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Advertising

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CLIENT: THE AMERICAN TOBACCO CO REVISION: _____ NETWORK: NBC
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 10-11:00 PM EDT
DATE: JULY 5, 1944 - #328 REPEAT: _____

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

ROUTINE

- | | |
|--------------------------|------------|
| 1. SAN FERNANDO VALLEY | ORCHESTRA |
| 2. TIME WAITS FOR NO ONE | DON LESLIE |

COMMERCIAL ONE

ROUND ONE

- | | |
|--------------------------------|-----------------------|
| 3. HONEY, I'M IN LOVE WITH YOU | SULLY MASON & QUARTET |
|--------------------------------|-----------------------|

COMMERCIAL TWO

- | | |
|----------------|--------------|
| 4. I'LL GET BY | KING SISTERS |
|----------------|--------------|

STATION BREAK

ROUND TWO

- | | |
|---|-------------|
| 5. ^{Is} IS YOU OR IS YOU AIN'T MY BABY | PHIL HARRIS |
|---|-------------|

COMMERCIAL THREE

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

- | | |
|-----------------------|--------------|
| 7. SWINGING ON A STAR | KING SISTERS |
|-----------------------|--------------|

FINAL ROUND

COMMERCIAL FOUR

~~8. GREAT DAY ORCHESTRA~~

ATX01 0116601

WENF

THE AMERICAN TOBACCO COMPANY

7-5-44

"KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE" - #328

10:00-11:00 PM EWT

JULY 5, 1944

WEDNESDAY

(Program originates at March Field, Riverside, 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!
(Ex. F)

SHARBUTT: 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.

RIGGS: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO MARCH FIELD, CALIFORNIA)

(FROM MARCH FIELD, CALIFORNIA)

ORCHESTRA: "LUCKY DAY"

FORMAN: LUCKY STRIKE presents for the entertainment of Uncle Sam's fighting fliers of the 4th Air Force at March Field, California -- Kay Kysner's College of Musical Knowledge starring PHIL HARRIS.

AUDIENCE: "YEAH FLIERS!" "FOURTH AIR FORCE!" "HOORAY!"

ORCHESTRA: KYSER THEME

(AUDIENCE APPLAUSE UP BIG)

HARRIS: Well hey there! Hello, you pretty things!

AUDIENCE: HI, PHIL!

HARRIS: Ah, that's great. Thanks fellows. And thanks to Professor Kay Kyser, I'm holding class in the college here with Uncle Sam's fightin' Fourth Air Force at March Field. As I am sure you know, ladies and gentlemen, Kay Kyser is taking a well deserved vacation for a few weeks and has asked me to take over the College on a sort of lend lease deal. Yeah ... he's lending it and I'll louse it!

FORMAN: Phil, how do you think you'll like taking over the College for the summer?

HARRIS: Ah, it's going to be great, Bill, but the only thing is I'm not quite sure this kind of music is up my alley. I lean more toward them high class composers like Chopin, Beef Oven and Sherbert! Say, Bill ... it's just a little item, but do I get paid?

FORMAN: Why, Phil! You worked for Jack Benny didn't you?

HARRIS: Don't evade the question! Do I get paid?

FORMAN: Phil, every Wednesday night right after the program you will get your remuneration.

HARRIS: If I don't bring home some dough I'll get worse than that! We've got a new baby at our house and I've got to buy her some little clothes. You think I want her to get all rusty?

FORMAN: Phil, you will get paid. Professor Kyser has authorized me to make you an offer. How would a hundred dollars a week strike you?

HARRIS: How would a hundred dollars a week strike me?

FORMAN: Yes.

HARRIS: Kay doesn't hit very hard, does he?

FORMAN: Phil, I'm sure Kay will pay you what you're worth!

HARRIS: Oh no you don't.

FORMAN: But Phil. You see you don't actually play any instrument, you just lead a band. Of course you really should know something to lead a band.

HARRIS: Yeah? A sergeant leads a platoon too, but he don't have to know anything!

FORMAN: I mean ... now you take the boys in Kay's band. They know music backwards.

HARRIS: Yes, but do they have to play it that way?

FORMAN: And furthermore you not only have to know popular music, we also play the classics ... for instance Pagliacci.

HARRIS: What?

FORMAN: Pagliacci. Do you know what Pagliacci is?

HARRIS: Sure ... it's a disease you get from parrots.

ISH: Was somebody calling me?

FORMAN: Oh, by the way, Phil, I want you to meet some of the chillun. Here's the one and only Ish Kabibble.

HARRIS: Well, well, I've finally gotten on a program with hair on it!

ISH: Yeah ... I want to welcome you to the show.

HARRIS: Why thanks.

ISH: Of course you know you owe the job to Alice.

HARRIS: To Alice Faye?

ISH: No, L-S M-F-T.

HARRIS: That does it! Now what do I do?

FORMAN: Well, first I say to you that it's time to start the 1st exam for the \$115 in war bond prizes. Then you do a couple of lines of poetry, then we play a couple of numbers.

HARRIS: Poetry. You mean them corny jingles Kyser is always givin' out with?

FORMAN: Yes ... any little thing.

HARRIS: Poetry, that's a little out of my line. Let's see ... I think I know one. It starts out, "It was down in the Lehigh Valley ..."

FORMAN: Never mind the poetry, Phil! Not a chance, 'cause now
 it's time to let the chillun dance!

1. SAN FERNANDO VALLEY ORCHESTRA

2. TIME WAITS FOR NO ONE..... DON LESLIE

(APPLAUSE)

(FROM MARCH FIELD, CALIFORNIA)

HARRIS: Nice goin', you did a swell job on that one. And now you take over, Del Sharbutt ...

(FROM NEW YORK)

SHARBUTT: "Let's put the facts on the barrel head" is an old, familiar expression among tobacco men down South. So right now, ladies and gentlemen, let's put the facts about smoking enjoyment squarely on the barrel head. Common sense tells us that in a cigarette it's the tobacco that counts -- the better the tobacco, the better the cigarette. And Lucky Strike means fine tobacco -- yes, Lucky Strike means fine tobacco -- so round, so firm, so fully packed, so free and easy on the draw. At market after market, independent tobacco experts present at the auctions can see the makers of Luckies 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)

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

(SWITCHOVER TO MARCH FIELD, CALIFORNIA)

FORMAN: Phil, the first round's comin' up at last.

HARRIS: Well give that startin' trumpet a blast!

ISH: (TRUMPET)

HARRIS: Well well! The poor man's "Brow".

ISH: Just the same I'd like to have a head like the Brow. Has he got a lot of new wrinkles!!

HARRIS: Hey, Ish, I want to ask you something. Is that your own hair or are you wearing a Benny Scalp Dolly?

ISH: No no. That there is real. I even had a full set of teeth two days after I was born.

HARRIS: You did?

ISH: Yeah, they were my grandfather's. Hey, Jack Benny's hair looks all right in pictures. Where did he get it?

HARRIS: All I know is one day he went rabbit hunting here in the desert. Now every time he passes a carrot patch, his toupee hollers, "Hiya Dock, what's cookin' !" By the way, what is cookin', Ish? You should be in the Know, having spent the day here around that lovely part of the field known as "^{Acacia} Dusty ~~Acacia~~"!

ISH: Well, Professor Kysar asked me to write a couple of poems in honor of you and them there now King sisters, we're gonna have on the program, which pomes I have writ and wouldst like to read same.

HARRIS: Well, give out, son.

ISH: Okay. Ohhh'h here's to Phil Harris, a very popular band leader. Who married the most beautiful girl you ever saw - if you've ever seed 'er.

Now Phil may not be as smart as the wise old owl,
But Phil's no fool. Phil knows his fowl!

HARRIS: Son you've really got something there. What about the King Sisters?

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ISH: Yeah. Poem in regards to the King Sister.
Ohhhhhh Yvonne, Luise, Alyce and Dona
Could marry any man from Dallas to Pomona
But they don't have to go that far to find any takers
They could find plenty of takers in Dusty Acres!

HARRIS: You said it!

FORMAN: And here's our first contestant!

HARRIS: Who is _____! Say, don't worry about this arm-band I'm wearing, Bud. That "M-P" don't mean Military Police... it means "Mediocre Professor!"

1. Miss Hilda Astor of Lancaster, Pennsylvania, sends us this one about Riverside. One hot night a 4th Air Force airman decided he'd escape the heat by leaving camp to ^{walk} go (PLAY). In the starlight, he spied a beautiful dame, so he upped to her and said "Hi, goodlookin', since we're walkin' by the river near Riverside, I think it would be appropriate if we walked (PLAY) Pretty soon, the beautiful doll said "Soldier, I hate to take sides near Riverside, but here comes my husband and you'd better (PLAY).

2. This one is from Sgt. E. C. Joyce of Mojave, California. Three flyers were discussing their sweethearts and if you know the lyrics of some well known songs, you'll know what their girls' names were. The first flyer said about his girl "through the smoke and flame, I gotta go where you are, for no place could be too far, where you are". What was her name? The second flyer said about his girl "Every night why do I shake with fright, because she might change her mind about me..." What was her name? And the third flyer said about his girl "Anyone could see that I wanted your kiss, it had to be but the wonder is this, could it be true, someone like you could love me." What was her name?

3. You know, the duties of a band leader are to set tempos, shade the music and above all to start and stop the band. In this one from Miss Patricia Farley of Waterbury, Connecticut, the orchestra leader started the band but was suddenly called away, so (PLAY). In other words, starting them off is one thing, but if you don't stop them (PLAY). Now when that song was made famous lots of instruments had the music going round and round, so today we want you to take this tuba, wrap it round you, and when we get to the part that goes BOO-BOO-BOO-BOO-BOO-BOO, we want you to play it on the tuba. (PLAY).

4. You 4th Air Force fliers represent one of the Army's great branches, so Pvt. J.L. McCormack of Fordam University, New York thinks you should be able to tell us some of the Army's other branches and services as you listen to the following clues. What army branch is this?

MAX: May I see your tongue...say "ah" please.

HARRIS: And what branch is this?

SOUND: (DOT DOT DASH)

HARRIS: And what is this?

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

HARRIS: And what branch is this? (HARRIS SINGS) ~~Now what branch is this?~~

~~BAND: BABIES OKY~~

~~HARRIS: Thank you a lot.~~

(APPLAUSE)

HARRIS:

Speaking of various branches of the Service, at the request of the U. S. Army, here's a message to every soldier listening. The Army needs more paratroops.... ~~and that's where you come in.~~ Right now, any qualified G.I. or Officer in the Army can apply for transfer to the paratroops. Of course, you've got to be rugged to pass the physical. Then you get four weeks of the toughest training you've had yet. But when you're through the course, brother, you will be a paratrooper..... with boots and wings to prove it. And from the minute you start training you'll be earning extra dough. Fifty dollars a month extra for enlisted men... one hundred dollars a month extra for Officers. So if you're under 32, no more than six feet tall, and under 165 pounds, see your company commander about joining the paratroops.

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5. Here come the what what's, and Cpl. Herbert Huttner, somewhere in New Guinea wants you to take the "what's" out of the following song titles and give us their correct names. 1. I've Got What ~~that~~ What'll What'll What'll. 2. Oh What a Whatiful Whating. 3. There'll be What What's Over the What What's of What. 4. I What a What Just Like the What What Whatted ~~What Old What.~~ ^{Harry James}

6. Since we're here at March Field, we're going to ask you to distinguish between Frederic March, March of Time, Marsha Hunt, ~~and~~ March Hare. Why are soldiers so tired on April first? (because on April first they've just finished a March of 31 days). Yes, sir, and with you Liberator crews in never-ending fleets over Berlin these days, pretty soon the Yanks and our Allies will be going into Berlin and when we do we'll be (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

r

KING 1: Say Phil...

HARRIS: Hey look, guys! It's the King Sisters!
(APPLAUSE)

KING 1: Phil, we've never really met you officially, so we'd like to introduce ourselves, Yvonne, Luise, Alice and Donna King.

KING 2: We think you're handsome!

HARRIS: ~~Yeah!...~~ Where do you have your hair done?

KING 3: Oh you don't really have that wave put in your hair.

HARRIS: Not since the war started. All I have to do is look at a Wac and I get Wavy all over.

KING 4: Phil, are you really the great lover people say you are? Does a girl almost swoon when you hold her?

HARRIS: I don't like to say, but man, would I like to hold four like you!

ALL: You really would?

HARRIS: Yeah, Four Kings --- what a poker hand!

KING 1: Phil! We don't want to hear about poker.

HARRIS: Well, you're talking to an expert. I started out with one queen and now I've almost got a full house.

~~KING 2: See, you're funny!~~

~~HARRIS: Yeah!...I used to kill 'em on the Benny Show...Of course I had Fred Allen writing my material.~~

KING 3: Phil, aren't you a little nervous taking over the professorship of a Musical College like this?

HARRIS: No no! I'm a past master at leading orchestras.

FERDY: Yeah, practically every body in the business has passed him.

HARRIS: Go away, Ferdy Froghammer. I used to lead an orchestra composed of people out of the B.C.M.

KING 4: B.C.M. -- You mean Boston Conservatory of Music?

HARRIS: No no! Biltmore Chamber Maids....we really cleaned up!

KING 1: Phil, let's not talk about music. Let's talk about love.

KING 2: Don't you think you could fall for some certain sisters?

HARRIS: Well, it's a little embarrassing to tell it to you right to your pretty faces, but I have! Girlies, I can't sleep nights for thinking of these sisters. And maybe you don't know it but I've followed 'em for weeks. I'm nuts about 'em!

SISTERS: Oh goody! Wonderful, ~~et cetera~~

HARRIS: Yes sir! Those Summer sisters are really solid!

FORMAN: Here's our first winner, Phil!

HARRIS: And he is W. P. Ball; In the third round you'll be on your own, so have a Lucky Strike and hold the phone while the pretty people dance!

3. HONEY I'M IN LOVE WITH YOUSULLY & QUARTET
(APPLAUSE)

(Phil: Cue top of next page.)

KAY KYSER
Commercial #2
(John Hancock and the Declaration of Independence.)

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7-5-44

(FROM MARCH FIELD, CALIFORNIA)

HARRIS: Oh, yes. That was really solid. Thanks, gang, for that swell singing.

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

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

RIGGS: (CHANT - SOLD AMERICAN)

SHARBUTT: "John Hancock and the Declaration of Independence."

DELMAR: This is no ordinary day in the history of America ... for this is the fourth day of July in the year 1776. Yes, this is July 4th, 1776 in the old city of Philadelphia, and ... at the hour of eleven o'clock in the morning ... in the crowded East Room of the State House ...

VOICE I:
(READS) "... And for the support of this Declaration ... we mutually pledge to each other our lives, our fortunes, and our sacred honor ..."

(MORE)

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ATX01 0116617

DELMAR: The Speaker reads the last words of the parchment scroll ... a scroll that soon will be translated into all the languages of the world as ... the American Declaration of Independence. For a moment, the colonial delegates sit silently in their chairs. John Hancock, President of the Congress, is the first to speak ...

VOICE II: "Gentlemen, our decision must be unanimous. There must be no pulling different ways -- we must all hang together!"

DELMAR: The portly Benjamin Franklin rises from his chair, takes the arm of the President, and turns to the assembled delegates ...

VOICE III: "Yes, gentlemen, we must indeed all hang together, or most assuredly -- we shall all hang separately."

DELMAR: There is a ripple of laughter through the room ... laughter that says, plain as day, that there is no turning back now. John Hancock picks up the pen on the Secretary's desk, flattens the parchment scroll with his hand, and with a broad, sweeping flourish, sets his signature to the historic document ... a bold signature destined to become famous throughout the world ...

(MORE)

VOICE II: "I write this large, so that tyrants may easily read and know the full measure of my contempt ..."

DELMAR: And so, on the morning of July 4th, 1776, the first signature was signed to the Declaration of Independence. That evening, John Hancock of Massachusetts dined with other famous signers ... with Charles Carroll of Maryland, Benjamin Harrison of Virginia, Arthur Middleton of South Carolina ... and other great men from the plantations of the Southland. Late into the night, they discussed the new birth of freedom for America ... and, in the custom of the planters, passed around their pouches of tobacco ... mild tobacco from the harvest of their own plantations ... those historic American plantations that contributed so much to the tradition, the romance of fine tobacco ...

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

KAY KYSER
Commercial #2 - (CONTD)
(John Hancock and the Declaration of Independence.)

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RUYSDAEL: 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)

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT
LS - MFT
LS - MFT

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

(SWITCHOVER TO MARCH FIELD, CALIFORNIA)

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ATX01 0116620

ORCH: KING SISTERS INTRO (FOUR LITTLE SISTERS)

HARRIS: Here they are, you wolves, those four luscious lovelies
who sing like a G. I. dream ... the KING SISTERS!
(APPLAUSE) And Yvonne, Luise, Alyce, and Donna, I know
these fliers are really gonna take off when they hear you
sing one of your great record hits --

4. I'LL GET BY KING SISTERS

(APPLAUSE)

GLEE CLUB: GREAT NEWS IS IN THE MAKING

ORCH. CLAU: "GREAT NEWS IS IN THE MAKING".....FADE FOR:

(Cue)
 ORCH.: To the Army Air Forces....

They have the look of eagles
They hear the engines song
They soar into the burning blue
Nearly three million strong.

They're Uncle Sam's armada
And they'll drop their bombs in strings
Til the earth of Europe trembles
At the fury of their wings.

LOCAL NBC STATION SAYS:

"Station X X X salutes the United States Army Air Forces."

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

ORCH: KYSER MARCH

FORMAN: First second rounder, Phil.

ISH: Jest a second! Jest a second! I got a request from the Old Fess!

HARRIS: Well, well. A dispatch from Old satch.

ISH: In white and black from the sad sack!

HARRIS: What does he say? Read it, Bill Forman.

FORMAN: "To Phil Harris, the faculty, and all the students. After six years and five months of class sessions for Mr. Lucky Strike, I wanted to say 'so long for awhile' last Wednesday, but the Republican convention nominated Mr. Dewey before I could nominate Phil Harris. Georgia, Diane and I will be off the program for a while, but we wanted to wish good luck to those four 'singsational' King Sisters and to a prince of good fellows, Phil Harris. Keep the students dancin', and until next Fall, I'll be thinkin' of you. Yours, Kay Kyser."

HARRIS: Well isn't that swell! How about it, fellows? (APPLAUSE)

FORMAN: Phil, how do you feel now that you're half way through the program and you're still breathing?

HARRIS: Bill, I'm still afraid I can't answer all them questions. I ain't got a gigantic intellect like that Kyser. Why his brain has got them padded cells. Why, he's even got one of them oblong medullas... and a smart antebellum or a serial balloon, or something like that. He's a smart guy! Of course, the only thing that makes me feel good is these March Field flyers are treating me swell. You know, they've got a good camouflage unit here. These camouflage kids can make anything look like anything else. But one of them carried things too far ... he tried to make an 8 hour pass look like a 30 day furlough. Another one was given the Camouflage Medal. He made an M. P. look happy. But no kidding, these guys are really terrific with this camouflage. I walked through Riverside last night and I heard one mechanic say to another one, "Hey bud, you may think this is a jeep I'm leaning against, but I've really got my arm around a beautiful dame." The other one said, "What dya think I've got over here ... a lamp post?"

FORMAN: Second round, Phil!

HARRIS: And our first second rounder is _____!

1. According to Miss Lillian Pearce of London, England a March Field private was doing sentry duty the other night, and when he heard someone approaching he said, "Halt, who goes there?" A female voice replied, "Don't shoot, this is (PLAY). The sentry said, "Advance and be recognized." She said, "Don't be so rough, you big strong he-man, because (PLAY). She went up and put her arms around him and gave him a big kiss. ~~The sentry~~ dropped his gun, unhooked his bayonet, threw away his pistol, and said (PLAY).

2. Pvt. Arty Spring of Camp Pendleton wants you to pick out three mistakes in the following story about flying: Dear Joe: Well, our orders came yesterday so we tuned up the rudders, revved up the bomb bay, retracted the landing gear, backed out to the runway and took off with the wind. We tarred and feathered the props and pointed the nose down to get altitude; then we adjusted our gas masks and the bombardier climbed in the tail, counted 10 and pulled the ripcord. While the navigator checked the engines we did a Chandelle number 5 over the target - the bombardier yelled "contact" and we got a direct hit on the wind sock!

3. In this one from Miss Gladys Allen of Batavia, Illinois, we're going to play (PLAY). We're going to take some well-known radio personalities and you and I are going to play Mr. and Mrs. For instance, if I were Jack Benny, who would you be? Now you be Gracie Allen and I'll be your husband - who am I? Now I'm Fibber McGee - who are you? Now I'm Eddie Cantor - who are you? I'm Phil Harris - who are you?

4. ~~Mr.~~ You men here like to go to dances in Riverside and Miss Joyce Crum of Kansas City, Kansas, says they have dances for every type of people. Now here are three widely different types of dances, let's see if you can name them. (PLAY). Lots of moderns frown on the old square dance or quadrille, but maybe it's not so easy to do. Anyway, we'd like to see a young jitterbug like you try it right here on the stage. (PLAY).

5. It's visiting Dean time in the old College and tonight we have something novel for you. Pfo. Hyman Harnick of New York City, who plays a set of ordinary table spoons. Yes, he's a real kitchen commando, so yet's get him out here. (APPLAUSE) Joan Sirk of Columbus, Ohio, would like you to listen and tell us the name of this well-known blues song which Hyman will play on the spoons. (PLAY) Now, here are three cheers for you guys, as Hyman dishes out a great song on that tableware! (PLAY)

6. Harold Wallen of Fort Harrison, Montana, points out that team work is the prime essential in this war. It's a great thrill to see how the Liberator pilot, the bombardier, the engineer, navigator, gunners, radio operator and ground crew all work together. (PLAY). It's too bad for Tojo and Adolph when these 4th Air Force crew members go into their dance - 'cause they're dancing to the (PLAY)

(APPLAUSE)

SOUND: CLASS BELL

FORMAN: Second winner, Phil.

HARRIS: And he is Cpl. William Murphy. When it comes to your stuff you really show it. Have a Lucky Strike, you'll like it, I know it! How do you like that. I'm like Kyser ... a poet.

FORMAN: Now get ready everybody ... stand back, because here's Phil Harris coming at you with "Is You Is Or Is You Ain't My Baby."

5. IS YOU IS OR IS YOU AIN'T MY BABY PHIL HARRIS

(APPLAUSE)

(FROM MARCH FIELD, CALIFORNIA)

HARRIS: And there it is kids. And thanks to the Kyser contingent for that swell support, and now you take it, Basil Ruysdael.

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: In the city of Philadelphia, on the evening of July 4th, 1776, there were many signers of the Declaration of Independence who had an expert knowledge of tobacco -- for among the Southerners were many men who raised their own fine tobacco crops on their own historic plantations. Today, that same expert knowledge of tobacco belongs to the men at the auctions down South who spend their lives buying, selling and handling tobacco ... the independent tobacco experts like Mr. Lawrence Holland Moore, of Shelby, North Carolina, who recently said --

VOICE: For 28 years, I've been buying tobacco as an independent. I know what I'm smoking when I light up a Lucky because season after season I see the finer tobacco that is bought by Lucky Strike. That's why I've been smoking 'em for 23 years.

