobacco. Yes, Lucky Strike means fine tobacco, so round, so firm, so fully packed, so free and easy on the draw. Ladies and gentlemen, isn't this worth acting on? Remember, sworn records show that among independent tobacco experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1.

(MORE)

- 6 -

ATX01 0115580

KAY KYSER

- 7 -

6-21-44

Commercial #2 - June 21, 1944 - (CONTD)

(My country - may she ever be right - But right or wrong - my country!)

BOONE: (CHANT - SOLD AMERICAN)

HUYSDAEL: LS - MFT

LS - MFT

LS - MFT

TICKER: (2 & 3, 2 & 3)

HUYSDAEL: Next time you step up to a cigarette counter, ask for
Lucky Strike - for Lucky Strike means fine tobacco -
yes, Lucky Strike means fine tobacco.

(SWITCHOVER TO HUNTERS POINT, CALIFORNIA)

- 7 -

ATX01 0116581

ORCHESTRA: CARROLL INTRODUCTION

KYSER: Now it's "listening stations" for your submarine crewman
for a raid on your heart by our own cover girl, gorgeous
Georgia Carroll! (APPLAUSE) And for all our undersea
fighters here and on war patrol in distant seas, Georgia
sings ...

4. I'LL BE SEEING YOU GEORGIA CARROLL
(APPLAUSE)

QUARTET: TAKE 'ER DOWN

(FROM HUNTER'S POINT, CALIFORNIA)

ORCH. &
QUARTET: "TAKE HER DOWN" (OFFICIAL SUBMARINE SONG ... FADE FOR :

FORMAN: In the darkness of the waters
 Where there is no turning back
 Where the tiger shark goes hunting
 And the depths are still and black;
 A phantom ship goes gliding
 To its battle rendezvous
 With a crew of Yankee heroes
 Who serve their flag - and you.

 So hail your submariners
 To them an honored place,
 Who walk each day with Destiny
 And stare danger in the face.

LOCAL STATION SAYS

"STATION X X X SALUTES THE U. S. NAVY'S SUBMARINE
SERVICE"

QUARTET: "TAKE HER DOWN" - FINAL BARS TO FINISH

(APPLAUSE)

DIANE: Professor, why don't you tell the children one of your bed time stories.

ISH: I know a bed time story about Hunter's Point -- "Early to Bed Early to Rise.....(SHOUTS) THAT'S ALL WE EVER DO AROUND HERE!

KYSER: Ish! Go hide! I'm going to tell the story about the hungry whale and the sardine. Once upon a time a hungry old whale was swimming along and he met a sardine. The Whale smacked his lips and said:

FERDY: Hello there, Sardine. You look tired from overwork. Do you belong to a sub tender's crew?

KYSER: And the sardine said:

SLIM: No, but I am fatigued. I was up all night trying to get some crazy sardine friends of mine out of the can!

KYSER: The whale began to drool with hunger and he said:

FERDY: Well why don't you come on inside and let me give you a lift. I'm a submarine, you know.

SLIM: Submarine! Listen to old big-mouth! You're just a big old whale! If you think I'm gettin' inside you, you're craaaaaaaaaaaaaazy!

DIANE: Well, did the whale convince the sardine he was a submarine?

KYSER: Yes, and the little sardine swam right down his throat.

SLIM: My oh my, it's dark down here. This place is blacker than bos'n mate's heart if I could find the right valve maybe I could get out of here!

KYSER: Then suddenly the sardine realized he'd been tricked.

~~ORCH: OMINOUS, CHILLING CHORD~~

KYSER: He had to think fast, so he said:

SLIM: Oh, Mr. Submarine! You're in bad shape! Your pickle house is lookin', your batteries need rechargin', your valves need regrindin', your torpedo tubes are rusty, your periscope's near-sighted and you got measles in your diesels!

KYSER: Well this frightened the whale and he said:

FERDY: Oh boy! I'm sick. Hey, Sardine, I ain't no submarine, I'm a sick whale. Do you know a good doc?