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

KAY KYSER
Commercial #3 (CONTD)

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7-5-44

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

BOONE: (CHANT - SOLD AMERICAN)

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

(SWITCHOVER TO MARCH FIELD, CALIFORNIA)

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ATX01 0116630

7/5/44

FORBEN: The two final winners, Phil. Let's see who's the wiser.

HARRIS: Well bring 'em on - and I'll be Kay Kyser. And the first man in the final round is _____.

1. Next week we'll be enjoying symphonies under the stars at the beautiful Hollywood Bowl, so we think it's a fine time to pay tribute to this most eloquent of all musical forms. Pvt. Paul Schwell of Lakeland, Florida, says it's wonderful to go to the Bowl. I breathe wonderful air, see beautiful stars and (PLAY). Can you tell us who composed "Rhapsody in Blue"? Who made ^{the first} a famous recording of it?

2. One of Tschalkowsky's Concerto's done in symphonic form at the Bowl was later used as the theme of a Hollywood movie and under another title became a very popular song. ^{Leslie's Dictator} Carolyn Moser of ^{Idaho} Wilmington, North Carolina, wants you to listen and tell us the name of it. (PLAY). Can you tell us what picture this melody was used in? Was it the Great Dictator, The Great Lie, The Great Waltz or The Great MacGinty?

(Handwritten notes)
The Great Dictator
The Great Lie

(FROM MARCH FIELD, CALIFORNIA)

FORMAN: Shall we hail the winner and give him a cheer?

HARRIS: First Del Sharbutt has a word we should hear.

(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 MARCH FIELD, CALIFORNIA)

HARRIS: Well, gang, that's all for now. ~~Class is out till next~~ Wednesday. These men of the 4th Air Force, March Field, have given us a wonderful welcome today, and we thank them each and every one -- with special thanks to Major General William E. Lynd, Colonel Leroy Walthall and Major Paul Schissler. They don't make words good enough for the crews of our heavy bombers. What they have to take over the skies of Europe and the Orient is enough to class them all as heroes. They're great teams ... pilots, navigators, bombardiers, gunners, ground services, and they're writing a page of glory that will live as long as we appreciate freedom and what these guys have done to buy it for us. Next week we'll be holding class with some other fellows who own a big slice of this war ... those terrific infantrymen of Uncle Sam's fighting ground forces, at Camp Roberts. So until then, thanks a million, and good night from Professor Kay Kysen, and Phil Harris.

(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 fighting fliers of the Army Air Corps at March Field, 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: ALL-TIME ALL-TIMERS - songs you like best -

SHARBUTT: And an ALL-TIME BIG-TIMER - as your special guest!

DELMAR: This Sunday and every Sunday over these same stations tune in YOUR ALL-TIME HIT PARADE starring Tommy Dorsey -- His Trombone and His Orchestra -- with famous All-Time Big-Time guests.

RUYSDAEL: This Sunday's All-Time Big-Timers -- Bob Burns and Cass Daly!

DELMAR: Yes - Bob Burns and Cass Daly 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 -- Bob Burns and Cass Daly in person!

KAY KYSER

- 16 -

7-5-44

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

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

NBC
ANNOUNCER: THIS IS THE NATIONAL BROADCASTING COMPANY

- 16 -

ATX01 0116636

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 EWT
DATE: JULY 12, 1944 - #329 REPEAT: _____

"KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE"

As Broadcast

ROUTINE

- | | |
|--------------------------|------------|
| 1. AMOR | ORCHESTRA |
| 2. LONG AGO AND FAR AWAY | DON LESLIE |

COMMERCIAL ONE

ROUND ONE

- | | |
|---------------------------------------|-------------|
| 3. THAT'S WHAT I LIKE ABOUT THE SOUTH | PHIL HARRIS |
|---------------------------------------|-------------|

COMMERCIAL TWO

- | | |
|-----------------------|--------------|
| 4. I'LL BE SEEING YOU | KING SISTERS |
|-----------------------|--------------|

STATION BREAK

ROUND TWO

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

COMMERCIAL THREE

- | | |
|--------------------------------------|----------------------|
| 6. WHISPERING | ORCHESTRA |
| 7. MILKMAN, KEEP THOSE BOTTLES QUIET | KING SISTERS |

FINAL ROUND

COMMERCIAL FOUR

- | | |
|---|-----------|
| 8. <i>Whispering</i>
I KNOW THAT YOU KNOW | ORCHESTRA |
|---|-----------|

RTX01 0116537

WEAF

THE AMERICAN TOBACCO COMPANY

7-12-44

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #329

10:00-11:00 PM EWT

JULY 12, 1944

WEDNESDAY

Program originates at Camp Roberts, near San Miguel, 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

SHARBUTT: You said it!
(Ex. J.)

DELMAR: Why, sure!

RUYSDAEL: Yes, sir!

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

BOONE: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO CAMP ROBERTS, CALIFORNIA)

KAY KYSER

- 2 -

7-12-44

(FROM CAMP ROBERTS, CALIFORNIA)

ORCHESTRA: "LUCKY DAY"

FORMAN: LUCKY STRIKE presents for the entertainment of Uncle Sam's great team-mates of battle - the Infantry and the Artillery in training at Camp Roberts, California -- KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE with Sully Mason, Ish Kabibble, Don Leslie, the King Sisters, and starring-- PHIL HARRIS!

AUDIENCE: "YEAH, ARTILLERY!" "YEAH, INFANTRY!" "HOORAY!"

ORCHESTRA: KYSER THEME

(AUDIENCE APPLAUSE UP BIG)

- 2 -

ATX01 0116639

HARRIS: Well, hey there! Hello, you pretty things!

AUDIENCE: HI, PHIL!

HARRIS: Gee, thanks, fellow. Hiya, everybody ... this is Phil Harris holding class for Uncle Sam's fighting artillery and infantry at Camp Roberts, near a little town called Paso Robles ... better known by the military as "No Paso Robles!" The first thing that happened to me here today is they took me over to a beautiful happy little part of camp called the East Garrison.

FORMAN: What did they say when you went to East Garrison?

HARRIS: They said, "Go West young man!"

FORMAN: Did you happen to visit the infiltration course here?

HARRIS: Yes, Bill, and that infiltration course is really rugged. A first sergeant found a trainee lying in a slit trench at the end of the course. "What's the matter, soldier," the sergeant barked. "I broke my leg, sarge," the rookie said. The sergeant said, "Well, don't just lie there. Do some push-ups!"

FORMAN: Say, Phil, how did you get up here today?

HARRIS: Bill, this time I came up on a bus, but last time I took that San Francisco 12:30 local and what a lulu ... That's the only train in America with square wheels. I asked one guy how he liked that train. He said it had all the comforts of home. I found out later that he and six other guys used to live in a gopher hole.

FORMAN: Listen, Phil. Bing Crosby was here last week and he didn't talk that way about the train!

HARRIS: He didn't have to. He had brains enough to come up here on his horse. He's got to use them for something! It carried him a mile and then he carried the horse! But Bing is an old friend of the King Sisters. When the Kings saw Bing they yelled, "BING!" When Bing saw the Kings he yelled, "BOINNNNNGGGGG!"

FORMAN: That's enough from you Phil, it's time to start the drill for that \$115 in War Bond prizes.

HARRIS: In just a minute, Dean, we'll get to it. But as Kay would say, come on, chillun, yet's dance ... so let's do it!

- 1. AMOR ORCHESTRA
 - 2. LONG AGO AND FAR AWAY DON LESLIE
- (APPLAUSE)

(FROM CAMP ROBERTS, CALIFORNIA)

Just was Don Leslie
HARRIS: Well razzamatuzz and blow me down - you certainly took that song to town! That was swell. And now here's our friend, Basil Ruysdael ...

(FROM NEW YORK)

RUYSDAEL: Only a fine cigarette gives you the kind of smoke you really want ... So the big question, the important question, is simply this -- what does it take to make a fine cigarette? Well, the answer, ladies and gentlemen, can be wrapped up in two words -- 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. 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)

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

(SWITCHOVER TO CAMP ROBERTS, CALIFORNIA)

Quicker *Happy March* - 3 -

FORMAN: Phil, are you ready for the first three cats?

HARRIS: Sure, give that bugle a couple of blats!

ISH: (TRUMPET)

HARRIS: Well, well! Here's Ish, where'd you get them bags under your eyes?

ISH: Them ain't bags. I been lookin' at soldiers so long, they're sad saoks!

HARRIS: Well, let's get on with the clambake.

ISH: Yeah, I want to get off some news events.

HARRIS: Get 'em off, son!

ISH: Okay, Camp Roberts! Phil Arris arrives at camp.

HARRIS: That's Harris! H-A-R-R-I-S. "H" like in "hoo."

ISH: Oh, I thought it was just Arris. They tole me you got in a argument with an M.P. and he scared the H out of you. (PAUSE) Next item ... pome about the infantry.

HARRIS: The infantry? What do you know about foot soldiers?

ISH: Well I ought to. You see, I go around puttin' lighted matches in the soles of sergeants' shoes. I'm a hot-foot soldier.

HARRIS: Who wrote the poem?

ISH: That there now girl I been runnin' around with.

HARRIS: Oh, you mean Fair-Haired Kitty from King City?

ISH: No, no! Bacon Face Lil from San Miguel.

HARRIS: Read!

ISH: Okay. "Ohhh, to a lady car owner a G.I. tipped his hat.
Said she: You are a model soldier for fixin' this
here flat.

Said he: Lady, I ain't bein' noble
I jest want a lift so I can get away from Paso Roble!"

HARRIS: What's next?

ISH: Camp Roberts! Buck Private Charley Fink receives
promotion.

HARRIS: How do they promote 'em here, Ish?

ISH: Well, they just march 'em across that there now big
parade ground, and if they ain't master sergeants by
the time they get to the other end, they turn 'em over
to the Navy!

FORMAN: First contestant, Phil!

HARRIS: Yeah man! And he is _____!

1. Camp Roberts is said to be the largest Artillery and Infantry replacement Training Center in the nation. It's pretty hot here, too, and so Lt. Bert Chisholm, of Camp Roberts, California, tells us this story of a big infantryman who was sent here nicknamed (PLAY) "Well, the Parade ground is huge here, and they marched Mr. _____ up and down, up and down this parade ground right when we were having host wave. After that experience and few of those lovely 25-mile hikes, the Infantry reports that Mr. _____ is so shrunk that now he's (PLAY).

2. Since we're at Camp Roberts, Corp. Leo Glover somewhere in the Southwest Pacific, thinks it's appropriate to have you identify some other famous Roberts, such as a Robert they named steamboats after, ~~and who commanded the Confederate Armies in the Civil War. Who was he? A Robert who writes funny books and acts in the movies telling us "How to Sleep", "How to Buy a Suit" and so on. Who is he? A Robert who is a Justice of the United States Supreme Court? A Robert who is a Navy Lieutenant, a pilot, and the husband of Barbara Stanwyck? A Robert who won the American and British Open in the same year and who lives in Atlanta. A Robert who wrote the words to "Flow Gently, Sweet Afton" and "Auld Lang Syne".~~

3. Most every drummer has a lot of paraphernalia besides his snare drums and bass drums, so the boys of the 524th. Military Police Station, want you to look straight ahead while Orm Downes plays and see if you can tell us on what instruments he's playing. (PLAY) And now how about this one? (PLAY) ~~Now here's a toughie, Listen closely.~~ (PLAY) Now we want you to imagine for a minute that you're taking Orm's place. Here's a complete set of drums, and a stick of gum for you to chew. We're gonna play "Tiger Rag" and we want you to fill in the breaks. (PLAY). Say, Bud, remind me not to hire you for my band! *the Symon's band.*

4. Another name for the infantryman is 'doughboy'. (They call him that because he's usually needing dough, boy!) So for Pfc. R.H. Fanning, Jr, somewhere in the Pacific, we're going into that subject to make you earn your dough, boy. Say, does dough go into this subject? (PLAY) What famous singer of the radio and concert stage sings that song all the time? ~~Yes, and he makes plenty of dough out of it, believe your daddy on that one. Was there a picture or a play called "The Doughgirls"? Who is John Doe?~~ Is there dough in music? ~~(Sings)~~ Well, if there isn't, I've been making an awful fool out of myself all these years.

5. It's visiting dean time in the old College, and tonight's dean is one of your own boys, Pvt. Jose Majol, otherwise known as the Gay Ranchero. Come on out here, Jose, and bring that ever loving Spanish guitar. (APPLAUSE) Now Senor Majol is going to sing a few songs in Spanish, and we want you to give us the English titles. For instance, what is the English title of this well-known all-time all-timer? (PLAY) This one should be a cinch. (PLAY) That's super, Jose ... is there anything special you'd like to do for us tonight?

JOSE: Well, I'd like to sing one of my favorites for Mr. and Mrs. Kay Kyser who are honeymooning somewhere "South of the Border." (PLAY)

6. Lt. Bill McGee somewhere in the Pacific, sends us this last one about two G. I.'s talking it over. One of them said, "I don't know about this going into the infantry. From what I hear, when you're in the infantry, you get (PLAY). The second G.I. said, "Listen, pal, you're gonna have to change your plans. The whole world has it's eye on the American infantry. Out where the medals are handed out and the battles are won, we're the guys who do the slugging when it's fightin' time. (PLAY)

(APPLAUSE)

SOUND: CLASS BELL:

FORMAN: And now before your song, Phil, here's your first winner.

HARRIS: And he is Sgt. Bud Sprunger. Man, you won the first test, here's a Lucky, sit down and rest. And now in honor of the Old Fess, come on, cats, let's mess!

1. THAT'S WHAT I LIKE ABOUT THE SOUTH . . . HARRIS

(APPLAUSE)

(A New Name ... A New Life ... Dedicated to a New Country!)

(FROM CAMP ROBERTS, CALIFORNIA)

HARRIS: Yeah, man! That good old Southland. And thanks to the boys on the back stand for helping me with all that solid sendin'.

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

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

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: "A New Name ... A New Life ... Dedicated to a New Country!"

SHARBUTT: The story begins on a summer's day in the year 1774. It begins with a young man of 27 who came up from the West Indies on a battered Spanish ship which docked in the busy little harbor of Edenton, North Carolina. He was the first one down the gangplank -- a man of medium size, slender and hard-muscoled, his face bronzed by the tropic sun. He stopped, looked around for a moment ... then he did a strange thing. He touched the earth with his hand ... crumbling the soil with his fingers. If you had gone up to him and said, "Howdy, sailor, what brings you here? Are you looking for gold or fortune?" ... perhaps he would have told you what was in his heart ...

(MORE)

VOICE I: "Gold? Fortune? No, I have come for something else. I have heard that you here in the Colonies have begun a new life of your own -- a new life of freedom and independence. Well, that's what I want -- That's what brings me here ..."

SHARBUTT: The next days were not happy ones for the young sailor. He was alone in a new country, he was penniless, and he did not know where to turn for help. He tramped the roads of North Carolina until he came to the city of Halifax. Weary with walking ... hungry, sleepless, discouraged ... he sat down under a tree, and looked up to see a man coming towards him ...

VOICE II: "Good morning, good morning. My name is Jones -- Wiley Jones. You're a stranger here, aren't you?"

VOICE I: "Yes, a stranger."

VOICE II: "What is your name?"

VOICE I: "I have no name."

VOICE II: "Where is your home?"

VOICE I: "I have no home."

SHARBUTT: That day Wiley Jones ... famous planter and patriot of North Carolina ... took the stranger home with him to his beautiful plantation called The Grove. And here he made the young man welcome and treated him as a brother. One morning, almost a year later, the young man came to him and said ...

VOICE 1: "The patriots are forming a navy -- a free American Navy. I know something of the sea, and now I know something of this country. It is a good country. I want to fight for it."

SHARBUTT: So they shook hands in farewell. Wiley Jones brought out a purse of money for the journey, but the stranger refused it, asking only one favor, one privilege ...

VOICE 1: "Would you grant me, Sir, the honor of adding your name to mine? I was born John Paul. But from now on my name will be John Paul Jones, and if I live, I will make you proud of it ..."

SHARBUTT: And so the young man found a new name -- John Paul Jones -- and started out on a new life in the service of a new country ... the United States of America. But always, wherever duty called him, John Paul Jones remembered with deep affection the kindness of his Carolina friend, Wiley Jones ... and the quiet beauty of the Grove Plantation where he had found refuge and hospitality ... where he had seen the golden tobacco harvests out from the fields and had come to know the long tradition of the Southland -- the tradition, the romance of fine tobacco.

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

KAY KYSER

- 7 -

7-12-44

Commercial #2 - (CONTD)

(A New Name ... A New Life ... Dedicated to a New Country!)

DELMAR: Ladies and gentlemen, that tradition of fine tobacco is
(Closing important to you. For in a cigarette it's the tobacco
"B") 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)

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

DELMAR: Lucky Strike means fine tobacco - so round, so firm, so
(Impulse fully packed, so free and easy on the draw -- Yes, Lucky
Tag #9) Strike means fine tobacco.

(SWITCHOVER TO CAMP ROBERTS, CALIFORNIA)

- 7 -

ATX01 0116652

ORCH: KING SISTERS INTRO:

HARRIS: You guys from San Magool can now start to drool 'cause here they are THE KING SISTERS! (APPLAUSE) Oh, you pretty things and these thousands of G. I.'s are all eyes waiting to hear you sing . . .

4. I'LL BE SEEING YOU KING SISTERS
(APPLAUSE)

QUARTET: "THIS IS THE ARMY MR. JONES"

QUARTET: "THIS IS THE ARMY MR. JONES . . . FADE FOR:

FORMAN: To those hard-hitting specialists of war, the infantry and artillery...the wave and the hammer, the men who know the sweep and the beat of battle across two oceans as they pound out victory on the forge of courage. To them the old College pauses across the nation, for a word of tribute from every station.

LOCAL NBC STATIONS SAYS:

"STATION X X X SALUTES UNCLE SAM'S FIGHTING GROUND FORCES!"

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

ORCH: KYSER MARCH

FERDY: Hey, Phil Harris!

HARRIS: Well, well, Ferdy Froghammer!

FERDY: Say, Phil. Come on. Introduce me to the King Sisters. I'm a hot potato and I want to get mashed.

HARRIS: Well, all right ... girls, meet Ferdy Froghammer.

YVONNE: Phil, Ferdy's nice, but why don't you go for us? Why don't we appeal to you? Don't you find any one of us tempting?

HARRIS: What?

DONNA: Wouldn't you like to run around with us and do some courting?

HARRIS: What?

DONNA: I said, wouldn't you like to run with us and do some courting?

HARRIS: Yeah ... the five of us. WOULDN'T WE MAKE A GREAT BASKETBALL TEAM! Oh, you mean a date! Some night when I'm taking care of the babies you girls come over and we'll have a lot of fun. How about Thursday?

YVONNE: No, we're dating some majors.

HARRIS: Friday?

YVONNE: Captains.

HARRIS: Saturday?

FERDY: Shavetails.

YVONNE: That's right. And Sunday, we're going out with some sergeants, and Monday, buck privates.

HARRIS: Well, that fills up the week.

YVONNE: But we're not doing anything next Tuesday night.

HARRIS: Sister, after a date with buck privates, you're going to need a night's rest. - 11 -

FORMAN: Second contestant, Phil!

HARRIS: And he is _____.

1. Here's a letter Ish and I wrote to a certain couple you know very well. Listen and tell Miss Anne Bond of Tampa, Florida, who they are. Dear Fess and (PLAY). That's right -- Georgia and Kay Carroll! Well, our letter goes on to say: "We're havin' a great time here, Professor, but don't forget we're (PLAY). Yes, Kay, the C. O. has invited me to take a hike over the lovely terrain here. Man, I like this program, but listen, if he insists on takin' that hike (PLAY).

2. Since the infantry is winning fame on the fighting fronts, let's name some famous infants of screen and radio for Marjorie Barnum of Phoenix, Arizona. An infant who made millions for 20th Century-Fox in such pictures as "Little Miss Marker," "The Little Rebel," "Bluebird," and so forth. Who is she? An infant, now a glider pilot, who won fame in pictures as "The Kid," "The Champ," and so on. Who is he? An infant who started in vaudeville and graduated to become the darling of the Hardys'. Who is he? An infant who was the star of "Journey for Margaret" and "Lost Angel." What group of near-infants are on the air once a week?

3. Here're two well-known songs that Miss Dorothy Ruth Norris, of
 Mona, Arkansas, is sure you'd know if we played the start of the song,
 but we wonder if you can identify them if we start in the middle.
 Listen to the middle part of this well-known ditty and tell us what it
 is. (PLAY) And here's one that was so populer you should have no
 trouble identifying it by listening to the middle part. (PLAY)

4. ~~APP.~~ One of the artillery's favorite weapons is the terrific 155
 millimeter 'Long Tom' rifle or cannon, so Tom Quinn of Springfield,
 Missouri, wants you to try your hand at some Tom foolishness and see
 if you can name these Toms. What Tom is this?

SOUND: LOUD CATERWAULING HOWL OF A TOM CAT:

HARRIS: What Tom is this?

OKM: TOM TOMS IN RHYTHMIC BEAT:

HARRIS: And what Tom is this?

SOUND: SEVERAL SHORT BURSTS ON TOMMY GUN:

5. There are plenty of guns around here, so here's a righter and wronger from Thomas P. Hamilton of Stratford, Connecticut, about guns.

1. Guncotton is cotton used to stuff in your ears when the big guns go off.

2. Shoguns were Japanese military rulers.

3. A gunny sack is a girl sad sack.

4. The famous Gungadin had a little boy called Squirt Gun-ga-din, who called his dad Pop-Gungadin.

6. Miss Dorothy McQuiston of Des Moines, Iowa, rightly reminds us the the black line on your war map is the infantry. And not only in this war, but at Lexington, Valley Forge, at the Alamo and the Argonne, the guy who did it bore the name of (PLAY). And the infantry's big team-mate is the artillery to help that infantryman advance. And Johnny Doughboy says, when the going is tough, it's real music to hear those (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

FORMAN: Second winner, Phil!

HARRIS: Yes sir! And he is Cpl Eddie Daniels!

Have a Lucky Strike and rest a while. You're comin' up
for your final trial. Now come on, cats! Let's ~~get 'em~~ ^{win 'em!}
them sharps and flats!

5. DEACON JONES. PRODUCTION

(APPLAUSE)

(PHIL: Cue top of next page)

(FROM CAMP ROBERTS, CALIFORNIA)

HARRIS: Well fan mah face and muss mah hair 'cause that jivin' band was really there! Yes, that was great gang, and now you take over, Kenneth Delmar ...

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: There's a famous battle-cry that has come down through the years from John Paul Jones ... a cry with a special meaning to every fighting seaman. Listen ...

VOICE I: "Surrender? Why, I've only just begun to fight!"

DELMAR: And there's another famous cry that has come down through the years ... a cry with a special meaning to the world's outstanding experts in tobacco ...

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: Yes, that chant of the auctioneer tells the story of fine tobacco to the independent tobacco experts at the auctions down South - to men like Mr. Henry Lowden Snell of Lexington, Kentucky, who recently said ...

(MORE)

VOICE: As a warehouseman, I have seen the tobacco that is bought by Luckies and I know this tobacco is lighter in color and finer in quality. So, naturally then, when I choose a cigarette for myself I choose Luckies because the finer quality tobacco in Luckies means greater all-around smoking enjoyment. That's why for 13 years now, my own cigarette has been Luckies.

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: Yes, ladies and gentlemen, sworn records show that among independent tobacco experts like Mr. Snell - 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 CAMP ROBERTS, CALIFORNIA)

... at Camp Roberts

FORMAN: Final round, Phil. Time to slip the dough to one of these fine G. I. Joes.

HARRIS: Well, Bill, like Kyser, I'm fizzin' with quizzin' so let's go. And the first man in the final round is _____.

1. Lost and Found is a very important department in most any store, theatre, or newspaper, and so tonight, the College of Musical Knowledge will conduct a musical lost and found department. First tell us, is this song lost or found? (PLAY) In this beautiful and well loved song by Sir Arthur Sullivan, what's lost? (PLAY).

ISH: ~~Professor, on account of you are doing this here now last question on lost and found - I have writ a paper which I wouldst like to read same entitled "Lost"....~~

HARRIS: Not now, Ish...Later.

2. What was found in this song? (PLAY). Now Adjutant Edgar Norton, of Springfield, Ohio, wants to know who found America and was lost when he found it? Who was lost in the picture Stanley and Livingstone and who found him? When () found him, he said () I presume - You know what () said? He said "yes".

ISH: Essay entitled "Lost".

HARRIS: No, Ish! Please, we're in a hurry!

ISH: Okay!

Bill

(FROM CAMP ROBERTS, CALIFORNIA)

FORMAN: Phil, shall we name the man who really came through?

HARRIS: Well, first, Basil Ruysdael, let's hear from you.

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: 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)

(FANFARE)

FORMAN: The final winner, Phil!

HARRIS: And he is Sgt. Bud Sprunger of Redwood City, California with a perfect score all the way. You're the champion guesser, kid, the \$50 bond first prize for what you did To number two for your guessin' jive, here's a bond worth twenty-five. The other four, hold out your clamps. You each get ten bucks in stamps. All six get a carton of Lucky Strikes. And then, yeah man, and then! To all you cats, for yellin' till you busted your slats, a package of better than ever LUCKY STRIKE CIGARETTES!

(CHEERS)

8.

~~I KNOW THAT YOU KNOW~~ ORCHESTRA

HARRIS: Well, gang, that's about all. We've had a royal welcome here at Camp Roberts, and our thanks go to Major General DeRussy Hoyle, Major General Thompson Lawrence, Col. Paul E. Brown, Captain Maurice Wakeman, Lt. Chester Doyle, and all you men. And ladies and gentlemen, when you see that little line on your war maps go forward, remember the men who are making it move -- the infantry and the artillery. When the Japs and the Germans complain of our merciless shelling, thank the spotters and the gunners who are blasting them loose. And when our shelling lifts, the enemy meets American infantry - coming at him with flame-throwers and bazookas, pouring from landing boats, dropping on him from the sky in parachute and glider. The infantryman, master of 17 different weapons who works at the trade of war where the chips are down. So the nation says thanks for all you're doing to the infantry and artillery - Uncle Sam's up-front fighting team. Because of the Democratic National Convention, we won't be on the air next week, but two weeks from tonight, on July 26, we'll be holding class with those fighting flyers, the United Nation's Aviation Cadets, at Thunderbird Field, Phoenix, Arizona. And until then, so long from Phil Harris for Professor Kay Kysler and all the gang.

(APPLAUSE)

ORCH: LUCKY THEME

(SWITCHOVER TO CHICAGO AT 57:55)

(FROM CHICAGO)

CHICAGO

ANNOUNCER: This program was presented by Lucky Strike for the entertainment of Uncle Sam's fighting men of the Infantry and Artillery at Camp Roberts, 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: ALL-TIME ALL-TIMERS - songs you like best -

SHARBUTT: And an ALL-TIME BIG-TIMER - as your special guest!

DELMAR: This Sunday and every Sunday over these same stations tune in YOUR ALL-TIME HIT PARADE starring Tommy Dorsey -- His Trombone and His Orchestra - with famous All-Time Big-Time guests.

RUYSDAEL: This Sunday's All-Time Big-Timer -- Rudy Vallee!

DELMAR: Yes -- Rudy Vallee in person!

RUYSDAEL: Remember -- it's Dorsey this Sunday and every Sunday --

DELMAR: On YOUR ALL-TIME HIT PARADE!

SHARBUTT: With this Sunday's guest -- Rudy Vallee 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

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

NBC
ANNOUNCER: THIS IS THE NATIONAL BROADCASTING COMPANY.

JULY 19, 1944

KAY KYSER "COLLEGE OF MUSICAL KNOWLEDGE"

NOTE: BROADCAST AND PREVIEW CANCELLED FOR THE KAY
KYSER PROGRAMS OF JULY 19, 1944, SCHEDULED
TO EMANATE FROM CAMP ELLIOTT, CALIFORNIA,
BECAUSE OF DEMOCRATIC NATIONAL CONVENTION.

ATX01 0116668

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: JULY 26, 1944 - #331 REPEAT:

"KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE"

As Broadcast

ROUTINE

1. IT HAD TO BE YOU ORCHESTRA
2. TIME WAITS FOR NO ONE
--OR--
IT COULD HAPPEN TO YOU DON LESLIE

COMMERCIAL ONE

ROUND ONE

3. DANCE WITH A DOLLY
OR
SHADRACK SULLY MASON

COMMERCIAL TWO

4. I'LL WALK ALONE KING SISTERS

STATION BREAK

ROUND TWO

5. MEMOIRS OF THE KING KING SISTERS

COMMERCIAL THREE

- ~~6. I'LL GET BY ORCHESTRA~~

7. IS YOU IS OR IS YOU AIN'T MY BABY PHIL HARRIS

FINAL ROUND

COMMERCIAL FOUR

8. I KNOW THAT YOU KNOW (1 added) ORCHESTRA

ATX01 0116669

WEAF

THE AMERICAN TOBACCO COMPANY

7-26-44

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #331

10:00-11:00 PM EWT

JULY 26, 1944

WEDNESDAY

Program originates at Thunderbird Field, Phoenix, Arizona, 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!
(Ex. D)

SHARBUTT: Why, sure!

RUYSDAEL: Lucky Strike means fine tobacco, so round, so firm, so
(Impulse fully packed, so free and easy on the draw.
Tag #3)

BOONE: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO PHOENIX, ARIZONA)

(FROM PHOENIX, ARIZONA)

ORCHESTRA: "LUCKY DAY"

FORMAN: LUCKY STRIKE presents for the entertainment of Flying Cadets of the United States, China, and the British Empire -- the fighting flyers of the United Nations in training at Thunderbird Field, Phoenix, Arizona -- Kay Kyser's College of Musical Knowledge, with Sully Mason, Ish Kabibble, Don Leslie, the King Sisters, and starring -- PHIL HARRIS!

AUDIENCE: "UNITED NATIONS!" "VICTORY!" "HOORAY!"

ORCHESTRA: KYSER THEME

(AUDIENCE APPLAUSE UP BIG)

HARRIS: Well hey there! How are all you pretty things?

AUDIENCE: SWELL, PHIL!

HARRIS: Man, what a sight! Ladies and gentlemen, this is the United Nations! ... With rank on rank of fighting Americans, Chinese, and British Empire Flying Cadets before us here at Thunderbird Field!

FORMAN: Phil ... is it true that they call it Thunderbird Field because all the planes here have rumble seats?

HARRIS: No, Bill, ... you see, these flyers have to walk off all the demerits they get here called 'gigs.' The thunder around here is just the flying cadets pounding the ramp. Man, I didn't realize it was so hot in Arizona. It's so hot here, I went out in the desert this morning and a scorpion was giving a helimonster a rub-down.

FORMAN: Aw, now, Phil ... it couldn't be that hot.

HARRIS: Well, Bill, it may not be hot here, but it's the first time I've ever seen cactus with heat prostration. We were going to play "One Dozen Roses" this afternoon, but when we opened up the sheet music, they had all wilted.

FORMAN: Well, Phil, how about the Western atmosphere out here? Have you gotten the spirit of the Wild West?

HARRIS: Have I got it! When I got here I wanted to prove I had the Western spirit so I saw a beautiful girl and I yelled 'Yippee-I-Aye. I'm a rootin', tootin' buckaroo.' This dame said, 'Look at that square ... he must be from Hollywood.' But it's wonderful to be here with these thousands of tanned young flyers they call birdmen. Birdmen ... it's the first time I've ever seen wolves with wings! Bill, what was really a thing was to watch these Cadets of the United Nations when they saw the King Sisters. When the Chinese Cadets saw the King Sisters, they said, "Very admirable. American missies very beautiful." When the British Cadets saw the girls they said, "Rawther."

FORMAN: And what did the American Cadets say?

HARRIS: They said, "BOINNNNGGG!"

FORMAN: Phil, that's the truest thing I've heard, but these Cadets want to have a word about our \$115 in War Bond prizes.

HARRIS: Well, Dean Forman, while they're getting in formation, let's have some danceapation. Or, as Professor Kay Kyser would say, "come on, cats, let's scratch!"

- 1. IT HAD TO BE YOU ORCHESTRA
- IT COULD HAPPEN TO YOU DON LESLIE

(APPLAUSE)

(FROM PHOENIX, ARIZONA)

HARRIS: And that was a beautiful song, beautifully sung. Now, you take it, Kenneth Delmar ...

(FROM NEW YORK)

DELMAR: Ladies and gentlemen, did you ever think of yourself as a tobacco buyer? Well, that's exactly what you are -- every time you buy a package of cigarettes. For when you buy cigarettes you're actually buying tobacco ... and the better the tobacco, the better the cigarette. Yes, in a cigarette, it's the tobacco that counts! So, for your own greater smoking enjoyment, remember 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. 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)

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

(SWITCHOVER TO PHOENIX, ARIZONA)

7/26/44

FORMAN: Phil, it's time for our first Thunderbird!

HARRIS: Well let the blast on the trumpet be heard!

ISH: (TRUMPET) Ish K. Bibble's hour of riddles and games for fellows and dames, snappy jokes for people and folks, includin' children.

HARRIS: Well rip off a couple of them gems, Gig ^{happ} ~~head~~.

ISH: Okay. First item, riddle. Give up?

HARRIS: No. Ask the riddle.

ISH: Oh yeah. Do you know why they call these here now fellahs Thunderbirds?

HARRIS: No. Why?

ISH: Because when they go to town the M.P.'s give 'em thunder and the girls give 'em the bird. Now for some Indian lore.

HARRIS: What do you know about Indian lore.

ISH: Comin' over here I had a lower on the Santa Fe Chief.

HARRIS: You'll be lucky to get a place to sleep goin' back.

ISH: No no. That's easy. I know an Indian Chief. He's going to get me some reservations.

HARRIS: Where did you get your dope about Indians?

ISH: I spent yesterday in a teepee with Chief Running Water.

HARRIS: Chief Running Water.

ISH: Yeah. Then last night Chief Running Water's son slept in my bathroom at the hotel.

HARRIS: What's his name?

ISH: Chief Leaky Faucet! ~~...Now for some dope about Indians. First we take up the Indian moccasin. Know what a moccasin is?~~

HARRIS: Yeah. Moccasin's a big shoe.

ISH: That's funny. Mah cousin's a big heel.

HARRIS: Man, your hair is gettin' in my eyes. What's next?

ATX01 0116676

FORMAN: First contestant, Phil!

HARRIS: _____

1. Pvt. Ray Bunnell, somewhere in New Guinea, tells us that Thunderbird is an Indian symbol meaning "plenty." Well, the Cadets say that's true. In Arizona we get plenty of (PLAY) We also get plenty of those little things called "gigs" ... a gig is a sort of demerit which you have to walk off, and we have to walk off enough of them to make us all (PLAY) "Yes," say the Cadets -- "we get plenty of blue skies and plenty of gigs, but when it comes to getting dates with the pretty Arizona gals every Cadet says (PLAY)

2. In honor of the Chinese Air Cadets here at Thunderbird Field, Miss Jean Lewis of Dinsmore, Florida, wants us to ask you some questions about our gallant comrades in arms, the Chinese, and their great country. First, what is the war-time capital of China -- is it Chungking, Yangtze or Chiang Kai Shek? Who is the first lady of China? What American woman author won her fame by writing about China? Can you name one of her books? Can you remember one of the stars of the picture, "The Good Earth?"

3. While we're at Thunderbird Field, Pvt. Fred Ro Hart, somewhere in Australia, wants us to talk about birds awhile. So in the following medley we want you to listen and identify three birds from the songs we play. Listen closely now because they all come together. (PLAY)

4. During your flying careers, you Cadets are going to be flying over lots of mountains so Miss Betty Vaughn of Nashville, Tennessee, is sure you would say (PLAY) Well, since you like it we're going to give you an accordion, and while some hillbillies from our own band join in we want you to make a little mountain music for us. All right here is your accordion, let's go. (PLAY)

5. Here's a "right or wronger" from Mrs. F. J. Jones of Detroit, Michigan -- listen very closely and tell me if I am telling the truth. Just answer right or wrong.

1. Navajo is the sequel to Westward Ho!
2. Cacti is the plural of cactus.
3. A gig is a horse drawn carriage. (That's right, but here it's a horse on you.)
4. Salton Sea is a sea in the desert.
5. A Thunderbird is an overgrown Bronx cheer.

6. We agree with Bob Price of San Jose, California, that Uncle Sam is mighty proud of Thunderbird. Just a youngster when it started, it has grown to three great fields operated by Southwest Airways, which already have turned out 15,000 pilots. So Uncle Sam says that in Thunderbird (PLAY) And not only a million dollar baby but a million hour baby because Thunderbird has just completed a million hours of flight instruction for the United States, the British Empire and China. Because of Thunderbird Field we're "a million hours closer to Victory", and for their wonderful achievement we say to our civilian flying instructors and to all of the nation's 47 Civilian contract flying schools (PLAY)

(APPLAUSE)

SOUND: CLASS BELL

FORMAN: First round, winner, Phil!

HARRIS: Yeah man, and he is Av. Cadet M. L. Steward. Nice goin' Cadet, but you're not through yet. So light up a Lucky Strike and get set. Come on, you cats, get your feet wet!

3. DANCE WITH A DOLLY SULLY MASON

(APPLAUSE)

KAY KYSER
Commercial #2
(Young Tom Jefferson Brings Home a Bride!)

- 4 -

7-26-44

(FROM PHOENIX, ARIZONA)

HARRIS: Man, that was swell singin' and swell wingin' by Sully
and all the gang. Thanks, guys. That was nice flyin'.

(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)

SHARBUTT: Young Tom Jefferson Brings Home a Bride,

RUYSDAEL: They come running down the steps ... laughing and
breathless. Behind them, through the open door, they
can still hear the merry music of violin and flute ...
and gay voices calling -- "Goodbye, Tom!" "Goodbye,
Martha!" "Good fortune to you both!" Breathlessly, they
rush to the small two-seater carriage ... the tall young
man lifts his lovely bride into the seat ... jumps in
beside her ... picks up the reins ... and the horses are
off ... off on a long trip across the snowy Virginia
countryside ...

(MORE)

- 4 -

ATX01 0116681

WOMAN: "Mrs. Thomas Jefferson ... what a lovely name!"

MAN: "Mrs. Thomas Jefferson ... what a lovely lady!"

RUYSDAEL: Merry-hearted ... singing above the roaring wind and the flying snow ... young Tom Jefferson drives on to his beloved Albemarle hills ... bringing home a bride, bringing home his lovely, auburn-haired Martha. The sky darkens ... the shadows spread out over the earth ... the wind whips the snow into a blizzard ... and there is only darkness ... the inky blackness of the Virginia night ...

WOMAN: "Look, Tom! Straight ahead ... see, there it is ... that light ..."

RUYSDAEL: Long after midnight ... on that stormy New Year's Day of 1772 ... young Tom Jefferson brought home his bride to a lonely cottage high on a snow-swept mountain. And here, in the years to come ... on the fertile soil overlooking the tumbling Rivanna River ... Thomas Jefferson built a great plantation and named it Monticello -- the "Little Mountain." Here he planned his great house with its delicate domes and Doric porticoes ... and here, following in the footsteps of his father, he turned his hand to the good rich earth ... and brought forth many fine crops of mild Virginia tobacco -- great, golden harvests that gave the name of Thomas Jefferson to the tradition, the romance of fine tobacco,

BOONE: (CHANT - SOLD AMERICAN)

KAY KYSER
Commercial #2 - (CONTD)
(Young Tom Jefferson Brings Home a Bride)

- 6 -

7-26-44

DELMAR: Today ... in this same historic Southland rich in
(Closing tradition ... Lucky Strike consistently buys fine tobacco,
"H") the riper, naturally milder 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.

RIGGS: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT
LS - MFT
LS - MFT

SHARBUTT: Next time you step up to a cigarette counter, ask for
(Impulse Lucky Strike - for Lucky Strike means fine tobacco -
Tag #6) yes, Lucky Strike means fine tobacco.

(SWITCHOVER TO PHOENIX, ARIZONA)

- 6 -

RTX01 0116683

ORCHESTRA: KING SISTERS INTRODUCTION

HARRIS: And now for these men with wings, here are the Kings.
Take a lovely look, you pilots ... it's the KING SISTERS!
(APPLAUSE) The King Sisters sing for all you "gig
gatherers" ... "I'll Walk Alone."

4. I'LL WALK ALONE KING SISTERS

(APPLAUSE)

QUARTET: "SONG OF THE ARMY AIR CORPS

(FROM PHOENIX, ARIZONA)

QUARTET: "SONG OF THE ARMY AIR CORPS" FADE FOR:

FORMAN: To the Army's civilian flying training instructors ...

Here's to the man with the steady hands
Who trains our cadets in the blue
Who gives them his tricks with the throttle and stick
And a pat on the back when they're through.

In the prop's slipstream, they make an airborne team
They're a winning combination
So put your victory bets on the instructors and cadets
We salute across the Nation.

LOCAL NBC STATIONS SAYS

"STATION XXX SALUTES UNCLE SAM'S CIVILIAN FLYING
INSTRUCTORS!"

ORCHESTRA: KYSER MARCH

FORMAN: Phil, we're ready for the second round spats!

HARRIS: Well, get out the questions and bring on the cats!

ISH: Just a second. Just a second. I got a novel wrote by that there now girl I been running around with in regards to which I wouldst like to read same.

HARRIS: Oh that dame! You mean Fair Haired Teresa from South of Mesa?

ISH: No, dog faced Dale from North Glendale.

HARRIS: Oh yes, old dog face. Read.

ISH: Okay. Oh, the young cadet and the lady fair were taking a stroll through the dust bowl. Suddenly she spoke.

KING: Why can't you love me? Don't you think I have a catching face?

ISH: She pleaded. Yes he countered. It looks like you had caught it in a propellor. Again she spoke.

KING: But some think my features not unbecoming.

ISH: Ah yes, your features, he echoed. Your little nose ... like a hangar with skin. Suddenly all was still and then when the silence was finally broke, she was the first to speak.

KING: What are you thinking?

(MORE)

ISH: She queried, reaching down and brushing away a woodpecker which was pecking at a knot on her shin. I was thinking he shot back at her ... do you mind if I filch a bit of fuzz from your upper lip, I want to make a pair of chaps for a sand flea. Grasping the true meaning of the cruel humor, a tear sprang from her eye and started to run down her nose, but after it had run about three yards, slowed down to a dog trot. Again she spoke.

KING: Why are you so mean to me?

ISH: She vouched. I got trouble, was his rebuttal.

KING: Why don't you drown your trouble?

ISH: Was her hopeful question, I will drown my trouble, he exclaimed, and with that he shoved her down and went home ...

ORCHESTRA: CHORD

7/26/44

FORMAN: Second contestant, Phil!

HARRIS: _____!

1. According to M. P. Kenneth Barnett, somewhere in England, Hitler had the following conversation the other day with the people of Berlin. (HOKE IT UP) "My great people...I have dreamed of conquering Europe, I have dreamed of conquering Russia, I have dreamed of conquering the world! In fact, (PLAY) However, good people of Berlin, after what is happening in Normandy and the Eastern Front, I think we'd all better (PLAY) and whoever threw that bomb at Hitler last week, the whole world says "Hitsy, we're only sorry that he (PLAY).

2. In this question from Miss Calista Boniface of Lewiston, Montana, we pay tribute to more of America's honored guests, the thousands of Cadets in training here from all the dominions of the British Empire. So first tell us what do the initials R.A.F. stand for? What was the Eagle Squadron? ~~Can you name a star of the picture by that name?~~ ~~Who starred in the movie "A Yank in the RAF?"~~ What was Winston Churchill's great tribute to the RAF? In the Battle of Britain, what were the two great fighter planes of the RAF?

3. Young men from all over the Allied world are in training at this field. So for Miss Mary Prevett of Madison, Wisconsin, our band is going to play the song of the Army Air Corps, in four different styles. The musical flavors of four of the United Nations. We can't name all the Allied nations, but you listen closely and tell us these four in proper order as we play the Air Corps Song. (PLAY)

4. Miss Mary Horton of Los Angeles, California, whose dad was "over there" in 1917, wants to know if you recognize this song (PLAY) Say, even if you're not going anywhere, we want you to "pack up your troubles". We have two suitcases here, a full one, and an empty one and we want you to pretend you're packing your fiance's trousseau. Try to take everything out of the full bag and pack it into the empty one by the time we finish "Pack Up Your Troubles" but remember - you have to take each article out one by one, and hold each article up so it can plainly be seen before you pack it away in the empty bag. All right, let's go! (PLAY)

-14-

~~S. AIR.~~ Miss Ethel Vernam, of Portland, Oregon, says if you know your flying moving pictures you should be able to pick out four films about flying in the following story: "Once a young fellow and his pals dreamed about being flyers. Boy, they wanted wings. One wanted to fly the China Clipper, one wanted to be a test pilot, and another a Yank in the RAF and fly a Spitfire. When Pearl Harbor came, they said, "Men, let's be Hell's Angels and join the Air Force. You be a bombardier and find a target for tonight, and I'll do a power dive on the dawn patrol and those Heinies and Japs will be saying...one of our aircraft is missing."

3. PFC Howard Behning of Minneapolis, Minnesota, truly says that today, wherever they look, the Japs and the Nazis see the weight of the Allied world moving in against them. The Russians hit them, the Chinese hit them, the Yanks hit them and if they turn around (PLAY) Those young flyers who are learning to fly in the skies over Arizona are typical of our comrades in arms in every Allied nation, and as we go toward the day of total victory, America and her allies are marching and singing (PLAY)

(APPLAUSE)

SOUND: CLASS BELL

-14-

0

ATX01 0116690

YVONNE: Phil.

HARRIS: Yeah, Vonnie King, what's on your mind?