SLIM: Sure, the Hunters Point Dry Dock. Swim left three miles...

~~ORCH: (BRIDGE)~~

SLIM: ~~(FADE UNDER BRIDGE)~~ Right two miles, up four fathoms....

KYSER: And so the little sardine directed the whale right into dry dock, where they opened up the whale and the little sardine swam merrily away.

DIANE: I'll bet he was happy.

KYSER: He was so happy, he swam right over to a canning factory and got oiled.

~~ORCH: CHORD~~

~~NORMAN: First round winner, Professor!~~

~~KYSER: And he is _____! You did your job in submarine style, have a Lucky Strike before your final trial, while all the chillun dance a while. Yet's do it.~~

~~3. MILKMAN, KEEP THOSE BOTTLES QUIET.....SULLY & QUARTETTE~~

~~(APPLAUSE)~~

~~(KAY: Cue top of next page.)~~

FORMAN: First second round contestant, Professor.

KYSER: And he is _____.

1. We'd like you to name this song for Pvt. R.W. Kruso, somewhere in England. (PLAY) Yes, you press the middle valve down and the music goes round and round. Well the sub crews have to worry about pressing the right valves. One fellow pressed the wrong valve and began to holler. His mates said, "What's the matter!" He said, "I was trying to get the water out of this compartment, but I pressed the wrong valve and (MAX). Yes -- the wrong valve! "Open valve E, close valve D; close valve E, pull lever A"!

2. ~~ABT~~. The magic eye of a submarine is its periscope. Speaking of periscope, whos is Perry Como? Who is Perry Winkle? Who was Commodore Perry? (Yes _____ was the Naval hero who steamed into Yokohama Bay and said "Open up!") And we're going right back again and shut 'em up. How about it, fellows?

3. We know you sub men are hep to the dive, but we want to see if you are hep to the jive. For Tom Quinn of Springfield, Missouri, listen to this well-known radio theme and tell us what famous bandleader is identified with it. (PLAY) Answer this fast now - which Dorsey plays the saxophone? Is Fifi Dorsey, Tommy Dorsey's mother? And chillun, we want to wish the best of success to Tommy Dorsey and his great band who are now playing the songs you like best every Sunday on Your All-Time Hit Parade. And by the way, Sully, Ferdy, Ish Kabibble and I will be on that program with Tommy Dorsey next Sunday, and we sure hope you'll listen.

4. The great weapon of you undersea fighters is the torpedo, but the submariners seldom call them that. They have two names for them, one is contained in these two songs. Listen and tell us the name from the songs you hear. (PLAY). Now what's the other name for a torpedo?

5. Now chillun, it's an encore from our Visiting Dean who does those swell impersonations of celebrities ... it's Paul Regan. (APPLAUSE)
Now for Dorothy Robbins of East Belfast, Maine, we'd like you to listen and name two of the personalities that Paul is about to imitate.

6. Jinx Coney of Detroit, Michigan, says Hunter's Point is aptly named. When our sleek deadly U.S. subs leave their bases to raid the seas, their crews say (PLAY). And we say - lots more good hunting to the heroic U.S. submariners, the men who have already sent a million and a half tons of Jap shipping to (PLAY). And they're going to send the rest of the Jap Navy there before they're through - how about it, submariners?

(APPLAUSE)

SOUND: CLASS BELL:

FORMAN: Second round winner, Professor.

ISH: Just a second. I got a essay here I'd like to get off same.

KYSER: Well, what's your subject?

ISH: Etiquette.

KYSER: What's etiquette?

ISHL Etiquette is stuff that everybody ought to know a whole lot of. Now you take a pig. When it comes to etiquette a pig is a lot different than a lady. Do you know the difference between a lady and a pig?

KYSER: No.

ISH: You must have some fine dates.

KYSER: Never mind. What about etiquette.

ISH: Yeah ... now we take up table manners. Any questions?

KYSER: Yes. What is the proper way to dunk a doughnut?