YVONNE: This is a training school, isn't it?

HARRIS: Yeah, why?

YVONNE: The way you train! I saw you put your arms around a Canteen Girl, give her a big squeeze and kiss her until she almost fainted. How about that!

HARRIS: Well, this is only primary ... wait till I take my basics!

FORMAN: Phil, someone today told me he saw you talking with an Indian Chief.

HARRIS: Yeah, in fact, I had quite a conversation with an Indian Chief and his daughter today.

FORMAN: Indians don't talk much, do they?

HARRIS: No, I just asked 'em a lot of questions, but all the Chief said was 'uh' and all his daughter said was 'uh uh'.

FORMAN: Didn't you buy a present here in Phoenix for Alice?

HARRIS: Yeah, a genuine Indian Kimona made out of feathers.

FORMAN: She'll like that.

HARRIS: Oh, it'll tickle her silly.

FORMAN: How do you like this Arizona ... that Grand Canyon ... some hole, eh, Phil? I wonder how it got so big.

HARRIS: That's simple. The Grand Canyon wasn't here until the Thunderbirds moved in and then one day a soldier dropped a ten-day pass down a gopher hole!

(MORE)

FORMAN: Second round winner, Phil.

HARRIS: And he is _____ . Man, you were really hard to stump. Get ready to fly over that final hump. Have a Lucky Strike while the King Sisters tell you a story of their musical career called "Memoirs of a King."

5. MEMOIRS OF THE KING KING SISTERS

(APPLAUSE)

(FROM PHOENIX, ARIZONA)

HARRIS: Hep! Hep! -- didja' keep in step? 'Cause the ~~gang was~~^{gang} solid and in the groove. Now it's your move, Del Sharbutt ...

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

SHARBUTT: Thomas Jefferson was a man who respected the expert knowledge of expert men. And as a tobacco planter himself, he would have been impressed with the expert tobacco knowledge of the men at the auctions down South today ... men who spend their lives buying, selling and handling tobacco ... independent tobacco experts like Mr. Roscoe Douglas Graham of Greensboro, North Carolina, who recently said --

VOICE: As a tobacco auctioneer, I've seen Lucky Strike buy the good, ripe tobacco, the kind that makes fine smoking. Yes, I see Luckies buy the lighter, milder, better tasting leaf. And that's proof enough for me -- so for 12 years I've been smoking Luckies.

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

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

RIGGS: (CHANT - SOLD AMERICAN)

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

(SWITCHOVER TO PHOENIX, ARIZONA)

FORMAN: Now, kids, Phil Harris wants to know ... "Is You Is Or Is You Ain't My Baby?"

7. IS YOU IS OR IS YOU AIN'T MY BABY . . . PHIL HARRIS

(APPLAUSE)

7/26/44

FORMAN: Final round, Phil. Let's see who wins those bonds and stamps.

HARRIS: Well, let's go, or Kyser will have me pounding these ramps. And our first finalist is _____.

1. Since we're in Arizona, we want to devote our final round tonight to the discussion of this state. Pvt. Leon N. Gomes of Brooklyn, says we have all heard about the Grand Canyon, the Painted Desert and the Petrified Forests, and those wonders are hard to believe, but when you come to Arizona, you realize (PLAY) Speaking of deserts, the United Nations won a great victory in the African desert. Can you name the British Commander closely associated with that victory?

2. Arizona is mighty famous for its cattle raising, in fact Miss Gladys Wilcox of Boise, Idaho, says most everybody out this way is at (PLAY) If Arizona is a state, what's an arid zone? Was Jean Arthur in the picture "Arizona"?

(FROM PHOENIX, ARIZONA)

FORMAN: Phil, shall I name the winner we hail?

HARRIS: First, let's call on 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.

DELMAR: 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.

RIGGS: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO PHOENIX, ARIZONA)

(FROM PHOENIX, ARIZONA)

(PANFARE)

FORMAN: High man, Phil!

HARRIS: A/C Murray L. Steward with a perfect score all the way!
 To second man just slightly under, a twenty-five for
 knowin' your thunder. The other four, hold out your hats.
 Ten dollars each in Stamps for you cats. All six get a
 carton of Lucky Strikes. Yessir! And to all you guys who
 beat the skies, thanks, Cadets, happy flyin' and a
 package of better than ever LUCKY STRIKE CIGARETTES!
 (CHEERS)

8. I'LL GET BY (faded) ORCHESTRA)

HARRIS: Well, gang, that's about all until next Wednesday. For a wonderful welcome here we thank Major P.C. Meyer, Captain C.H. Deardorff, Lt. J.P. Spencer, and all you men. And as you cadets go to join the Royal Air Force, the Chinese Air Force, and our own Air Forces, we say "good hunting". And ladies and gentlemen, we'd still be waiting for D-Day if it had not been for the Civil Contract Flying Schools like Thunderbird Field and 46 others from coast to coast. Hitler's great mistake was judging us on our skeleton Army Air Force of just 21 thousand men in 1939. In those dark days, General Hap Arnold secretly called to Washington a group of eight leading civilian flying school operators. He told them "We've got a task to do, and do it fast". And on that framowork was built the great system that has exploded to the amazing total of nearly 3 million men - an armada of the skies that is the greatest air force the world has ever known. ~~In a message we are proud to read,~~ ~~Lieutenant General Barton K. Yount, Commanding General,~~ ~~Army Air Forces Flying Training Command, states:~~ "With the nucleus of CIVIL CONTRACTORS this Command has expanded from 500 pilots to the astounding rate of 110,000 pilots per year." For that wonderful achievement, America says to the Army Contract Flying Schools and our flying cadets "thank you very much".

Next week we'll be holding class with those battling bluejackets of Uncle Sam's fighting fleet at Camp Elliot. Until then, so long from Phil Harris for Professor Kay Kyser and all the gang.

ORCH: LUCKY THEME

(SWITCHOVER TO CHICAGO AT 58:00)

(FROM CHICAGO)

CHICAGO

ANNOUNCER: This program was presented by Lucky Strike for the entertainment of the fighting flyers of Thunderbird Field, Phoenix, Arizona. Defend the Constitution! Buy War Bonds!

(SWITCHOVER TO NEW YORK)

DELMAR: It's Dorsey on Sunday -- on YOUR ALL-TIME HIT PARADE! With your special guest - Jose Iturbi!

SEARBUTT: Your favorite songs -- ALL-TIME ALL-TIMERS --

RUYSDAEL: Your favorite guests -- ALL-TIME BIG-TIMERS!

DELMAR: Yes, this Sunday and every Sunday over these same stations, YOUR ALL-TIME HIT PARADE stars Tommy Dorsey -- his Trombone and his Orchestra -- with All-Time Big-Time guests.

SEARBUTT: This Sunday's All-Time Big-Time guest -- Jose Iturbi, in person on 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

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

NBC
ANNOUNCER: THIS IS THE NATIONAL BROADCASTING COMPANY.



The page contains a dense, illegible body of text, likely a document or report, which has been completely obscured by heavy horizontal black redaction bars.



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: AUGUST 2, 1944 - #332 REPEAT:

As Broadcast

"KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE"

ROUTINE

- | | |
|--------------------------|------------|
| 1. AMOR | ORCHESTRA |
| 2. TIME WAITS FOR NO ONE | DON LESLIE |

COMMERCIAL ONE

ROUND ONE

- | | |
|--------------------------------------|-----------------------|
| 3. MILKMAN, KEEP THOSE BOTTLES QUIET | SULLY MASON & QUARTET |
|--------------------------------------|-----------------------|

COMMERCIAL TWO

- | | |
|-----------------------|--------------|
| 4. I'LL BE SEEING YOU | KING SISTERS |
|-----------------------|--------------|

STATION BREAK

ROUND TWO

- | | |
|------------------------|-------------|
| 5. DARKTOWN POKER CLUB | PHIL HARRIS |
|------------------------|-------------|

COMMERCIAL THREE

- | | |
|------------------------|----------------------|
| 6. TOGETHER | ORCHESTRA |
|------------------------|----------------------|

- | | |
|----------------------------------|-------------------------|
| 7. SWINGING ON A STAR | KING SISTERS |
| or | |
| THE TROLLEY SONG | KING SISTERS |

FINAL ROUND

COMMERCIAL FOUR

- | | |
|-------------------|-----------|
| 8. ALWAYS (Frank) | ORCHESTRA |
|-------------------|-----------|

ATX01 0116702

WEAF

THE AMERICAN TOBACCO COMPANY

8-2-44

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #332

10:00-11:00 PM EWT

AUGUST 2, 1944

WEDNESDAY

Program originates at Camp Elliott, San Diego, 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!
(Ex. J)

SHARBUTT: Why, sure!

RUYSDAEL: Yes, sir!

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 CAMP ELLIOTT, CALIFORNIA)

KAY KYSER

- 2 -

8-2-44

(FROM CAMP ELLIOTT, CALIFORNIA)

ORCHESTRA: "LUCKY DAY"

FORMAN: LUCKY STRIKE presents for the entertainment of Uncle Sam's
battling bluejackets and the Navy WAVES at the U. S. Naval
Training and Distribution Center, Camp Elliott, California --
Kay Kyser's College of Musical Knowledge -- with Sully
Mason, Ish Kabibble, Don Leslie, the King Sisters, and
starring -- PHIL HARRIS!

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

ORCHESTRA: KYSER THEME

(AUDIENCE APPLAUSE UP BIG)

- 2 -

ATX01 0116704

HARRIS: Ah thanks, fellows! How are all you pretty things?

AUDIENCE: HAPPY, PAPPY!

HARRIS: Well, that's wonderful, and what a reception we've been given here by these fighting sailors and wonderful Waves of Camp Elliott-by-the-dust-bowl! Ah yes ... Camp Elliott, or 'aboard ship on extra dry land.' 'Come to Camp Elliott ... serve on a sea of heat waves and see the world through a six foot fence!' Ladies and gentlemen, this place is known as Camp Elliott, U.S. Naval Training and Distribution Center. It was formally taken over by the Navy from the Marines on July 1st. The Navy is equally formal about it. They want to give it back!

FORMAN: I understand the men are here awaiting assignment.

HARRIS: Yes, they're awaiting assignment. One sailor has been into La Jolla every night and he hasn't had an assignment yet!

FORMAN: Well, it is true, isn't it, that the men are here waiting to be shipped out?

HARRIS: Yes, Bill. Camp Elliott is the place they developed that new dance step. A sort of hesitating movement called 'The Gangplank Drag!'

FORMAN: Say, I've seen a lot of real old time Navy men around here, wearing hash marks.

HARRIS: Yeah. That's right, Bill. Each hash mark means four years of service. I asked one sailor here how in the world he got five hash marks. He said "I got the first three in the China Seas and the other two at Camp Elliott waiting for four hours liberty!"

4 FORMAN: Phil, you're just like Professor Kay Kysor. By the way, were you at the wedding when Kay and Georgia got married?

HARRIS: Sure.

FORMAN: Tell me ... what did the justice of the peace say?

HARRIS: Oh, the usual thing ... "Georgia do you take Kay to be your lawful wedded husband" ... and Georgia said, "I do."

FORMAN: Then what did the justice of the peace say?

HARRIS: The justice of the peace said, "Kay do you take Georgia to be your lawful wedded wife?"

FORMAN: And what did Kay say?

HARRIS: BOINNNNCGGG!

FORMAN: Phil, you're not foolin'! But now let's start the schoolin', for our \$115 in War Bond prizes.

HARRIS: Well, all right, Bill, I'll stop the scuttlebutt 'cause we've got a rug to cut, so let's get a tingle and let's mingle!

1. AMOR ORCHESTRA

2. TIME WAITS FOR NO ONE. DON LESLIE

(APPLAUSE)

(FROM CAMP ELLIOTT, CALIFORNIA)

HARRIS: Ah that was great, gang, really great! And now you take over, Kenneth Delmar ...

(FROM NEW YORK)

DELMAR: Would you like to smoke a fine cigarette? Then remember this ... it takes fine tobacco to make a fine cigarette. For in a cigarette it's the tobacco that counts -- and Lucky Strike means fine tobacco ... yes, ladies and gentlemen, first, last and always, Lucky Strike means fine tobacco. At the tobacco markets now open in the South, independent tobacco experts can see just who buys what tobacco. They can see the makers of Luckies buy 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)

RUYSDAEL: There's fine smoking pleasure in fine tobacco. And (Impulse Tag #12) remember Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

(SWITCHOVER TO CAMP ELLIOTT, CALIFORNIA)

FORMAN: Phil, our first contestants are all set!

HARRIS: Well, Bill Forman, toot that old cornet!

ISH: (TRUMPET) Ish K. Bibble's hour of golden gems, for all kinds of people and folks like them.

HARRIS: Man, I've seen sad sacks before, but this is the first time I've ever seen a sad duffle bag. What's cookin', Ish!

ISH: Essay in regards to beautiful women of history, in regards to which I wouldst like to read some.

HARRIS: Read.

ISH: Okay. Now, you take Cleopatra who was bit by a snake, snake being spelled S-N-A-K-E, but sneak being spelled S-N-E-K-E. "E" sometimes pronounced like "A" so snake becomes sneak and sneak snake. Now a sneak sneaks and so does a snake snake, so whichever sneaks up on you, they both snuck.

HARRIS: What about Cleopatra?

ISH: I just told you she was bit by a snake.

HARRIS: What a foolish snake to bite such a beaut.

ISH: Yeah...he was a silly asp.

HARRIS: Tell me, Ish...where did they bury Cleopatra?

ISH: In a pyramid right alongside of the mummy of King Ptolemy.

HARRIS: How do you know it was Ptolemy's mummy?

ISH: My mummy done Ptolemy.

HARRIS: Oh, man! How about some more of them beautiful historical dames.

ISH: Yeah. Now, one of the most beautiful was Lady Godiva. She was the first woman jockey.

HARRIS: Lady Godiva was the first woman jockey. Did she ever win?

ISH: No, but she certainly showed.

FOURMAN: First Contestant, Phil!

HARRIS: Yeah, Bill Forman. And he is _____.

1. Oscar Simon of St. Paul, tells us he asked a sailor here how he liked the food. The sailor said, "Well, the only way I can explain is, the soup tastes like (PLAY). When the men see hash they all say (MAN). That's not too bad, but when they bring on the steaks, I feel like I'm double-crossing my favorite (PLAY).

2. Lt. George Palmer somewhere in New Guinea reminds us that the Del Mar track just about 15 miles from San Diego is owned by the fellow who sings like this ... (PHIL). Yes, the Groaner loves those bangtails, so see if you can name 3 famous race horses from this silly letter: "Dear Zev: I miss you since you've been stationed at Camp Elliott and the time won't seem to whirlaway fast enough till you get back. You're such a gallant fox and I guess I just can't expect to keep a top flight man o' war. But I still love you with gusto, signed - Anita Peabody. P.S. Remember that stagehand who made twenty grand in Wall Street and threatened to marry me when you left? Well, he did!"

3. You bluejackets have to be on time and you're on the lookout for good times, so Corporal Gerald Kelly of Camp Pendleton wants you to listen to these tunes and tell us what time they are played in. Here's the first one. (PLAY). What time is this? (PLAY) What time is this? (PLAY) What time is this? (SULLY)

4. Jeepers creepers, it's a beep-beep-beep-er. Corporal William Husband somewhere in the Pacific says we haven't played beep-beep for a while, so tonight let's do a beep-beeper. Our band will play a fast overture, and every time they stop, you say "beep." I'll do it once to show you how it goes. (PLAY) Now you try it. Happy beeping!
(PLAY)

5. And now from the University of Musical Diversity we're honored by the presence in the class-room tonight of Dean Pinto Colvig, D.B., Doctor of Bugalogy. So let's get him out here. (APPLAUSE) Dean Colvig, what musical curiosity have you brought with you tonight?

PINTO: Students, I have with me here "Humperdink" the musical horse fly. He is going to buzz or sing a song, and Professor Harris wants you to tell us the name of it.

(PLAY)

HARRIS: That was fine, Dean. Now, ~~Mr. Humperdink, what is the name of the song "Humperdink" was buzzing?~~

PINTO: And now I'd like to have you meet "~~H²O~~", the musical drip. This little water bug hides up in people's faucets, and controls the drips so that they produce musical sounds. For example, (PLAY) Now, "Aqua Pura" has consented to direct his drips to form this well-known musical composition. Listen and tell the Professor what it is.

(PLAY)

6. After the big political conventions in Chicago, both of our great American parties have named their man for the coming election. For the Republicans it will be this fellow. (PLAY) For the Democrats it will be the fellow whose initials are in this song. (PLAY) Of course we do not know how it is going to come out, but man, a guy could really clean up right now if he knew (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

FORMAN: First winner, Phil ...

HARRIS: And he is Storekeeper 2/c Pat Napolitano. Man, you did some fine navigatin'. But the last round's goin' to be exasperatin', so enjoy a Lucky Strike while the kids do some syncopatin'!

3. MILKMAN KEEP THOSE BOTTLES QUIET . . SULLY MASON & QUARTET
(APPLAUSE)

KAY KYSER
Commercial #2

- 4 -

8-2-44

(I Don't Care How You Do It -- But Dead or Alive, Bring Back the
Swamp Fox!)

(FROM CAMP ELLIOTT, CALIFORNIA)

HARRIS: Man, you beat that one down to a thick brown gravy for the
Navy. Thanks, gang. That was a Lu-lu!

(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 I: "I don't care how you do it -- but dead or alive, bring
back the Swamp Fox!"

SHARBUTT: It is always spectacular when one giant stands up against
another giant, toe to toe, slugging it out for mastery.
But it is even more exciting -- and certainly more heroic -
when a little man takes on a big one ... matching heart
and brain against brute muscle. There are many such men,
fighting against terrific odds in Europe today. They live
in the forests of Yugoslavia ... in the marshlands of
Russia ... in the mountains of Greece.

(MORE)

- 4 -

ATX01 0116713

Commercial #2 - (CONTD)

(I Don't Care How You Do It -- But Dead or Alive, Bring Back the Swamp Fox!)

SHARBUTT: They make their own rules of warfare, and they do not fight by the book. For these are the guerilla warriors, the ragged self-made Commandos, the men who do not know the meaning of the word -- "Defeat." And in our own American history ... long, long ago in the year 1780 ... there was just such a man -- and like the guerilla fighters of today there was a price on his head ...

VOICE I: "I tell you, Colonel Tarleton, I don't care how you do it -- offer a reward, send out a whole army if you must -- but bring back the 'Swamp Fox!' -- dead or alive, bring back Francis Marion!"

SHARBUTT: Thus spoke the Commander-in-Chief of the enemy forces ... General Charles Cornwallis, very red in the face and hot under the collar, banging the table with his fist, and yelling for the head of the Swamp Fox. And who was this elusive "Swamp Fox" ... this man who could never be captured even though an army was sent out against him? He was a Carolinian named Francis Marion who commanded a small band of the toughest, most hard-bitten fighters in the whole Continental Army. His strategy was very simple ...

VOICE II: "We need muskets. The enemy has muskets. They are 300 men; we are 30. Fair enough. We will take the muskets away from them ... "

(MORE)

KAY KYSER

- 6 -

8-2-44

Commercial #2 - (CONTD)

(I Don't Care How You Do It -- But Dead or Alive, Bring Back the
Swamp Fox!)

SEARBUTT: Marching by night, through trackless swamp and canebrake...
hiding and resting by day ... and striking at the enemy
with swift and deadly effect whenever the opportunity
presented itself -- Marion, the Swamp Fox, became a kind
of one-man army of terror. Small, lean, hard as hickory,
he was the symbol of the new-born American fighting
spirit, scornful of the odds, shrugging at hardships,
fighting through to the ultimate victory. And finally,
when the bitter war was done, Francis Marion -- now
General Marion -- like so many of the great Americans who
fought in the Revolutionary War, laid down his sword and
returned to the good earth of his Pond Bluff plantation
in South Carolina. And here, following in the footsteps
of his father, he harvested many crops of mild, golden
tobacco -- continuing in the long tradition of the
Southland ... the tradition, the romance of fine tobacco.

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

- 6 -

ATX01 0116715

KAY KYSER

- 7 -

8-2-44

Commercial #2 - (CONTD)

(I Don't Care How You Do It -- But Dead or Alive, Bring Back the Swamp Fox!)

RUYSDAEL: Today -- that tradition of fine tobacco continues in
(Closing "I")
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)

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

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 CAMP ELLIOTT, CALIFORNIA)

- 7 -

ATX01 0116716

ORCHESTRA: KING SISTERS INTRODUCTION

HARRIS: Now for you men who sail the seas ... here's something
worth standing watch for ... it's those four lovely
KING SISTERS! (APPLAUSE) And for you and all your
buddies everywhere, the Kings sing one of their great
record hits ...

4. I'LL BE SEEING YOU KING SISTERS
(APPLAUSE)

QUARTET: ANCHORS AWEIGH

(FROM CAMP ELLIOTT, CALIFORNIA)

QUARTET: ANCHORS AWEIGH ... FADE FOR:

(APPLAUSE)

FORMAN: In the battle song of Navy
When you hear that anthem ring
Lives the deeds of gallant John Paul Jones,
Of Nimitz, Halsey, King.

Like Farragut and Dewey
They live old Glory's hues
Let's be sure we all remember it
When Victory is the news!

LOCAL NBC STATION SAYS:

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

ORCHESTRA: KYSER MARCH

HARRIS: Ladies and gents, there're lots of sea pictures out right now so we're going to put on our own sea picture and we call it "Anchors Aweigh" or "Is Mrs. Anchors Having Fun!" Take over, Bill Forman.

FORMAN: We take you now to the little theater off the La Jolla tide flats for an epic sea drama by the Harris Hams. Entitled "She Wanted a Slice of Bread, so The Ocean Came with a Roll." Phil Harris will play the crumb. Curtain!

YVONNE: Oh, Phil! I'm so glad you've come back. How I remember your departure as you stood on the deck of the great ship with the smoke pouring out of her funnels.

HARRIS: That's funnels! Read your lines right.

YVONNE: Oh, funnels.

ISH: Darling, is my slip showing?

HARRIS: That's Yvonne's line. Here's your line.

ISH: Oh. Did you bring me anything back in your diddy ... bag?

HARRIS: Please don't put a pause after diddy. Continue Yvonne.

YVONNE: Come home with me, darling, let's go home and cat grandma.

HARRIS: There's a period after cat!

YVONNE: Oh. Let's go home and cat. Grandma has prepared a wonderful dinner for you. Kiss me.

HARRIS: No, no, I can't! While I was in Africa, I fell in love with another girl.

YVONNE: Oh, Phil. Did she kiss you?

HARRIS: Not exactly. She was a modest girl, so she used to slip her kisses under the door.

YVONNE: Slip her kisses under the door?

KAY KYSER

- 11A -

8-2-44

HARRIS: Yeah. She was a Ubangi!

YVONNE: Kiss me, Phil. Every time I kiss you, I'll take five years
off your life.

HARRIS: Well, I'm thirty-two. But here goes.
(KISS)

HARRIS: I'm twenty-seven.
(KISS)

HARRIS: Twenty-two.
(KISS)

HARRIS: Seventeen.
(KISS)

HARRIS: Twelve.
(THREE OR FOUR BIG KISSES)

HARRIS: (PAUSE) Has anybody in the audience got a safety pin?

ORCHESTRA: CHORD

- 11A -

ATX01 0116720

FORMAN: Phil, these second rounders are beating down the door!

HARRIS: Well, let 'em in, Bill Forman. You're the doorman!

FORMAN: Here's the first one.

HARRIS: And he is _____!

1. For your first question, I want to read you a letter from Professor Kay Kysar. He writes, "Dear Phil: You're doing fine, but I think you need a few pointers in asking the questions. I've listened to you, and when the contestants get a question, they all say (PLAY). And then, Phil," Kay continues, "you aren't supposed to just give them the answers! Man, they're supposed to (PLAY). Of course, Phil," the Fess added, "I hate to bring all this up, but I'd like to have a program left to return to! And man (PLAY).

2. We've met a top notch group of officers and men in the U.S. Navy, and for Florence Oswald of West Palm Beach, Florida, we're going to shuffle up some Navy rankings and we want you to start with Ensign and put them in the right order. Vice Admiral, Captain, Commodore, Lieutenant, Rear Admiral, Lt. Commander and Lieutenant (j.g.).

3. The United States Navy band is wonderful, but I agree with Lorraine Heller of West Gate, Iowa, that here is one orchestra all you fellows would like to have permanently here at Camp Elliott. It comes on the air like this. (PLAY) Can you name two featured soloists? Now for a moment let's imagine that you are one of the _____ girls and together with our four lovely King Sisters, we want you to sing "A Pretty Girl Is Like A Melody", and be sure you sing like a girl so you will blend. (PLAY)

4. You sailors get in shape by doing rough and tumble exercises called 'catch as catch can'. So try to catch on to this question from Jack Pearson somewhere in the Aleutians. Here's the catch. We'll speak different catch phrases identified with famous radio stars and you tell us their names.

HARRIS: That's what he said. That's what the man said. He said that.

~~BERDY: Love that man!~~

~~HARRIS: And now this is C.B. saying goodnight... from Hollywood.~~

~~FORMAN: (NASAL) Good evening, friends and neighbors, here we go down the alley to visit Falstaff. And as I live and breathe... and try to get starch in my moustache so I can keep a stiff upper lip... if it isn't Portland!~~

HARRIS: All right, all right, all right,.... around and around she goes and where she stops nobody knows.

HARRIS: Evenin' folks, how y'all?

5. Here's a little sketch from Harry Babbitt in the Navy, and he wants you to pick out four mistakes in the thing. Once upon a time there was a seaman Sergeant Smith, who got a forty-five day leave from his general. So he took his month's wages, three hundred and eighty-five dollars, took a pullman down to highway 101, hitched a ride in a Cadillac sedan from two beautiful blondes, drove to San Diego and went to the Hotel where he was entertained by a couple of Admirals at tea. That night he went out looking for a date. Dates were scarce, but he met a soldier who gave him his date, because soldiers are very fond of sailors.

6. Burt Stone of the Bronx says, for a while it looked as if the Jap fleet was going to come out and fight off Saipan, but when it got a look at Task Force 58, the Japs sang (PLAY). The Navy is doing a whale of a job, but tonight we also want to pay tribute to one of your brother services, the great fighting aggregation which has an anniversary day after tomorrow. Listen to this song and tell us the name of that branch of the armed forces. (PLAY). That's right. And on August 23, we're going down to Lindberg Field to hold class with the Coast Guard Air Service at San Diego.

(APPLAUSE)

SOUND: CLASS BELL

FORMAN: Phil Harris, here's our second round winner.

HARRIS: Well, Bill Forman, who won the sea food dinner?

ISH: Just a second! Just a second! I got another essay here I'd like to get off same, which same on account of everybody has got one is entitled ... noscs.

HARRIS: Well, get off same.

ISH: Okay, Noscs. First, noses are things with holes in, stuck on your face. They smell. Second. A nose is something you don't want nobody to hit you on with nothing because you might not have any place to hang your glasses on, if you wear glasses but if you don't you might sometime.

HARRIS: Third.

ISH: If you didn't have no nose you couldn't sneeze through it but would have to sneeze through your ears and carry two handkerchiefs instead of one.

HARRIS: Ish, people make a lot of remarks about my nose, but don't you think it's pretty?

ISH: Huh?

HARRIS: Don't you think my nose has a fine bridge?

ISH: Yeah, it's got a fine bridge, but after it gets off the bridge it takes an awful detour ... But you ought to see my girl's nose. She's got such big circles under her eyes, her nose looks like it's riding a bicycle.

HARRIS: Any more about noses ?

ISH: Yeah, some people breathe through their nose and some people sing through their nose.

HARRIS: What else can you do with your nose?

ISH: Go to San Diego for a good time and you'll pay through it.

FORMAN: Second winner, Phil.

HARRIS: Yes, Bill. And she is Yoman 3/c Helen Fielder. Nice goin', seaman, you weren't dreamin'. Have a Lucky Strike and start schemin'. And now just hold on to your hats, here we go with them hootin' cats.

FORMAN: As Phil Harris sings "DARKTOWN POKER CLUB."

5. DARKTOWN POKER CLUB PHIL HARRIS

(APPLAUSE)

(FROM CAMP ELLIOTT, CALIFORNIA)

HARRIS: Why, Hallelou and Glory Be -- that was really a jivin'
jamboree! Swell, gang! Now you take it, Basil Ruysdael..

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: Back in 1780, Francis Marion was an expert in guerrilla warfare -- a man whose sense of sight and touch was so keen that he was known as the Swamp Fox. And today, at the auctions down South, there are experts with the same keen sense -- men who can pick up a leaf of tobacco and tell its quality instantly by the look and the feel of it. And among these independent tobacco experts you'll find Mr. F. E. McLaughlin, tobacco auctioneer of Florence, South Carolina, who recently said ...

VOICE: There is no substitute for good quality tobacco when you want good quality smoking. I've seen the finer, milder tobacco bought by Lucky Strike. That's why Luckies have been my own cigarette for 13 years.

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

8-2-44

RUYSDAEL: Yes, ladies and gentlemen, sworn records show that among independent tobacco experts like Mr. McLaughlin -- 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 ELLIOTT, CALIFORNIA)

8/2/44

FORMAN: Final exam, Phil! Let's see who'll be the first and second prizer.

WHAIS: Well, bring on the winners, Bill, and I'll be Kay Kysor.

1. Due to the gas and rubber shortage, Orville Moad of Kansas City, Missouri, says many of the chillun are giving up their motor trips and are indulging in other recreations ... for instance, fishing. So we'd like to dedicate out final round to that grand old sport, fishing. Lots of folks like to fish in the rivers, but other folks like to fish (PLAY) It's a great thrill to catch tuna or marlin ... but what a thrill it would be to catch (PLAY) In telling a fish story, what is always the biggest fish?

2. Corp. Carl Baker somewhere in Uncle Sam's Forces, says nothing could be finer than to get in a rowboat, throw out your line and go (PLAY) Now complete each of these well-known expressions with the name of a fish and don't flounder around.

Slippery as an _____.

As big as a _____.

Never give a what an even break? Look at me and that should remind you.

(FROM CAMP ELLIOTT, CALIFORNIA)

FORMAN: Phil, shall I name the winner and start the cheering?

HARRIS: Yes, but first, here's something that's well worth hearing.

(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 CAMP ELLIOTT, CALIFORNIA)

(FROM CAMP ELLIOTT, CALIFORNIA)

(FANFARE)

FORMAN: Final winner, Phil!

HARRIS: Yes, Bill Forman, and he is _____!

Well you're the number one man in the Navy, so naturally you get the gravy, a \$50 War Bond. To second high, a smart guy, the twenty-five dollar Bond. Each of the other four for a nice score get ten bucks in Stamps. All six get a carton of Lucky Strikes. Yes sir! And to all you guys whose laughs were highs, a package of better than ever LUCKY STRIKE CIGARETTES!

(CHEERS)

8.

ALWAYS . . . *(Handwritten: Cyranid)* ORCHESTRA

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

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

8/2/44

FORLAN: Now at the request of the United States government, and speaking for the United States government, Phil Harris brings you the following message. Time, about a minute and a half. Subject, Wave Recruiting. Phil Harris.

HARRIS: Last Sunday marked the second anniversary of Uncle Sam's Navy WAVES. Over 70 thousand patriotic girls are now in Navy Blue, but the need is urgent for thousands of new WAVES. Our Navy is launched on the greatest sea offensive in history. You can help in this great task ahead, so Uncle Sam has asked me to 'picture you in Navy Blue'. First, you'll get six weeks recruit training in New York, a get-acquainted period with Uncle Sam's great Navy. After that your assignment may take you to Miami, San Francisco, Washington or other Navy Bases. Your work will train you for a good post-war future. Counting food and quarters, your starting pay in the WAVES is not \$50 a month, it's the equivalent of \$141.50 a month, plus free medical and dental care and \$200 worth of clothing free. So, if you're 20 to 36 years of age, visit our nearest Navy Recruiting office. Local recruiting officers will tell you lots more about the advantages of life in the WAVES. Or write directly to WAVES, Washington 25, D.C., for the booklet called "The Story of You in Navy Blue".
(APPLAUSE)

ORCH: KYSER THEME

HARRIS: Well that's about all until class takes up next Wednesday. Our thanks for everything go to Captain Frank Seanland, Commanding Camp Elliott, to Lt. John Ferguson. Next week we'll be holding class with those hell-diving Devildogs, the Marine flyers at the Marine Corps Air Depot, Miramar, California. And until then, so long from Phil Harris for Professor Key Kyscr and all the gang.

(APPLAUSE)

ORCHESTRA: "LUCKY DAY"

(SWITCHOVER TO CHICAGO AT 10:58:00)

(FROM CHICAGO)

CHICAGO

ANNOUNCER: This program was presented by Lucky Strike for the entertainment of the fighting Bluejackets and Waves of Camp Elliott, near San Diego, California. Defend the Constitution! Buy War Bonds!

(SWITCHOVER TO NEW YORK)

DELMAR: It's Dorsey on Sunday!

RUYSDAEL: Yes, it's Tommy Dorsey every Sunday on YOUR ALL-TIME HIT PARADE!

SHARBUTT: Your favorite songs -- ALL-TIME ALL-TIMERS --

RUYSDAEL: Your favorite guests -- ALL-TIME BIG-TIMERS!

DELMAR: This Sunday's ALL-TIME BIG-TIMER will be -- Sophie Tucker! So listen this Sunday over these same stations, to Tommy Dorsey -- his Trombone and his Orchestra -- with YOUR ALL-TIME BIG-TIME guest -- Sophie Tucker in person -- on YOUR ALL-TIME HIT PARADE.

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 #10) 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 CO. REVISION: _____ NETWORK: NBC
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 10-11:00 PM EWT
DATE: AUGUST 9, 1944 - #333 REPEAT: _____

"KLY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE"

ROUTINE

As Broadcast

1. I'LL GET BY ORCHESTRA
2. IT COULD HAPPEN TO YOU DON LESLIE

COMMERCIAL ONE

ROUND ONE

3. DANCE WITH A DOLLY SULLY MASON

COMMERCIAL TWO

4. I HEAR MUSIC KING SISTERS

STATION BREAK

ROUND TWO

- That's What I Like About the South*
5. ~~IS YOU IS OR IS YOU AIN'T~~ PHIL HARRIS

COMMERCIAL THREE

6. ~~TOGETHER~~ ORCHESTRA
7. SWINGING ON A STAR KING SISTERS

FINAL ROUND

COMMERCIAL FOUR

8. SAN FERNANDO VALLEY ORCHESTRA

ATX01 0116735

WELF

THE AMERICAN TOBACCO COMPANY

8-9-44

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #333

10:00-11:00 PM EDT

AUGUST 9, 1944

WEDNESDAY

Program originates at the Marine Corps Air Depot, Miramar, California, with switchovers to NBC, New York, for commercials and closing.

(FROM NEW YORK)

RUYSDAEL: Lucky Strike means fine tobacco, so round, so firm, so fully packed, so free and easy on the draw.

BOONE: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

DELMAR: Of course!
(Ex. E)

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

BOONE: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO MIRAMAR, CALIFORNIA)

(FROM MIRAMAR, CALIFORNIA)

ORCHESTRA: "LUCKY DAY"

FORMAN: LUCKY STRIKE presents for the entertainment of Uncle Sam's victory-bound Devildogs - the Marine Flyers - at the U. S. Marine Corps Air Depot, Miramar, California -- Kay Kyser's College of Musical Knowledge, with Sully Mason, Ish Kabibble, Don Leslie, the King Sisters, and starring -- PHIL HARRIS!!

AUDIENCE: YEAH LEATHERNECKS! FLYERS! HOORAY!

ORCHESTRA: KYSER THEME

(AUDIENCE APPLAUSE UP BIG)

HARRIS: Ah, thanks, fellows. And how are all you pretty things?

AUD: BUZZIN! COUSIN!

HARRIS: And men, we're gonna tear the roof right off this place. Ladies and gentlemen, here we are at Miramar, California, holding class with Uncle Sam's Devil dogs, the ground crewmen and flyers, at the MCAD ... The Marine Corps Air Depot. MCAD ... that means Marine Corps ... All Dusty! This Marine Air Depot is just like a regular depot. You arrive, you depart, you spend most of your time waiting, and you have bags under your eyes! The Marines love it here at the Depot... This depot is a sort of 'whistlestop'. The Marines whistle and the girls say "Stop." You know Bing Crosby's race track is near here.

FORMAN: That's right. I understand Bing has a new horse.

HARRIS: Yes, he has Bill. A shy little filly. He named it in honor of the girl Marines because it has so much reserve!

FORMAN: Phil, how did you get to this field? Did you come on one of those comfortable busses?

HARRIS: You mean those cattle wagons?

FORMAN: Cattle wagons?

HARRIS: Well, all I know, I tried to get on it and somebody yelled "MOOOOOOOOOOOOOOOOO over!"

FORMAN: Phil, are you sure it's that rugged about the transportation?

HARRIS: Listen, Bill ... I heard of one Leatherneck in this area who was put through the infiltration course. At the last ditch, bruised and beaten, he tried to hand the sergeant a dime. The sarge said, "What's this?" "My fare," said the Marine, "What time does this bus get into San Diego?"

FORMAN: That's enough about traveling, let's start unraveling
for that \$115 in war bond prizes.

HARRIS: All right, Dean, we'll start the scramble, but first we gotta
dance, so let's ramble.

1. I'LL GET BY ORCHESTRA

2. IT COULD HAPPEN TO YOU DON

(APPLAUSE)

(FROM MIRAMAR, CALIFORNIA)

HARRIS: Ah, swell! A grand song sung in the grand manner. And now, here's our friend, Kenneth Delmar:

(FROM NEW YORK)

DELMAR: Kipling once said: "East is East and West is West, and never the twain shall meet." But East or West, North or South, there's one fundamental fact about smoking enjoyment that remains the same all over the world - it takes fine tobacco to make a fine cigarette. Yes, ladies and gentlemen, 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 the tobacco markets now open in the South, independent tobacco experts - auctioneers, buyers and warehousemen - 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)

SHARBUTT: Lucky Strike means fine tobacco - so round, so firm, so (Impulse Tag #9) fully packed, so free and easy on the draw. Yes, Lucky Strike means fine tobacco.

(SWITCHOVER TO MIRAMAR, CALIFORNIA)

Good morning

FORMAN: Phil, here's the first round hurdle and the men went to jump it!

HARRIS: Well, toot that ever-lovin' trumpet!

ISH: (TRUMPET) Ish K. Bibble's news events. First news item.

HARRIS: Got to it.

ISH: Pacific Square, San Diego.

HARRIS: Pacific Square? What's Pacific Square?

ISH: A boot camp for wolves.

HARRIS: Oh, yes, I remember ... I played there once. And boy, did I murder 'em. The girls had a big sign painted that said, "Come to Pacific Square and Thrill with Phil!"

ISH: And the fellahs had a sign that said, "Come to La Jolla and Tan With Jan!"

HARRIS: Yeah, you know, that Jan ain't bad. There's a signboard right across from my house with Jan's picture. Every time I pass by it, I bow low.

ISH: Every time I pass it, I straighten up and fly right.

HARRIS: Speaking of San Diego, Did you have any trouble getting a room here last night?

ISH: Did I! I went to fifteen hotels, all with the same name ... the Nova Kansas Hotels.

HARRIS: Yeah. Them Nova Kansas Hotels are crowded. I tried at least twenty ... not a room in any of 'em!

ISH: You said it. They's got to be a empty room in one of 'em.

FORMAN: Wait a minute, gentlemen ... there's no such hotel as the Nova Kansas in San Diego.

HARRIS: Oh no?

ISH: Oh yeah?

HARRIS: They got signs right out in front in big letters? NOVA
KANSAS!

FORMAN: That doesn't say Nova Kansas. It said NO VACANCIES!

HARRIS: I hate them French words anyway.

HARRIS: Oh, man! Get me into our first question round!

FORMAN: And here, Phil, is your first devil hound!

HARRIS: And he is _____!

1. Sgt. Irving Allen, somewhere in India, sends us this letter written by a Marine away on foreign service. "Dear Ma," he wrote, "I'm out here at the end of nowhere in a jungle and I'm never going to say again that (PLAY). Yesterday I asked where is the (PLAY) and a tough officer answered, "Listen, bud, you're in the Marines ... just keep your eyes open, your finger on the trigger, and (PLAY).

2. It's plenty dusty down here at Miramar, so if you're willing, we're going to try to dust you off. Alice Denski of Plymouth, Michigan, asks what kind of dust did the 49-ers come to California for? What kind of dust do lovers croon about in this song? (QUARTET) What kind of dust used to be on the barroom floor? What's the most dangerous kind of dust?

CONT: Dust thou take this woman!

3. In combat you Marine pilots are always buzzing your targets, which means flying as close to it as possible, so in this question from Seaman Walter Blalock in Uncle Sam 's Navy, we want to ask you 'what's buzzin', cousin.' So in the following, tell us what things are buzzing. Here's the first one. (PLAY) Now what is buzzing? (SOUND) (HARRIS) What favorite mystery program buzzes? It comes on the air like this. (PLAY) What aircraft carrier buzzes? It's a new one, formerly the Bonhomme Richard.

4. For Irene Muse of Whiting, Indiana, you and I are going to sing and we'll see how well you know the lyrics to some popular songs. I'll start and you come in and sing the rest of the line for us.

1. Shine on, shine on harvest moon, up in the sky ...
2. Poverty may follow me, it's true, but what care I, say ...
3. It's still the same old story, a fight for love and glory, a chance to do or die ...
4. Can't you tell me when we will meet again.

5. Camp Miramar offers us a very talented ventriloquist who is going to imitate a few famous characters and people. He is Pvt. Ronnie Morgan of Los Angeles. (APPLAUSE) What's the first one Ronnie (IMITATION). Okay, here's the second. (IMITATION). And the Third. (IMITATION). And now the last (IMITATION).

6. Marine flyers really get around. It's nothing for a pilot to blow in here and say, "You should have been with me last night, pal. I had a date in Rio with (PLAY). But don't worry, girls, the fellows here still say they prefer. (PLAY)

(APPLAUSE)

SOUND: CLASS BELL

ATX01 0116746

FORMAN: Our first winner, Phil!

HARRIS: And she is Mary Joe Powell. Nice goin', Leatherneck, you're
in line for the final check. Have yourself a Lucky Strike.
Now come on kids, let's all peck.

3. DANCE WITH A DOLLY SULLY MASON
(APPLAUSE)

KAY KYSER
Commercial #2
(In the beginning there was land!)

- 4 -

8-9-44

(FROM MIRAMAR, CALIFORNIA)

HARRIS: Thanks, Sully. Everything was tickin' and you were
clickin'. Thanks a lot.

(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 - so
round, so firm, so fully packed, so free and easy on the
draw.

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: "In the beginning there was land!"

RUYSDAEL: In the beginning there was land ... the untamed land ...
the wild, indescribable beauty of the land beyond the
mountains. And then, there were the trail blazers, the
restless men, the pioneers. They sat around the smouldering
embers of their campfire ... along the banks of the Upper
Holston River, just below Virginia. It was almost midnight
and a single star hung like an icy jewel in the darkness
over the mountain-pass. On this night ... on this night of
March, 1775, their leader -- a quiet man named Daniel Boone,
held a flat slab of stone in his lap and with a burnt stick
(FADE) traced the rough windings of the Wilderness Road ...

- 4 -

(MORE)

ATK01 0116748

KAY KYSER
Commercial #2 (CONTD)
(In the beginning there was land!)

- 5 -

8-9-44

VOICE: Here ... see this line? That's Clinch River -- we head North from there - straight North to the Gap. There's a buffalo trail t'other side (FADE) ... and from there ...

RUYSDAEL: They were up at dawn ... thirty men ... ready to carve a road through the wilderness ... a road to span the brawling rivers, to girdle the mountain peaks, to roll back the murmuring green forest, straight to the heart of Kentucky. And the early morning rang with the stroke of 30 axes ... with the thunder of tumbling hickory, white pine, majestic poplar ... Day after day ... in the hot sun, in the slashing rain ... the work went on. And slowly the axmen moved up ... mile by tortuous mile ... up into the wilderness of Kentucky. Until one hot afternoon, there came a sudden sound on the quiet air -- the spine-chilling t-w-u-n-n-g-g of a drawn bow -- a sound that sent every man scurrying for his musket. And that night, Dan Boone recorded ...

VOICE: "The Cherokees attacked us today. Captain Twitty and Sam were killed. We buried them near the river bank. Felix Walker is bad hurt. But we will go on to the Kentucky River and build us a post there ..."

(MORE)

- 5 -

ATX01 0116749

KAY KYSER
Commercial #2 (CONTD)
(In the beginning there was land!)

- 6 -

8-9-44

RUYSDAEL: And they did go on. Yes, a post was built -- and it was called Boonesboro. And soon over the Wilderness Road came the wives of the trail blazers, the pioneer women from western Virginia and the Carolinas. And here in Kentucky, they cleared the ground ... staked out their farms ... sowed their fields. And later when the land was glorious with the color of autumn, they cut their first harvests of tobacco -- the first pioneer harvests of Kentucky that contributed to the tradition, the romance of fine tobacco.

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

- 6 -

ATX01 0116750

KAY KYSER
Commercial #2 (CONTD)
(In the beginning there was land!)

- 7 -

8-9-44

SHARBUTT: Ladies and gentlemen, remember that today the tradition of
(Closing
H-2) fine tobacco is carried on by Lucky Strike. And at the
tobacco auctions this very day, Lucky Strike is buying
the ripper, the naturally milder Lucky Strike tobacco.
Remember, in a cigarette it's the tobacco that counts and
Lucky Strike means fine tobacco - yes, Lucky Strike means
fine tobacco!