ISH: Well first you take a saucer of unblowed coffee.

KYSER: Yes?

ISH: Then grabbing the doughnut like a sailor grabs a dame, whip it into the air and crash dive it into the coffee.

KYSER: Yes, yes, go on!

ISH: Surface the doughnut, throw back your head, open your mouth.

KYSER: Then?

ISH: There's a coffee soaked ohunk
That will go kerplunk
And that's the proper way to dunk.

FORMAN: Second winner, Professor.

KYSER: And he is . Light up a Lucky Strike, bo ...
get ready to try for that final dough. Start thinkin' about
advancin', son, while the chillun get some dancin' done.

5. DON'T BRING LULU PRODUCTION
(APPLAUSE)

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

BOONE: (CHANT - SOLD AMERICAN)

SHARBUTT: Yes, Lucky Strike means fine tobacco - So smoke the smoke
(Impulse Tag #1) tobacco experts smoke - Lucky Strike.

(SWITCHOVER TO HUNTER'S POINT, CALIFORNIA)

FORMAN: Here are your winners, Fess, and both are submersible.

KYSER: Well bring 'em up Dean, and let's get conversible.

1. We're devoting our final round tonight to "eyes," Pvt. John Meli of the Yuma Army Air Base, starts our story by telling us of a submariner sailor who got moony about a girl because he couldn't resist looking into her (PLAY). Distinguish between OWI and FBI. Would you say "aye aye" to this statement -- "All bos'n mates are wonderful men."

CONTESTANT: No, I'd say "In a pig's eye."

KYSER: And speaking of eyes, Bob Hope has really dotted the eye again with his new book, "I NEVER LEFT HOME." It has sold over a quarter million copies already and all the proceeds go to the National War Fund.

2. To go on with our story about the sailor who fell in love with the girl with the star eyes, one day they were out walking and a Marine winked at the sailor's girl and said (PALY). What comedian is known as "Banjo Eyes?" Who was the star of the picture "Bright Eyes?"

SOUND: CLASS BELL

(FROM HUNTER'S POINT, CALIFORNIA)

FORMAN: 'Fess, shall I name the winner of the final bout?

KYSER: First, lend an ear, then call him out.

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: Ladies and gentlemen, in a cigarette, it's the tobacco
that counts and Lucky Strike means fine tobacco.

SHARBUTT: Remember - with men who know tobacco best, it's Luckies
2 to 1.

RUYSDAEL: So, smoke the smoke tobacco experts smoke -- the cigarette
that means fine tobacco - Lucky Strike.

BOONE: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO HUNTER'S POINT, CALIFORNIA)

(FANFARE)

FORMAN: The final winner, Professor!

KYSER: Well look at here and slap my submarine if it ain't a tie - both of them with a perfect score and tap my periscope and slap my submarine both of them - Electrician's Mate 1st Class Terry Edgar and Yeoman 1st Class Jim Duffy - perfect scores all the way and therefore not only first prize of a brand new \$50 War Bond but an additional \$25 Bond - or \$75 to each of them. The other four aren't left on the beach, they get ten dollars in Stamps each. All six get a carton of Luckies. And then, AND THEN! To all you men of our fightin' subs, for raisin' oain and a loud hubbub, a package of better-than-ever LUCKY STRIKE CIGARETTES!

(CHEERS)

8. SWEET GEORGIA BROWN . . . (faded) ORCHESTRA

(APPLAUSE)

ORCHESTRA: KYSER THEME

KYSER: Chillun, das about all until next Wednesday. For their fine hospitality we want to thank Captain N. L. Rawlings, Captain T. A. Connally, Commander H. C. Bruton, Lt. Bill Atkinson, and all you submariners. Ladies and gentlemen, some day when the full story of our submarine service in this war can be told, you'll be even prouder than you are. The incredible result of our submarine raids has all but smashed the Jap supply lines and has changed the face of the war. Under full war capacity - the Japs' ship building is a half million tons a year. Our subs alone have sunk one and a half million tons -- that's three full years of Jap production wiped out. Of the men who won these great victories, who lay under merciless depth bombing and risked and lost their lives, each one volunteered and they're proud of it. And the nation says to the Navy's heroic submariners, "Thank you very much." Next week we'll be holding class with those fightin' Leathernecks, the Marine boots, at the U.S. Marine Recruit Depot, San Diego. Until then, this is Kay Kysler ... thinkin' of you ... thanks a lot for bein' with us ... and so long ... everybody.