RIGGS: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

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

(SWITCHOVER TO MIRAMAR, CALIFORNIA)

- 7 -

ATX01 0116751

ORCHESTRA: KING SISTERS INTRODUCTION

HARRIS: Now here's four of hearts for you Marine aces ... those lovely, those ever-lovin' KING SISTERS! (APPLAUSE) Yes sir, man. You Marines can dream of your queens as the Kings sing ...

4. I HEAR MUSIC KING SISTERS
(APPLAUSE)

QUARTET: MARINE HYMN

QUARTET: "MARINE HYMN"...FADE FOR:

(APPLAUSE)

FORLAN: Where the guns are spouting flame
And fighting is the game
And the battle calls for intrepid flying kings,
Then it's "Leathernecks on high!"
There's nothing tougher in the sky
Since the Devildogs went out and sprouted wings!

LOCAL NBC STATION SAYS:

"Station XXX salutes Marine Aviation!"

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

ORCE: KYSER MARCH

FORMAN: Phil, here's the first of our second rounders.

HARRIS: Well, get him out here, you old bounder.

ISH: Just a second, just a second! Professor Kay Kyser asked me to read my new novel in regards to which I wouldst like to read same, wrote by that there now girl I been running around with.

HARRIS: Oh, you mean "Straightlaced Kitty from National City"?

ISH: No, "Dogfaced Donna from Tiajuana".

HARRIS: She's a lovely thing. *I know her father... he's a shikhuana* Read.

ISH: Okay. Ohhh, the young Marine and the lady of his choice were setting on a dock. *Suddenly she spoke* ~~After a while the doc had to make a couple of calls so he got up and left.~~

KING: I love you,

ISH: She burped, her tongue fumbling for words, her fingers fumbling for his wallet. I love you, too, was his pungent rejoinder. Tenderly his fingers lifted her page boy bob, and as they done so, three rats ran out, two of them alive. Your hair...like California sunshine! Your nose...like a California driver...

KING: My nose is like a California driver?

ISH: She queried. Yes, he shot back at her, it doesn't know which way to turn. As she grasped the subtle humor of his snappy get-off, a smile trickled across her lips and ran down her chin. Then she spoke.

KING: But,

ISH: She insisted,

KING: But,

ISH: She repeated.

KING: But I have lovely features. Don't you think my teeth are like pearls?

ISH: Well, in a way, he countered. At least you got a mouth like an oyster. Suddenly she felt herself in his firm iron grasp.

KING: What are you doing with your teeth in my throat?

ISH: She gasped. It's a game, he parried. I'm bobbing for adam's apples. Then for some time all was quiet and when the silence was finally broke, she was the first to speak.

KING: What are you thinking?

ISH: She drooled. I was just thinking, he returned, would you lend me the wrinkles in the back of your neck....I want to build an obstacle course for a termite. She laughed and lightly. *Two more women like appeared in the light. They were from the little village.*

KING: You're such a gay one...such a man of the world. I'd beat my brains out to make you happy.

ISH: So getting happy he got up and beat her brains out and went home.

ORCH: CHORD:

-12-

FORMAN: First second rounder, Phil.

HARRIS: And he is _____.

1. Marine Private Irene Muzzey of Camp Elliott, tells this one of a Marine flyer going out to his plane, who was overheard saying (PLAY). The C.O. got worried. "Gee whiz," he thought, "Do you think that guy took a girl up in his ship?" So the C.O. quickly got a two-way radio and made contact with the plane. He heard a feminine voice. "Who's up there with you," he yelled. "Why sir", the pilot replied, "there's no one up here but (PLAY). "Oh yeah," yelled the C.O. "What's that voice I hear?" "Sorry sir," said the pilot, "I forgot to tell you," (PLAY).

2. Roberta Daynard of Cleveland, Ohio, sends us a letter from her Marine boy friend, and concealed in this devildog's letter are the names of many other kinds of dogs. As we read it, pick out 4 kinds of dogs. "Dear Dale, when I hear from you I practically walk on air, Dale, and it'd be a great day'n this camp when I get a boxer cookies from you. By collie, any chef could setter 'round and get a few pointers from you. Well, must close now as it's time for snow. Will finish this and whippit into the post office. Poodles of love, from Sheppard."

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f

ATX01 0116756

3. Everybody loves those lovely King Sisters, so Sgt. Wilbur Hoover, somewhere in Uncle Sam's Engineering Corps, wants us to talk about some of their most famous recordings. We've decided to let the King Sisters hum these famous arrangements of theirs and see if you can tell us the titles of some of their biggest record hits. All right, girls, let's have the first one. (HUM) (HUM) HUM).

4. Frances Wines of Sharon, Pennsylvania, says they keep you so busy here at Miramar, if you're not careful you'll find yourself getting a pair of scissors to start cutting out (PLAY).

Say, here's a baby doll and we don't know if you ever played with dolls or not and I don't mean over at La Jolla, but we want to find out how you'd dress a doll. Here is a doll and here are its clothes, complete with triangular sarong, and we want to see if you can dress the doll before the band finishes playing "There'll Be Some Changes Made". (PLAY)

5. Now, ladies and gentlemen, Camp Miramar's Rhythm five ... five local boys who are making good tonight. Give 'em a big hand.

(..PPL..USE) Now for Lt. Jack Erixon of Camp ROBERTS, you name these three favorite old timers the fellows are going to play. (PLAY)

(PLAY) (PLAY)

6. Soabec T. R. Allen in the Southwest Pacific, says that Miramar is a famous personnel depot. To this field come Marines awaiting orders to go overseas where they'll be hearing (PLAY). Miramar is also the first place lots of Leathernecks hit on their return from action to await reassignment. And when these men get back to the states from 'over there', you can bet they yell (PLAY).

(..PPL..USE)

SOUND: CLASS BELL

NORMAN: Second winner, Phil!

HARRIS: And he is PFC Herb McKinney! Swell stuff, Devil dog, just
like rollin' off a log. Have a Lucky Strike and set
your stance, loosen your feet and let's dance!

5. THAT'S WHAT I LIKE ABOUT THE SOUTH PHIL HARRIS
(APPLAUSE)

KAY KYSER
Commercial #3

- 9 -

8-9-44

(FROM MIRAMER, CALIFORNIA)

HARRIS: Yes, Sir! That was sweet and hot and real low down - you fellows really went to town. Great, gang! Now you take it, Del Sharbutt.

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

SHARBUTT: Back in 1775, one hundred and sixty-nine years ago, Daniel Boone was not only an expert in the ways of the wilderness but, as one of Kentucky's pioneer planters, he was also an expert in tobacco. Today, another group of men are the world's outstanding experts in fine tobacco ... these are the independent tobacco experts at the auctions down South ... men like Mr. Charles L. Saunders of Reidsville, North Carolina, who recently said ...

VOICE: At the markets, year after year, I've seen Lucky Strike buy the finer, lighter tobaccos -- the kind that make a naturally milder, better-tasting smoke. So it's plain common sense for me to pick Luckies for my own cigarette. I've been smoking 'em now for 17 years.

(MORE)

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ATX01 0116760

SEARBUIT: Yes, ladies and gentlemen, sworn records show that among independent tobacco experts like Mr. Saunders - auctioneers, buyers and warehousemen - 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 MIRAMAR, CALIFORNIA)

Handwritten notes:
Lucky Strike
...
...

FORMAN: Two winners on deck, Phil. The finals are due.

HARRIS: And I'll shoot 'em the questions as Kyser would do. Here's the first finalist and he is _____!

1. Most people apply paint in the Spring, but we are going to be different tonight, and apply some summer paint. Yes, ~~chillun~~, the final round here in the old college will deal with "Paint and Painters". Pvt. A.C. Abaad of Marfa, Texas, wants you to name this song. (PLAY). Now let's classify a few kinds of paint. When Indians and various other tribes used to go on a rampage what kind of paint do they put on? When actors make up for the stage or screen, what kind of paint do they put on? And what's the correct name for the various paints that woman plaster on? ~~(That's war paint too!)~~

CON'T: Camouflage!

2. Shirley Grosbier of Milwaukee, wants you to name three of the four musicians in the following list of painters. Paderewski, Dali, Mozart, Raphael, Bruno Walter, Rubenstein, Rembrandt, Donald Duck, Gainsborough. What paint company's slogan is "Covers The Earth". Is it Dutch Boy, Duco, Du Pont, Sherwin Williams, Fuller, Old Colony Nu-Enamel, or Lady Esther?

8/9/44

3. We find that some of the most common paint colors are also the last names of famous orchestra leaders, movie stars, writers, etc., so as I name a few familiar colors, Patrick McGlove of West New York, New Jersey, would like you to name three personalities with corresponding last names ... in other words three colors, three names. Black, Green, Blue, Brown, White and Grey.

4. Name this song for Marine Pvt. J.E. Smith of Camp Pendleton, California. (PLAY) Now in the lyrics to that song, to what does the word 'paint' refer? Complete the following well-known expressions:

1. I'm going to paint the town_____. 2. She turned _____ with envy. 3. Between the devil and the deep_____ sea. 4. He turned _____ as a ghost. 5. Boy, was my face_____.

(APPLAUSE)

SOUND: GLASS BELL

(FROM MIRAMAR, CALIFORNIA)

FORMAN: Phil, shall we name the man whose answers were true?

HARRIS: Yes, but first, Kenneth Delmar, let's hear from you.

(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. Yes, Lucky Strike means fine tobacco, so round, so firm, so fully packed, so free and easy on the draw. So smoke the smoke tobacco exports smoke - Lucky Strike!

RIGGS: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO MIRAMAR, CALIFORNIA)

(ENFARE)

FORMAN: THE CHAMP, Phil!

HARRIS: And she is Cpl. Mary Joe Powell from Harrisburg, Pa. Yes sir, you're lovely Mary Joe. And it's a joy to present you with this fifty dollar Bond! And to number two, here's a bond for you, a twenty-fiver! The four remainin' aren't complainin' because they each get ten dollars in Stamps! All six get a carton of Lucky Strikes. And then! To all you Miramar Marines, you all get jobs as honorary deans and a package of better-than-over LUCKY STRIKE CIGARETTES!

(CHEERS)

8. SAN FERNANDO VALLEY . . . (faded) ORCHESTRA

HARRIS: Well, that's about all until class time next Wednesday. For a swell visit with these Marine flyers at Miramar we thank Colonel T.J. Walker, Captain R.P.Coady, you gallant Marine women who are backing up our fighting men. As for these ~~flyers~~ and ground ^{and} ~~crowmen~~ ^{men} before me, ladies and gentlemen, these are the fighting Devildogs ~~of the air~~ you've been reading about when your newspaper says "Victory in the Far Pacific". ~~These are the men who~~ ^{men from the field} blasted the runways at Rabaul and Munda and dropped Zeros into the drink off the Marianas. To Miramar come men like Major Joe Foss after they've written history with their bombs and machine guns. Here they get new orders to go back and fight again, or to go give new pilots and crews the "know-how" won the hard way. Miramar is one of this war's great crossroads of battle, and when these Marine ~~s~~ ~~flyers~~ come here for the last time, they'll bring Victory with them. So to you larrupin' Leathernecks, your nation says "well done".

Next Wednesday, we'll be holding class with Uncle Sam's fighting ground forces, the infantry and artillery units at Camp San Luis Obispo. Until then, so long from Phil Harris for Professor Kay Kyser and all the gang.

(APPLAUSE)

ORCH: LUCKY THEME

(SWITCHOVER TO CHICAGO AT:)

(FROM CHICAGO)

CHICAGO

ANNOR:

This program was presented by Lucky Strike for the entertainment of the courageous men and women of the U. S. Marine Corps Air Depot, Miramar, California. Defend the Constitution! Buy War Bonds!

(SWITCHOVER TO NEW YORK)

DELMAR: It's Dorsey on Sunday!

RUYSDAEL: Yes, it's Tommy Dorsey every Sunday on YOUR ALL-TIME HIT PARADE!

SHARBUTT: Your favorite songs -- ALL-TIME ALL-TIMERS --

RUYSDAEL: Your favorite guests -- ALL-TIME BIG-TIMERS!

DELMAR: This Sunday's ALL-TIME BIG-TIMER will be -- Judy Garland! So listen this Sunday over these same stations, to Tommy Dorsey -- his Trombone and his Orchestra -- with YOUR ALL-TIME BIG-TIME guest -- Judy Garland in person -- on 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

SHARBUTT: A friendly suggestion: For your own greater enjoyment, smoke (Impulse Tag #7) 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 CO.

REVISION: _____

NETWORK: NBC

PRODUCT: LUCKY STRIKE

APPROVAL: FINAL

B'CAST: 10-11:00 PM EDT

DATE: AUGUST 16, 1944 - #334

REPEAT: _____

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

ROUTINE

1. TOGETHER

ORCHESTRA

2. FELLOW ON A FURLOUGH

DON LESLIE

COMMERCIAL ONE

ROUND ONE

3. STRAIGHTEN UP AND FLY RIGHT

SULLY MASON

COMMERCIAL TWO

4. I'LL WALK ALONE

KING SISTERS

STATION BREAK

ROUND TWO

5. IS YOU IS OR IS YOU AIN'T

PHIL HARRIS

COMMERCIAL THREE

6. I NEVER KNEW

ORCHESTRA

7. THE TROLLEY SONG

KING SISTERS

FINAL ROUND

COMMERCIAL FOUR

8. AMOR

ORCHESTRA

ATX01 0116769

WEAF

THE AMERICAN TOBACCO COMPANY

8-16-44

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #334

10:00-11:00 PM EDT

AUGUST 16, 1944

WEDNESDAY

Program originates at Camp San Luis Obispo, San Luis Obispo, California,
with switchovers to NBC, New York, for commercials and closing.

(FROM NEW YORK)

RUYSDAEL: Lucky Strike means fine tobacco, so round, so firm, so
fully packed, so free and easy on the draw.

RIGGS: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

SHARBUTT: Why, sure!
(Ex. B)

DELMAR: Yes, sir!

RUYSDAEL: Lucky Strike means fine tobacco, so round, so firm, so
fully packed, so free and easy on the draw.

RIGGS: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO SAN LUIS OBISPO, CALIFORNIA)

(FROM SAN LUIS OBISPO, CALIFORNIA)

FORMAN: LUCKY STRIKE presents for the entertainment of Uncle Sam's Ground Forces, the fighting Artillery and Infantry in battle training at Camp San Luis Obispo, California, Kay Kyser's College of Musical Knowledge, with Sully Mason, Ish Kabibble, Don Leslie, the King Sisters, and starring - PHIL HARRIS!

AUDIENCE: YEAH, ARMY! GROUND FORCES! HOORAY!

ORCHESTRA: KYSER THEME

(AUDIENCE APPLAUSE UP BIG)

HARRIS: Thanks a lot, fellows, and how are all you pretty things?

AUDIENCE: TOPS, POPS!

HARRIS: Well, how about that! And here we are, ladies and gentlemen, holding class with Uncle Sam's ground forces, the infantry and artillery units of the fighting 97th Division at Camp San Luis Obispo.

FORMAN: Say, Phil, is it pretty lonesome here in the hills?

HARRIS: Lonesome! Listen, Bill ... it's so lonesome out in these hills the sentries try to date up the bull frogs.

FORMAN: Boy, is it weird and eerie out in these hills at night?

HARRIS: Man, it's creepy, but these men get used to it. One night one soldier out on a hike met a ghost.

FORMAN: He met a ghost? For heaven's sake ... what did he say?

HARRIS: He just said, "What's your outfit, bud?" Probably one of the 97th.

FORMAN: Phil, where do these fellows go when they get leave?

HARRIS: A lot of them go to Pismo Beach ... Pismo Beach ... that's a clam shell with a USO.

FORMAN: Pismo Beach. Well how do you like it around that neck of the woods?

HARRIS: Pardon me, Bill ... but 'neck of the woods' is the wrong term.

FORMAN: What do you mean ... no woods around here?

HARRIS: No neck!

FORMAN: Well, how about the woods?

HARRIS: No woods either. There's a lot of wouldn'ts but no woulds. But no kidding, Bill, there are some beauts around this part of the country. I tried to flirt with one. I said, "Hiya, babe, I'm the toast of the coast!"

FORMAN: Toast of the coast ... quite a snappy phrase. What did she say?

HARRIS: She said, "You look more like a Gizmo from Pismo!"

FORMAN: Phil, let's get on with the bizmo, let's start our game for the \$115 in War Bond Prizes.

HARRIS: Okay, Dean, we'll get in gear, but first let's bend an ear while all the pretty people dance.

1. TOGETHER ORCHESTRA

2. FELLOW ON / FURLOUGH DON LESLIE

(FROM SAN LUIS OBISPO, CALIFORNIA)

HARRIS: Well all reet ... that was really neat. Thanks, gang.
And now a word from Del Sharbutt ...

(FROM NEW YORK)

SHARBUTT: Question: What makes for quality in any product?
Answer: Quality ingredients. And, ladies and gentlemen, that principle certainly applies to cigarettes ... for in a cigarette, it's the tobacco that counts. And remember that first, last and always, Lucky Strike means fine tobacco, so round, so firm, so fully packed, so free and easy on the draw. At tobacco markets now open in 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)

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

(SWITCHOVER TO SAN LUIS OBISPO, CALIFORNIA)

FORMAN: Phil, here are our first three contestant war men!

HARRIS: Well, toot that startin' horn, Bill Forman!

ISH: (TRUMPET) Ish K. Bible's Historical Notes. The Romance of N. Luis Obispo!

HARRIS: N. Luis Obispo? San Luis Obispo! S-A-N! You left the S.A. out of San Luis Obispo.

ISH: S.A. stands for sex appeal, don't it?

HARRIS: Yeah.

ISH: Well, that's what I said ... N. Luis Obispo.

HARRIS: Let's get along with the second part.

ISH: You can't do it. The second part of San Looney Obispo is Looney, and nobody can get along with a second looney!

HARRIS: I'd like to forget "San Luis Obispo"!

ISH: You and fifteen thousand other guys ... Now San Looney Obispo ain't far from Pismo Beach. So let's stop and think about Pismo Beach for a second.

HARRIS: Okay. Let's stop and think about Pismo Beach for a second.

ISH: (FOUR SECOND PAUSE) That's long enough - let's get back to San Looney Obispo. Now, Bill Dalton, the bandit, used to have his headquarters in San Luis Obispo. He got arrested for runnin' around with no clothes on.

HARRIS: Bill Dalton the Bandit never ran around with no clothes on!

ISH: Well, it says right in the book, Bill Dalton had his hide out in San Luis Obispo!

FORMAN: First contestant, Phil.

HARRIS: Yeah, Bill Forman. And he is _____

1. Sgt. Charles Bridges somewhere in the Southwest Pacific reminds us that all the area adjacent to Camp San Luis Obispo was colonized by the Spanish in the 18th Century. In other words, San Luis Obispo used to be (PLAY) I noticed a G.I. wandering around over in the town and remembering the Spanish influence, I said, "No doubt you are looking for one of those lovely señoritas." "Yes," replied the G.I., "I met one in town last night and man" (PLAY).

2. Camp San Luis Obispo is close to some of California's most fertile farming country so in this question from Margaret Jones of Nashville, Tenn., we want you to pick out four vegetables or crops from the following imaginary letter. Here's the letter: "Dear Sweet Pea: That young sprout you introduced me to artichoke for treating me this way. We went walking and passed a girl who had radish hair and a tur-nup nose. He said, "Some pumpkins" and went okra to talk to her. Well, I yam telling you, it went right through me from my head tomatoes. And when I said, "You don't seem to carrot all for me," he said, "Corn-sorn it, lettuce along!" Well, avacado sign off now and hit the hay. Seallions to him. Yours, Callie Flower."

3. You know, you men are different here. For instance, Ethel Doemer of Detroit says that when it's time to retire here at Camp San Luis Obispo a string quartet wanders around playing (PLAY). Then in the morning they greet you with (PLAY). And no matter what time it is, all you men jump right out of bed and shout (PLAY).

4. The Army Ground forces have to be able to tackle the world's toughest terrain, and even in this modern day the artillery and infantry have to know how to handle pack animals such as (PLAY). Speaking of the Old Grey Mare, Beverly Fagen of Westminster, Colorado, wants you and I to sing "Mairzy Doats." I'll sing the first line, you sing the second and I'll get to "Kiddley Divy Too" before you.

HARRIS: Mairzy Doats, and does eat oats

CONT: And little lambs eat ivy

HARRIS: Kiddley divy too

CONT: Wouldn't you.

HARRIS: Frogs eat bugs

CONT: Birds eat bugs

HARRIS: And little dogs eat liver

CONT: I'd like to leave San Loo

HARRIS: Yes, wouldn't you.

(etc.)

5. A favorite weapon of the fighting infantry is the Bazooka. In this question from Pvt. Hamilton Pendergast of Camp Pendleton, we are going to substitute the word "bazooka" for some words in sentences which several people have made famous. If you can supply the right words, we're sure you recognize the people.

YVONNE: Eye want to be "bazooka."

FORMAN: Greetings, Palooka, let's "bazooka."

HARRIS: Come on "bazookas," yot's "bazooka."

DON: When the "bazooka" of the night, meets the "bazooka" of the day.

6. In the days when San Luis Obispo was under the rule of Spain they used to have colorful fiestas here. And in those days they often fought (PLAY). Today this area is rich in the fighting power of the Army Ground Forces, but in the 1840's they discovered another source of riches nearby. It was not far from here where the first Californians first struck (PLAY)

(APPLAUSE)

SOUND: CLASS BELL

FORMAN: First round winner, Phil Harris.

HARRIS: Thank you, Bill Forman, and he is _____.
You're all set for the final round, so enjoy a Lucky
Strike while we lay one down.

3. STRAIGHTEN UP AND FLY RIGHT SULLY MASON

(APPLAUSE)

KAY KYSER
Commercial #2 (STANDBY)

- 4-5-6-7 -

8-16-44

(FROM SAN LUIS OBISPO, CALIFORNIA)

FORMAN: (Line Failure) . . . so round, so firm, so fully packed
so free and easy on the draw ... Yes, ladies and
gentlemen, fine tobacco is important today for your own
smoking enjoyment -- but I wonder if you realize what a
vital part in American history has been played by this
strange and beautiful and significant plant ... tobacco.
More than three hundred years ago, when the first
colonial settlement on the James River in Virginia was
carved from the dark and primitive forest, those early
American ancestors of ours learned the art of cultivating
the mild and fragrant leaf. . . . And down through the
years tobacco has been part of the tradition of the
Southland. Today -- America's historic tradition of fine
tobacco is carried on by Lucky Strike.

- 4-5-6-7 -

ATX01 0116780

ORCH: KING SISTERS INTRO:

HARRIS: America ... here's a picture for you. Massed thousands of Uncle Sam's ground forces with four queens as their objective ... it's those lovely King Sisters. (APPLAUSE) And for all you guys and your buddies overseas, the Kings sing ...

4. I'LL WALK ALONE KING SISTERS
(APPLAUSE)

QUARTET: "THIS IS THE ARMY MR. JONES"

(FROM SAN LUIS OBISPO, CALIFORNIA)

QUARTET: "THIS IS THE ARMY" FADE FOR:

FORMAN: Our foes are sweating a tyrant's blood
And we've got them on the run.
From the shores of the English Channel
To the land of the rising sun.

It's the heart of you men with a will to win
Your unwavering esprit de corps
That makes you fight with a might that's right
On the enemy's bomb-racked shore.

Uncle Sam stands at attention
And faces across the sea
To salute the Artillery's gallant men
And the fighting Infantry!

LOCAL NBC STATION SAYS:

"STATION XXX SALUTES THE ARMY!"

ORCHESTRA: KYSER MARCH

FORMAN: First second rounder, Phil!

HARRIS: And he is...

ISH: Just a second! Just a second! I got a novel wrote by that there now girl I been running around with.

HARRIS: OH! You mean that fair-haired Fay from Monterey?

ISH: No, that clam-faced leach from Pismo Beach!

HARRIS: Oh, that pretty thing. ~~I knew her father well. He was an old crab.~~ Read.

ISH: Okay. Ohhhhhhh, the young soldier was strolling along the beach with his sweetheart, Gloria Walletgrabber. Looking up at him she spcke.

ALICE: I'm tired...

ISH: She hiccuped. Well, let's rest for a while, he replied. And when we resume our stroll, I'll carry you for a while. Suddenly he held her in his arms and her little ear was turned toward his lips - her large ear, however, was facing the ocean.

ALICE: Whisper that you love me...

ISH: She contemplated as she looked at his dog tag, which growled and bit her in several places. I do love you, he quavered, playfully flicking some small pebbles into the folds of her double chin. Your rare beauty - you look not a little like Hedy LaMarr. In fact, you don't look anything like Hedy LaMarr.

ALICE: Tell me more...

ISH: She wheezed...

ALICE: How about my face?

ISH: Yes, he returned - how about that!...Your eyes, cool and moist as a duck's nose in an over-ripe tomato. Your white, smooth forehead!

ALICE: Some tell me it's like white, cool snow.

ISH: Well, he agreed, you do have a sort of frozen puss. There was a moment of silence, and then she spoke.

ALICE: What are you thinking...?

ISH: She queried. I was just thinking, was his snappy rejoinder, do you mind if I borrow the stubble on your chin, I want to build an infiltration course for an oyster. Catching the disguised humor in his subtle innuendo, a smile started to skip across her face, but when it got a load of her face, skipped the whole thing.

ALICE: I get a kick out of you.

ISH: She vouched.

ALICE: I got a kick out of you.

ISH: She repeated.

ALICE: You're a scream

ISH: And with that, he gave her a kick, she screamed and he went home.

ORCH: CHORD

8/16/44

FORMAN: First second round contestant, Phil!

HARRIS: Yes man! And he is _____!

1. Sgt. Anthony Ugolick somewhere in the Pacific, tells of the new foot-soldier, formerly of cafe society, who started out from Camp San Luis Obispo on one of those refreshing 24-hour hikes. He said to the sergeant, "I don't know where you're planning for us to sleep tonight, but I presume that (PLAY) "Yes," the cafe society boy said, "I presume there's a small hotel, and when we get there I'll take the (PLAY). The tough sergeant replied, "I'm sorry, Reginald, our hotel is not a small one, it's called 'Hotel Outdoors' and your room won't be blue, it's a kind of a canvas brown. You see, you'll be (PLAY)

2. Every Infantryman should know his foxholes, so Charlotte Fuller of Burlington, Utah, wants you to see if you can identify this fellow who also lives in foxholes. (PLAY) ~~Is there a radio program called Fox-Pop?~~ Was "The Little Foxes" a play or a movie? Name a star of the movie of that name. What does it mean to be "Dumb like a fox"?

3. Doris Alson of Webster, North Dakota, wants us to imagine for a moment that we are the Army Band, and by the way we play the "Field Artillery March" you tell us what type of function we are playing for. (PLAY) Next, after a hard day's drilling the boys are relaxing a bit, so we play for a (PLAY) At this dance it was love at first sight for one of the soldiers, and pretty soon the Army Band was playing for his (PLAY)

4. Sgt. G. J. McGuire somewhere in England wants you to tell us the name of this song. (PLAY) That's right. Now...oday oyay ohmay owhay otay eakspay igpa atinlay? You do? Well, let's hear you make a little speech about Camp San Luis Obispo in pig latin...I'm sure it will be very educational.

CONT: ILL-PHAY, ISS-THEY AMP-CAY IS IVING-DRAY EE-MAY AZY-CRAY.
 OTHING-NAY UT-BAY URK-WAY, URK-WAY, URK-WAY, AND I-MAY
 OGG-S-DAY ARE ILLING-KAY EE-MAY!

5. Our Visiting Dean tonight is one of your own boys of the 97th Division, Pfc. Irving Manheim of New York City, who slaps a mean base. Let's get him out here. (APPLAUSE) Paul Phillips of Camp Curry, California, would like you to tell us what Irving is beating out on the over grown dog house. (PLAY) (PLAY)

6. Sgt. Jack Kittrell in Uncle Sam's Air Force overseas says that the great symbol of all France, her capital, is near deliverance. If the Yanks drive on, it won't be many hours before the Germans will be singing (PLAY). And if the Allied offensives in France and Poland keep going at their present rate, we'll soon be fighting (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

FORMAN: Phil, before I announce the second winner, I'd like to hear more about Pismo Beach.

HARRIS: Pismo Beach ... that's where you go to a chowder club and get the clam out of the shell. And then there's Los Angeles ... that's where you go to a night club and shell out the clams.

ISH: Excuse me ... is there room for another Pismo on this beach?

HARRIS: Ladies and gentlemen, here's the only clam whose hair is as untidy as a second lieutenant's duffle bag. What's on your mind, Ish?

ISH: I was just noticing these here now hutments that the fellows live in.

HARRIS: They're pretty small, aren't they?

ISH: Small! They're so small the fellows got to go outside to yawn and then when they come back in to go to bed and close the door, the door knob gets in bed with them. I've invented a machine to stretch hutments.

HARRIS: How does it work?

ISH: All I have to do is throw some lime, bailing wire, sawdust, asbestos and chicken feathers into this machine, then turn a crank and presto.

HARRIS: What comes out?

ISH: Some lime, bailing wire, sawdust, asbestos and chicken feathers.

FOIGMAN: Ish. Let's get our feet on the ground. Here's the winner of our second round.

HARRIS: Yes, Bill Forman, and he is _____. You're in line for them final slams, so smoke a Lucky Strike while the student body jams.

5. IS YOU IS OR IS YOU AIN'T. PHIL HARRIS

(APPLAUSE)

(FROM SAN LUIS OBISPO, CALIFORNIA)

HARRIS: Yes sir! You are mah boys! Great goin', gang. And now,
you take over Basil Ruysdael.

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: Quality is the measure of a product -- that's a fact
proved by the statements of the world's outstanding
tobacco experts ... men like Mr. Charles Jackson Gunter
of Madison, North Carolina, who recently said ...

VOICE: I think my years in the tobacco business have made me a
pretty good judge of the leaf, and I'm an impartial
judge, too, because I'm not connected with any cigarette
company. At thousands of auctions, I see Lucky Strike
buy the finer, lighter, riper tobacco. That's why I've
smoked Luckies now for 25 years.

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

HUYSDAEL: 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 SAN LUIS OBISPO, CALIFORNIA)

6. I NEVER KNEW ORCHESTRA

7. THE TROLLEY SONG KING SISTERS

(APPLAUSE)

ORCHESTRA: KYSER MARCH

FORMAN: Final round, Phil. Let's wrap it up for Professor Kyser.

HARRIS: Well, come up, you winners, and let's see who's the wiser.

And our first finalist is _____.

1. Many of America's top orchestras have contributed to motion picture entertainment. So tonight we'd like to dedicate our final round to orchestras that have appeared in pictures. Arlene Guthrie of St. Anthony, Idaho, wants you to listen, identify this famous band leader and tell us one of his most recent pictures. (PLAY) (Was it Cover Girl, Powers Girl or Pin Up Girl?) A recent picture starred Lena Horne with a band leader famous for his 'hi de ho'. Who was it?

2. Another famous name band was in "What's Buzzin', Cousin", "Mayor of 44th Street" and lots of other hit pictures. Pvt. Harold Day ... Somewhere in the Aleutians, says this theme will tell you who I mean. (PLAY) Another famous leader scored a hit in "Palm Beach Story" with Claudette Colbert and in "Happy Go Lucky" with Betty Hutton and Mary Martin. Who is he? What orchestra leader starred in "Swing Fever" and "Around the World?"

3. A famous Sax player and his orchestra were starred in a swell picture called "The Fleet's In". Rita Miller of Dayton, Ohio, says when you hear this thome you should know who he is. (PLAY). What glamorous female star was in that picture with _____? She played the part of a ten cents a dance hostess, and she is known as "The Sarong Girl". If they cast bands in pictures by names, what orchestra leader would appear in "Rio Rita"?

4. A terrific orchestra was seen in "Sun Valley Serenade" with Sonja Heine and a host of other Hollywood favorites. Betty Larson of Chicago, says that the orchestra leader in "Sun Valley Serenade" made the song famous. See if you can name it and the leader. (PLAY) Two lovely movie stars, Alice Fay and Mary Pickford are married to band leaders. Who are their husbands?

(APPLAUSE)

SOUND: CLASS BELL.

(FROM SAN LUIS OBISPO, CALIFORNIA)

FORMAN: Phil, let's name the winner and start the hurrying.

HARRIS: Well first, let's hear what our friends are saying.

(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: Yes, Lucky Strike means fine tobacco, so round, so firm,
so fully packed, so free and easy on the draw.

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

BOONE: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO SAN LUIS OBISPO, CALIFORNIA)

(FROM SAN LUIS OBISPO, CALIFORNIA)

(FANFARE)

FORMAN: Phil. High man on the winning team.

HARRIS: And he is _____! Well sir, you have the true winner's stamp. You're the Camp San Luis Obispo Champ, and you win first prize, a \$50 War Bond. Second man, your answers were pips, you win the twenty-five in chips. Ten each in Stamps to the remainin' quartet. A carton of Lucky Strikes you all get. And then. To all you men so eager and willin', our thanks from all the college ohillun, and a package of better-than-ever LUCKY STRIKE CIGARETTES!

(CHEERS)

8. AMOR ORCHESTRA

(APPLAUSE)

ORCHESTRA: KYSER THEME

HARRIS: Now we gotta let class out until next Wednesday. We've been treated royally here today and we extend thanks to Brigadier General M. B. Halsey, Commanding the 97th Trident Division, to Lieutenant Colonel C. O. Roskelly, Acting Commander of Camp San Luis Obispo, to Captain Walter Bell and all you men. We want to pay a word of tribute to our fighting artillerymen around the world, and to another man who owns a big slice of this war, Uncle Sam's fighting infantryman. He's the in-fighter who storms the pill-boxes, the expert schooled in rocket weapons, flame-throwers and automatic arms, and every trick of attack and defense. He's no longer just a G.I. Joe with a rifle in his hands, but the specialist who bears the really big job in the massive victories of yesterday and tomorrow. Let's none of us forget to say "hats off" and thanks to the American infantryman, the guy who is buying liberty for us all ... the hard way. Next week we'll be holding class with the fighting ground crews and flyers of the United States Coast Guard Air Service at Lindberg Field, San Diego. Until then, this is Phil Harris saying so long for Professor Kay Kyser, and all the gang.

(APPLAUSE)

ORCHESTRA: "LUCKY DAY"

(SWITCHOVER TO CHICAGO AT 10:58:10)

(FROM CHICAGO)

CHICAGO

ANNOUNCER: This program was presented by Lucky Strike for the entertainment of the fighting men of the Artillery and Infantry at Camp San Luis Obispo, San Luis Obispo, California. Defend the Constitution! Buy War Bonds!

(SWITCHOVER TO NEW YORK)

DELMAR: It's Dorsey on Sunday!

RUYSDAEL: Yes, it's Tommy Dorsey every Sunday on YOUR ALL-TIME HIT PARADE!

SHARBUTT: Your favorite songs -- ALL-TIME ALL-TIMERS --

RUYSDAEL: Your favorite guests -- ALL-TIME BIG-TIMERS!

DELMAR: This Sunday's ALL-TIME BIG-TIMER will be -- Phil Harris! So listen this Sunday over these same stations, to Tommy Dorsey -- his Trombone and his Orchestra -- with YOUR ALL-TIME BIG-TIME guest -- Phil Harris in person -- on YOUR ALL-TIME HIT PARADE.

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: There's fine smoking pleasure in fine tobacco. And
(Impulse
Tag #8) remember Lucky Strike means fine tobacco - 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 CO.

REVISION:

NETWORK: NBC

PRODUCT: LUCKY STRIKE

APPROVAL: FINAL

B'CAST: 10-11:00 PM EDT

DATE: AUGUST 23, 1944 - #335

REPEAT:

As Broadcast

"KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE"

ROUTINE

- | | |
|--------------------------|------------|
| 1. SWINGING ON A STAR | ORCHESTRA |
| 2. TIME WAITS FOR NO ONE | DON LESLIE |

COMMERCIAL ONE

ROUND ONE

- | | |
|------------------|-------------|
| 3. ONE MORE TIME | PHIL HARRIS |
|------------------|-------------|

COMMERCIAL TWO

- | | |
|-----------------------|--------------|
| 4. I'LL BE SEEING YOU | KING SISTERS |
|-----------------------|--------------|

STATION BREAK

ROUND TWO

- | | |
|--------------------------|-------------|
| 5. CAROLINA BLUES | DON LESLIE |
| POOR LITTLE RHODE ISLAND | SULLY MASON |

COMMERCIAL THREE

- | | |
|-------------------------|--------------|
| 6. SNO-QUA-LI-MIE JO JO | KING SISTERS |
| 7. SHADRACK | SULLY MASON |

FINAL ROUND

COMMERCIAL FOUR

- | | |
|---------------------|-----------|
| 8. IT HAD TO BE YOU | ORCHESTRA |
|---------------------|-----------|

RTX01 0116799

WEAF

THE AMERICAN TOBACCO COMPANY

B-23-44

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #335

10:00-11:00 PM EWT

AUGUST 23, 1944

WEDNESDAY

Program originates at Coast Guard Air Station, San Diego, California with switchovers to NBC, New York, for commercials and closing.

(FROM NEW YORK)

RUYSDAEL: Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

POONE: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

SHARBUTT: You said it!
(Ex. J)

HELMAR: 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.

POONE: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO SAN DIEGO, CALIFORNIA)

(FROM SAN DIEGO, CALIFORNIA)

ORCHESTRA: "LUCKY DAY" THEME

FORMAN: LUCKY STRIKE presents for the entertainment of the Coastguardsmen and Spars at the U. S. Coast Guard Air Station, San Diego, California, and for Uncle Sam's fighting Coast Guard around the world ... Kay Kyser's College of Musical Knowledge, with Sully Mason, Ish Kabibble, Don Leslie, the King Sisters, and starring - PHIL HARRIS!

AUDIENCE: YEAH, COAST GUARD! FLYERS! HOORAY!

ORCHESTRA: KYSER THEME

(AUDIENCE APPLAUSE UP BIG)

HARRIS: Gee thanks, fellows, and how are all you pretty things?

AUDIENCE: GREAT MATE.

HARRIS: Great mate. Well, I'll say you're great. And man, we're really gonna cut up this class session because tonight we're with the Coastguardsmen in San Diego at romantic Lindberg Field on the shores of Beautiful San Diego Bay. Every time the tide comes in you get your laundry done whether you need it or not. Yes, ladies and gentlemen, the Coast Guard is the fourth arm of Uncle Sam's fighting forces ... and man, with the hitch-hiking situation the way it is here in San Diego you need four arms. In fact this morning I saw a guy with an octopus strapped to his wrist and even he couldn't get a ride. And the transportation ... the transportation is so crowded down here that on the way down I overheard a mama sardine say to her little baby sardine, "Stay away from those busses or they'll pack you in like people."

FORMAN: The way these fellows work, it must be tiring.

HARRIS: Yes, Bill, it is tiring. Think how monotonous it is ... over the sea with the motors pounding all day ... searching, searching, searching ... then you come home and pound the beach all night, searching, searching, searching

FORMAN: They drive funny cars down here. Did you notice when they drove us to lunch that all the cars were back-firing?

HARRIS: Yes, they have trouble with the gas here.

FORMAN: When you put gas in your car, did the motor go 'ping?

HARRIS: No, Bill. I put a girl in my car, and the motor went BOINNNNGGG.

FORMAN: Well, no wonder, but let's start the thunder for our \$115 in War Bond prizes.

HARRIS: All right, Bill, we'll give them all a quizzin' chance, but Kay Kyser told me that first we let all the chillun dance. So come on, cats, let's prance.

1. SWINGING ON A STAR ORCHESTRA

2. TIME WAITS FOR NO ONE DON LESLIE

(FROM SAN DIEGO, CALIFORNIA)

HARRIS: Ah that was swell and sweet as a bell! A great song sung
in a great way. And now, you take it, Kenneth Delmar ...

(FROM NEW YORK)

DELMAR: What it takes to make a fine cigarette can be summed up in
exactly two words ... FINE TOBACCO. Yes, ladies and
gentlemen, 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. This very week, at auctions in the Southland,
Lucky Strike is again buying for you the riper, the
naturally milder Lucky Strike tobacco. 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)

RUYSDAEL: Smoke Lucky Strike - the cigarette that means fine tobacco,
(Impulse
Tag #7) yes, Lucky Strike means fine tobacco - so round, so firm, so
fully packed, so free and easy on the draw.

(SWITCHOVER TO SAN DIEGO, CALIFORNIA)

FORMAN: Phil, our contestants are ready for the hurdle, they're ready to jump it!

HARRIS: Well, Bill Forman, toot that ever-lovin' trumpet!

ISH: (TRUMPET) Here comes Kabibble with drool and dribble!

HARRIS: Ladies and gentlemen, here's the only character with hair as long as a Coastguardsman's liberty. What's on your mind, Ish?

ISH: I'd like to talk about the cost guard.

HARRIS: You mean Coast Guard!

ISH: No. I mean cost guard. Every time these guys take out a San Diego girl it costs guards!

HARRIS: You're a cute kid, Ish, but you've got the mind of a moron.

ISH: I got the mind of a what?

HARRIS: You've got the mind of a moron.

ISH: Wait until after the show and I'll give it back to you.

HARRIS: Why don't you teach these people something instructive, like teaching them new games?

ISH: I got a great game I'd like to teach the men.

HARRIS: What is it, Ish?

ISH: Tiddley-Winks.

HARRIS: What do you know about Tiddley Winks?

ISH: I used to have a Tiddley Wink Team. My girl played on the team, but I had to fire her.

HARRIS: Why?

ISH: She could never get the signals straight. She always winked when she should have tiddleyed.

HARRIS: You're still not telling these people about the Coastguardsmen. These men are noted for their rescue work. They even carry out night rescues.

ISH: I know. I carried out a little rescue work of my own. A terrific wind came up, I looked out the window, saw something was wrong, tore down to the bay, started a PT boat, and in no time at all I was on the spot.

HARRIS: What was it? A crash land?

ISH: Nope. My scivvies flew offen the line.

FORMAN: First contestant, Phil.

HARRIS: And he is _____.

1. Pvt. C. J. Parler of San Diego, California tells of the Coast Guard Crew in a bid PBV patrol bomber flying sea patrol. The pilot asked the navigator to check their position and the navigator said, "I see a"
(PLAY) "Say, let's land and catch a little of that chili con carne," the crew said, but just then the radioman got a flash, "200 new SPARS assigned to Lindberg Field!" "Do you still want the chili?" said the pilot. "No, sir!" yelled the crew. "Pull that nose up, reverse course and gun the motors ... it's (PLAY).

2. Coast Guard Air crews at Lindberg Field fly the biggest of our amphibious patrol planes, the giant Martin Mariners, so we want to check your knowledge of Martins. What were some Martins doing in this song?
(PLAY). What Martin won fame by singing "My Heart Belongs to Daddy?" What Martin is now at the Ambassador Hotel in Los Angeles?

3. You men have to know pretty well what a plane is going to do next, so Storekeeper Lonnis Jackson of Port Hueneme, California, wants you to listen carefully to the following musical hints and tell us what this plane is about ready to do. (PLAY) Now what's the plane doing? (PLAY) What's the plane doing this time? (PLAY)

4. Can you name three kinds of uniforms you fellows wear? Peggy Garrow, of Buffalo is sure you can get into your G.I. rigging fast, but she would like to see how fast you can put on the clothes mentioned in the following tunes. Here's a rack of clothes and every time the quartet mentions some article of clothing, you put it on. (QUARTET)

5. Tonight we have a surprise ... not one visiting dean but two ... Mabelle Lilburn Specialist "T" Third Class of the Spars from Salem, Oregon and Carroll Borschell Seaman Second Class from Hammond, Indiana. Let's get them out here (APPLAUSE). They have an unusual musical combination ... Mabelle plays the violin and Carroll the guitar. Now Pvt. James Clark of East Orange, N. J. wants you to tell us what these Coast Guardsmen are going to play. (PLAY) (PLAY) (PLAY)

6. The pride of this Coast Guard Air Station is it's Air-Sea Rescue Task Unit. Bob Vinson of Colville, Washington, says that due to the enormous amount of training on this coast, flyers are always having to bail out over the ocean where (PLAY). That's when the Coast Guard's Air-Sea Rescue Task Unit comes into play. With their torpedo-type crash boats and amphibian planes, the Coast Guard speeds into the rescue and when those downed flyers see shore, they say (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

FORMAN: First winner, Phil.

HARRIS: Thank you Bill Forman. And he is _____ . The going was rough, but you had the stuff, so smoke a Lucky Strike while I sing you a song.

3. ONE MORE TIME PHIL
(APPLAUSE)

KAY KYSER
Commercial #2

- 4 -

8-23-44

(Someday I'm goin' to a place that's really wild ... someplace where
no white man's ever been before.)

(FROM SAN DIEGO, CALIFORNIA)

MURRIS: ... man, you were really flyin'! Thanks gang. That was
a LU-lul

(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 - so
round, so firm, so fully packed, so free and easy on the
draw.

BOONE: (CHANT - SOLD AMERICAN)

MERIWETHER: Someday I'm goin' to a place that's really wild ...
(10) someplace where no white man's ever been before.

SHARBUTT: One hundred and sixty years ago ... way back in the year
1784 ... there were two boys who were great friends. One
was a youngster of ten ... a rather serious little boy
with dark hair, grey eyes, and the strange name of....
Meriwether.

(MORE)

- 4 -

ATX01 0116B11

Commercial #2 - (CONTD)

(Someday I'm goin' to a place that's really wild ... someplace where no white man's ever been before.)

SHARBUTT: The other lad was three years older, somewhat taller and stockier, red-headed, freckle-faced, and always cheerful. (CONTD)
His name was Billy. The boys lived in Virginia, and often they hunted together, and there was one particular summer night when they lay out under the stars, in the Albermarle woods, until early morning. And just when the morning star was fading, and the night washed out of the sky, young Meriwether turned to his companion, and said ...

MERIWETHER: (REFLECTIVELY) You know, Billy, someday I'm goin' to a (10)
place that's really wild ... even wilder than Kentucky. Someplace where no white man's ever been before.