(APPLAUSE)

ORCH: "LUCKY DAY"

(SWITCHOVER TO NEW YORK AT 10:58:00)

(FROM CHICAGO)

CHICAGO

ANNOUNCER: This program was presented by Lucky Strike for the entertainment of the men of the United States Navy's Submarine Service at Hunter's Point, California. Defend the Constitution! Buy War Bonds!

(SWITCHOVER TO NEW YORK)

SHARBUTT: It's Dorsey on Sunday!

RUYSDAEL: On YOUR ALL-TIME HIT PARADE!

DELMAR: Yes, this Sunday and every Sunday over these same stations tune in YOUR ALL-TIME HIT PARADE starring Tommy Dorsey -- His Trombone and His Orchestra -- and an All-Time Big-Time guest.

RUYSDAEL: This Sunday's All-Time Big-Timer -- the Ol' Professor, Kay Kyser.

DELMAR: Yes, Kay Kyser, with Ish Kabibble, Ferdy, Sully and all the gang in person!

RUYSDAEL: Remember -- it's Dorsey this Sunday and every Sunday --

DELMAR: On YOUR ALL-TIME HIT PARADE!

SHARBUTT: With this Sunday's guests -- Kay Kyser, with all his gang in person!

KAY KYSER

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6-21-44

RUYSDAEL: The famous tobacco auctioneers heard on tonight's program were Mr. L. A. (Speed) Riggs, of Goldsboro, North Carolina - (CHANT - SOLD AMERICAN), and Mr. F. E. Boone, of Lexington, Kentucky - (CHANT - SOLD AMERICAN). Basil Ruysdael speaking for the makers of Lucky Strike, the cigarette that means fine tobacco - Yes, Lucky Strike means fine tobacco.

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT
LS - MFT
LS - MFT

DELMAR: A friendly suggestion: For your own greater enjoyment,
(Impulse
Tag #7) smoke Lucky Strike - so round, so firm, so fully packed,
so free and easy on the draw.

NBC
ANNOUNCER: THIS IS THE NATIONAL BROADCASTING COMPANY.

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ATX01 0116596

JUNE 28, 1944

KAY KYSER "COLLEGE OF MUSICAL KNOWLEDGE"

NOTE: THE KAY KYSER PROGRAM OF JUNE 28, 1944, AT THE MARINE CORPS RECRUIT DEPOT, SAN DIEGO, CALIFORNIA, WAS NOT BROADCAST BECAUSE OUR TIME WAS TAKEN BY THE REPUBLICAN CONVENTION. HOWEVER, BOTH THE PREVIEW AND EVENING SHOW WERE PUT ON FOR THE SERVICE MEN.

ATX01 0116597

FOOTE, CONE & BELDING
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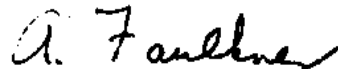
July 13, 1944

Memorandum to

Mr. H. M. Boggiano

The KAY KYSER program of June 28th at the Marine Corps Recruit Depot, San Diego, Calif., was not broadcast because our time was taken by the Republican Convention. However, both the preview and the evening show were put on for the service men stationed there and cigarettes were distributed.

The KAY KYSER program of July 19th, scheduled to originate at Camp Elliott, California, has been cancelled. There will be no performance given, and therefore my memorandum of June 16th, ordering cigarettes for the preview and air show, should be destroyed.



Athella Faulkner
Radio Department

cc. Miss Bodine

CHICAGO LOS ANGELES SAN FRANCISCO HOLLYWOOD

ATX01 0116598