BILLY: When you go, Meriwether, I'm goin' with you. (13)

MERIWETHER: (EAGERLY) That would be great -- great, Billy. Here. (10)
Give me your hand -- let's shake on it!

SHARBUTT: It is not often given to little boys to have their wildest dreams come true. But these were the same boys who stood, some twenty years later, before the President of the United States, before Thomas Jefferson himself, and heard him speak of a New World ... the new uncharted world of the great Northwest Territory beyond the Mississippi ...

JEFFERSON: Gentlemen ... while these lands lie unclaimed, the (60)
republic is vulnerable. It is as if one side of our house
were left without a wall ... open for plunder.

(MORE)

KAY KYSER

- 6 -

8-23-44

Commercial #2 - (CONTD)

(Someday I'm goin' to a place that's really wild ... someplace where
no white man's ever been before.)

MERIWETHER: We understand, Mr. President. And we shall not rest until
(30) we have staked a claim as far as the last frontier ... the
Pacific Ocean.

JEFFERSON: There will be dangers. And yet I have every confidence in
both of you. Good luck, Captain Lewis. Good luck, Captain
Clark. (FADE) And may God be with you ...

SHARBUTT: Lewis and Clark -- the same Meriwether Lewis and Billy
Clark, the same boyhood friends, different as night and
day, and yet fired with the same ambition ... to press
forward into the unknown wilderness of half a continent,
to break trail for posterity across the burning plains and
the snow-capped mountains, over the brawling rivers, the
steaming swamplands, the empty deserts, the lakes of salt -
on and on to the last frontier along the Pacific Ocean.
Yes, the Lewis and Clark expedition took courage ...
faith ... endurance ... and the job was done! (PAUSE)
Courage, faith, endurance, determination ... this is the
quality of a great man. And this was the quality of Lewis
and of Clark ... soldiers, explorers, heroes of the
wilderness!

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

- 6 -

ATX01 0116813

KAY KYSER

- 7 -

8-23-44

Commercial #2 - (CONTD)

(Someday I'm goin' to a place that's really wild ... someplace where
no white man's ever been before.)

DELMAR:
(Quality
Closing
"A")

It takes quality to make a great man. And, ladies and gentlemen, it takes quality to make a great product. The quality of your Lucky Strike cigarette is summed up in these five simple words ... 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.

RIGGS: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

DELMAR:
(Impulse
Tag #5)

It takes fine tobacco to make a fine cigarette. Remember - Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco.

(SWITCHOVER TO SAN DIEGO, CALIFORNIA)

- 7 -

ATK01 0116814

ORCHESTRA: KING SISTERS INTRO

HARRIS: Now you men who are always ready hold steady
it's those four lovely KING SISTERS! (APPLAUSE) And for
the Coast Guard blue, the Kings sing

4. I'LL BE SEEING YOU KING SISTERS

(APPLAUSE)

QUARTET: "SEMPER PARATUS"

(FROM SAN DIEGO, CALIFORNIA)

QUARTET: "SEMPER PARATUS" FADE FOR:

FORMAN: Behind them was thunder
Before them was steel
They stormed through the surf
At Bougainville
Fire laced the sky
Storm lashed the sea
As they blasted the beaches of Normandy
And their voices were cool,
And the vow of attack, was
"You've got to go in
You don't have to come back."
And those are the words
That go with the deeds
That are done by the men
The Coast Guard breeds.

LOCAL NBC STATION SAYS:

"STATION XXX SALUTES UNCLE SAM'S FIGHTING COAST GUARD!"

ORCHESTRA: KYSER MARCH

FORMAN: How do you like it down here at Lindberg Field, Phil?

HARRIS: It's wonderful here. Do you know that at this field they built Lindberg's Trans-Atlantic Plane the "Spirit of St. Louis?"

FORMAN: Yes, and do you know that the fellows like to sit around the airport and watch all kinds of airplanes leave?

HARRIS: Naturally. That's the only kind of leave they ever get. But seriously a Spar showed me a plane today that is out of this world. It was a sister ship to the Pan-American.

FORMAN: Clipper?

HARRIS: Just for a couple of bucks.

FORMAN: I understand a lot of these Coastguardsmen are detailed to rescue missions.

HARRIS: Yes and they're very famous for these rescue missions.

FORMAN: But Phil, I wonder why it takes so many men to rescue one person. Two weeks ago Lana Turner was down here and she got caught in a riptide. And there were 24 Coastguardsmen rescuing her. Why did it take 24 Coastguardsmen?

HARRIS: That's simple. There was 12 draggin' her out and 12 throwin' her back in again.

FORMAN: First second round contestant, Phil!

HARRIS: And he is _____!

1. Seaman Herbert Schilling somewhere in the Pacific, tells of meeting a Coast Guard flyer over at the waterfront. The flyer was sitting at a table, his eyes had that dreamy look, and he was murmuring (PLAY). It really looked like love, so the fellow walked up to the Coast Guardsman and said, "I guess you must really miss your girl friend." "Girl friend?" said the pilot. "Heck no. Molinda is the name of my plane and believe me, mister, (PLAY).

2. Since San Diego has many aircraft factories, Harriette Murphy of Wollaston, Massachusetts, wants you to pick out the names of four airplanes from the following letter. "Dear Martin: Mother says there is something heroic and dauntless about you Coast Guardsman. I say of corsair is. You can whip your weight in wildcats, and when you see a pretty girl you're as fast as lightning. If you see a young lady in distress, you venture forth, liberator, and then avenger wrong. And for being such brave men, we mustang you very much. Yours, Boll."

3. The United States Coast Guard has fought through **seven** wars and has seen continuous combat duty in every invasion in this war. Since Coast Guard fighting men and ships are all over the world, Corp and Mrs. George Whright of Sanford, Florida, are sure that a Coast Guard man (SPAR) should be able to straighten out these mixed up song titles. We've put the wrong nationalities in the titles, so you listen and straighten them out. (QUARTET). (QUARTET). (QUARTET).

4. This station operates specialty schools to give Coast Guardsmen expert training. From the following hint, Bonnie Bosson of Oak Park, Illinois, wants you to identify one of the Coast Guard specialty schools:

MAX: (ON PIIPER) V-190 to field V-190 to field ... have sighted plane in heavy seas .. will report position ... over ... over.

HARRIS: *And men they know their telephones... & say...*
~~What popular radio program comes on the air like this?~~

~~MAX~~ Say, you seem to have 'the voice with a smile'. Here's a prop telephone. Pretend you're calling long distance to Vonny King. Now the idea is: she's crazy about you and wants to see you, but you are giving her a polite brush-off. Let's hear you go.

CONT: I'll do it, but I ain't that crazy!

(PHONE BUSINESS)

5. Here's a cutie from Pvt. Pat Camus and his buddies somewhere in the South Pacific, about famous advertised trade names. I'm going to start a few of these famous slogans and we want you to complete them and name the product.

1. Ask the man who.....
2. The pause that.....
3. When better automobiles are built.....
4. Good to the last.....
5. When it's an.....you start.

6. Today the Coast Guard fights around the world, on anti-submarine patrol, manning combat transports and supply ships, covering convoy routes and protecting America's sea frontiers so it will always be (PLAY). And to the Coast Guard goes a share in the glory as each occupied country upon liberation, is raised to freedom. Yes, America lifts its voice in a salute to the Coast Guard whose motto is (PLAY) (APPLAUSE)

SOUND: CLASS BELL

YVONNE: Phil, oh Phil!

HARRIS: Yes, Vonnie King, what's on that pretty mind of yours?

YVONNE: It's about my sister, Alyce King. She loves you, Phil. Her affection is huge.

HARRIS: Why doesn't she get out and play a little tennis or badminton?

YVONNE: Phil, I'm only trying to tell you that Alyce King is avid. She nourishes breathless impatience for you ... you are her inextinguishable desire ... Do you know what I'm trying to say?

HARRIS: Yeah ... she's nuts about me.

YVONNE: I've got to make a date for you to take her out. If I don't, what will my sister Alyce King say?

HARRIS: If I do, what will my wife, Alice Faye, say?

YVONNE: But Alice Faye must have had enough of your charm.

HARRIS: Yes, she's had her Phil.

YVONNE: I know, Phil, but my sister is crazy about you. For her, you're the only man in this world.

HARRIS: The only trouble is ... I'm OUT of this world.

YVONNE: Phil, do you know something?

HARRIS: I know a few things, yes ...

YVONNE: I mean ... when my sister Alyce, gets very sentimental about you, she says, "Phil, thee I love, Phil, thee I adore, Phil, thee I cherish ..."

HARRIS: How do you like that ... I'm Philthy.

YVONNE: No, Phil ... she loves you. To her you are everything, you are a knight, and she wants a knight who will watch over her in sickness and in health. She wants a knight who will watch over her in poverty and in riches. She wants a knight who will watch over her in good times and in bad times.

HARRIS: She doesn't want me ... she wants a night watchman.

FORMAN: Second winner, Phil.

HARRIS: Thanks, Bill Forman, and he is _____.
 Have a Lucky Strike man, get set for them final round exams, while the kids loosen up and shake their gams to two new songs from Kay's new Columbia Picture, "Carolina Blues" Don Leslie sings, "There Goes That Song Again," and then Sassey Sully Mason sings "Poor Little Rhode Island."

- 5. CAROLINE BLUES DON LESLIE
- POOR LITTLE RHODE ISLAND SULLY MASSON

(APPLAUSE)

(FROM SAN DIEGO, CALIFORNIA)

HARRIS: Yes, sir! What a team -- hep, in step -- and on the
beam! Great, gang. Now it's your turn, Basil Ruysdael ...

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: It takes quality to make a great man -- that's a fact
proved by Lewis and Clark in their own lives. And, ladies
and gentlemen, it takes quality to make a great product --
that's a fact proved by the statements of independent
tobacco exports -- men like Mr. Reuben G. Fleming of
Middleburg, North Carolina, who recently said ...

FLEMING: It's been fifteen years since I started as an independent
tobacco buyer. I know -- the better the tobacco -- the
better the cigarette. That's why I've smoked Luckies for
fifteen years.

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

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

RIGGS: (CHANT - SOLD AMERICAN)

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

(SWITCHOVER TO SAN DIEGO, CALIFORNIA)

*... and on the King's orders and some of
that royal fine
to ... the ... King's orders
Shadrach - Sully
Subject: Keyer March*

PERMAN: Final exam, Phil. Let's find the best guesser.

HARRIS: And as Kay would say, don't tease the professor. Because this is the pay-off for the cabbage, and our first finalist is _____.

1. The name of this song is "Chiapenecas," and Barbara Gregory of Charlottesville, Virginia, says from the way we play it, you tell us whether it's "The Mexican Hat Dance," "Jumping Bean," or "Hand Clapping Song." (PLAY) What is a Mexican Chihuahua? What makes a Mexican jumping bean jump? What's a sombrero?

2. And now for Lurline Johnson of Honolulu, see if you can get this hot tamale from down Mexico way. (PLAY) And now quicker than you can say 'Hasta Luego,' pick out three Mexican dishes from the following: enchiladas, ravioli, tortillas, spumoni, frijoles, smorgasbord, chile con carne, borscht and Dolores Del Rio.

(APPLAUSE)

SOUND: CLASS BELL

(FROM SAN DIEGO, CALIFORNIA)

FORMAN: Shall I give you the winner? -- his score's pretty fine!

HARRIS: As soon as Del Sharbutt puts the facts on the line ...

(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. Yes, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw. So smoke the smoke tobacco experts smoke - Lucky Strike.

RIGGS: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO SAN DIEGO, CALIFORNIA)

(FROM SAN DIEGO, CALIFORNIA)

(FANFARE)

FORMAN: Final winner, Phil!

HARRIS: ^{the first} ~~and he is~~ best So congratulations, Coast Guard, that was as easy as fryin' lard. You're now a member of Phi Beta Kysar. You also win the first prize, sir, a \$50 War Bond. This twenty-fiver for number two, and ten each in stamps to the rest of the crew. All six get a carton of Lucky Strikes. And then. To all you Coast Guard boys and gals, our thanks for bein' such fine pals, and a package of better than ever LUCKY STRIKE CIGARETTES!

(CHEERS)

2. IT HAD TO BE YOU ORCHESTRA

(APPLAUSE)

ORCHESTRA: KYSER THEME

HARRIS: That's all until class time next Wednesday, but for a wonderful welcome here at the Coast Guard Air Station, San Diego, we thank ~~Captain~~ ~~Toll of the 11th~~ ~~Naval District~~, Commander D. B. MacDiarmid, Lt. ^{Griffin} Griffin, all you men, and you gallant Spars who are backing up our fighting men. To many Americans, the Coast Guard still means lighthouses, lookout towers, and rescue vessels, but to Marines and soldiers who have hit enemy beaches, the Coast Guard is a full-time fighting partner. The Coast Guard not only takes them where they must go, they go in with them. The Coast Guard has smashed subs, helped keep our supply lines open, and put our assault forces ashore in every invasion from Guadalcanal to date. They're always ready and they're plenty tough ... and to you Coast Guard fighters and Spars, the Nation says: "Thank you very much." Next week we'll be holding class with Uncle Sam's battling bluejackets at the Navy's West Coast Sound School, Point Loma, California. Until then, this is Phil Harris saying so long for Professor Kay Kyser and all the gang.

(APPLAUSE)

ORCHESTRA: "LUCKY DAY"

(SWITCHOVER TO CHICAGO AT 10:58:35)

CHICAGO
ANNCR:

This program was presented by Lucky Strike for the entertainment of the courageous men and women of The United States Coast Guard Air Station, San Diego California. Defend the Constitution! Buy War Bonds!

(FROM NEW YORK)

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

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT
LS - MFT
LS - MFT

DELMAR: A friendly suggestion: For your own greater enjoyment,
(Impulse
Tag #4) 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 CO.

REVISION: _____

NETWORK: NBC

PRODUCT: LUCKY STRIKE

APPROVAL: FINAL

B'CAST: 10-11:00 PM EWT

DATE: AUGUST 30, 1944 - #336

REPEAT: _____

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

ROUTINE

- | | |
|-------------------------------|------------|
| 1. I'LL GET BY | ORCHESTRA |
| 2. YOU MAKE ME DREAM TOO MUCH | DON LESLIE |

COMMERCIAL ONE

ROUND ONE

- | | |
|--------------------------------|-------------|
| 3. STRAIGHTEN UP AND FLY RIGHT | SULLY MASON |
|--------------------------------|-------------|

COMMERCIAL TWO

- | | |
|----------------------------|--------------|
| 4. THE VERY THOUGHT OF YOU | KING SISTERS |
|----------------------------|--------------|

STATION BREAK

ROUND TWO

- | | |
|------------------------------|-------------|
| 5. IS YOU IS OR IS YOU AIN'T | PHIL HARRIS |
|------------------------------|-------------|

COMMERCIAL THREE

- | | |
|--------------------------------------|--------------|
| 6. PAGAN LOVE SONG | ORCHESTRA |
| 7. MILKMAN, KEEP THOSE BOTTLES QUIET | KING SISTERS |

FINAL ROUND

COMMERCIAL FOUR

- | | |
|---------|-----------|
| 8. AMOR | ORCHESTRA |
|---------|-----------|

ATX01 0116830

WEAF

THE AMERICAN TOBACCO COMPANY

8-30-44

MAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #336

10:00-11:00 PM EDT

AUGUST 30, 1944

WEDNESDAY

Program originates at the Navy West Coast Sound School, Point Loma, California, with switchovers to NBC, New York, for commercials and closing.

(FROM NEW YORK)

RUYSDAEL: Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

RIGGS: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

SHARBUTT: Sure, brother!
(Ex. G.)

RUYSDAEL: You said it!

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

RIGGS: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO SAN DIEGO, CALIFORNIA)

(FROM SAN DIEGO, CALIFORNIA)

ORCHESTRA: "LUCKY DAY" THEME

NORMAN: LUCKY STRIKE presents for the entertainment of Uncle Sam's fighting men of the U. S. Navy's West Coast Sound School, Point Loma, California, and for the Navy's sound crews on the high seas -- Kay Kyser's College of Musical Knowledge, with Sully Mason, Ish Kabibble, Don Leslie, the King Sisters, and starring --
PHIL HARRIS!

AUDIENCE: YEAH, NAVY! ~~SONAR!~~ HOOYAY!

ORCHESTRA: KYSER THEME

(AUDIENCE APPLAUSE UP BIG)

HARRIS: Gee, thanks, fellows. And how are all you pretty things?

AUDIENCE: FOUR OH, BO!

HARRIS: Four oh, bo? I'll say you are! And man, we're going to break things up in small pieces here tonight as we hold class with Uncle Sam's fighter-technicians at the Navy's West Coast Sound School, Point Loma, California. These men use all kinds of systems of communications, like radio, blinkers and wigwag. I met a girl down here.

FORMAN: Could she signal?

HARRIS: No, man. But what a wigwag. She wigged and I wagged.

FORMAN: But how did you get that black eye?

HARRIS: I zigged when I should have zagged. You know, these fellows work around sound so much that it develops their ears. Man, their ears are so developed they can hear a marshmallow fall on a felt rug. Last night one of them heard a centipede run across the floor and he said, "Too bad. Only 98 legs!" These fellows are experts on underwater communication, and it's really tough. You call the base and call the base. Just when you think you've got contact a halibut answers and says, "Shut up." There I was, in the shack ... listening, waiting for the instrument to go 'ping'.

FORMAN: When a ship went by, did the instrument go 'ping'?

HARRIS: No, Bill. A wave went by and I went BOINNNGGG!

FORMAN: Phil, that's enough about 'ping'. These men want a sing at that \$115 in War Bond prizes.

(MORE)

HARRIS: Well, Bill, I'm gonna give 'em a romp, but as Kay would say, first cats, come on, and let's stomp.

1. I'LL GET BY ORCHESTRA

2. YOU MAKE ME DREAM TOO MUCH DON LESLIE

(APPLAUSE)

(FROM SAN DIEGO, CALIFORNIA)

HARRIS: Ah, that was swell -- you were really cookin' there!
And now let's call on our friend, Basil Ruysdael ...

(FROM NEW YORK)

RUYSDAEL: Many things may change with the years, ladies and gentlemen, but here's one thing you can depend on -- always ... Lucky Strike means fine tobacco -- yes, first, last and always, Lucky Strike means fine tobacco. And remember that this very week, at auctions in the Southland, Lucky Strike is again buying for you the riper, the naturally milder Lucky Strike tobacco. Independent tobacco experts present at the auctions can see just who buys what tobacco. And sworn records show that among such independent 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 SAN DIEGO, CALIFORNIA)

FORMAN: First round contender, Phil!

ISH: (TRUMPET)

HARRIS: Who's that blowing that sour horn?

ISH: It's Ish K. Bibble's Hour of Corn!

HARRIS: Oh, fine. What's your theme song, Ish?

ISH: Ish you is or ish you ain't my baby!

HARRIS: That's a lulu.

ISH: Yeah. (SILLY LAUGH)

HARRIS: Okay, shoot, droop!

ISH: Okay...Quiz Program!

HARRIS: Who are you...Dr. Low I.Q.?

ISH: Thank you, Phil. Say, you look a little ping happy!

HARRIS: Get on with the quiz, Diz!

ISH: Okay. Our first question is from Mrs. Opentrap of Hunter's Point, California, who, on accounta we're here at the Sound School asks the following question: What kinda sound is this?

SOUND: PLANE IN POWER DIVE

HARRIS: That's easy. A plane in a power dive.

ISH: One hundred per cent wrong. That's a malted milk mixer with a tough piece of ice cream. Now try this one, Curly.

SOUND: WHISTLING BOMB WITH DULL THUD

HARRIS: Easy - it's a bomb. But it sounded like a dud.

ISH: Fifty percent wrong. What's a dud?

HARRIS: A dud is something that doesn't go anywhere.

ISH: Like a seaman in San Diego. Now for your last question - ~~what kind of a sound does a Serviceman make when he spies a beautiful blonde?~~

HARRIS: Ish, I've had enough quizzin'. From what you've seen of Navy life, what do you think of it?

ISH: Well, Navy life is okay, I guess, but there's too much drilling and fussing between meals.

HARRIS: How about the new recruits?

ISH: Oh, that there now's tough ... a new recruit or boot has to get used to a few new turns.

HARRIS: A few new turns?

ISH: You bet, at night you turn in, then just as you're about to turn over, a master-at-arms turns up and says, "Turn out."

HARRIS: Oh, go away, Ish.

ISH: And speaking of turn out, I have just turned out a new poem about a seaman at Point Loma.

HARRIS: Okay ... a soaman at Point Loma ... read, keed.

ISH: Okay ... a seaman at Point Loma ...

Here rests the frame of Jerry MacSnack

Who almost died of a heart attack.

His cleaning was promised for Friday forenoon,

But Wednesday he fainted ... it come back 2 days too soon.

(APPLAUSE)

8/30/44

FORMAN: First contestant, Phil.

HARRIS: And he is _____.

1. Seaman John Spaulding of Great Lakes, Illinois, says these Sound School men really train their ears. When the petty officers start in on them, they don't hear them yelling and screaming... they just say, (PLAY) Yes, it's just like music, But the girls' ears around here are getting developed too. When these guys start in, the girls say (PLAY). Yes, today a girl called a sailor a wolf. "Imagine that," said the gob. "How could any girl call a sailor a wolf?" "Well, you must be one", the dame replied, "because (PLAY).

2. Since you Navy Sound men are the ears of the fleet, Pvt. Francis Nardo somewhere overseas, wants us to give you a (PLAY). In the nursery story, who said:

YVONNE: Oh Grandma! What big ears you have!

HARRIS: Yes, she was the first girl who got the best of a wolf.
What news broadcaster of olden days went around calling:

FORMAN: Hear ye! Hear ye! Hear ye!

HARRIS: What does it mean to have 'an ear to the ground?' Can you play swing on an ear trumpet?

4. ALT. You Navy Sound technicians are known as the 'keepem beepen' boys, so we want to try you on a beep-beeper. Our band will play a fast overture, and everytime the band stops, you say 'beep'. I'll try it once for you to show you how it goes. (PLAY).

THE WOMAN YOUNG AND THEN TO THE RESCUE CAME (PLAY).

4. Speaking of bottles, radio tubes are sometimes called bottles, so let's make with a bottle question. Pvt. E. E. Bozarth of Camp Pendleton, is sure you can name this song. (PLAY) What's a bottleneck?

CONT: A bottleneck is something that keeps you from going places.

HARRIS: Like an S.P. Now milk comes in bottles, but you've got to know how to get it in those bottles. Let's see if you would make a good milk man. The orchestra is going to play "Blue Danube", and every time they stop, you take these two seltzer bottles and furnish the Cow Cow Boogie beat. We'll play it once through for you to give you the idea. (PLAY)

5. Tonight the College of Musical Knowledge has not one visiting Dean, but a whole handful. Yes sir, five of 'em ... the Extra Duty boys from Point Loma. Let's get 'em out here. (APPLAUSE) Now let's see if you can tell Sgt. Jack Kittrell somewhere in the South Pacific what tunes the boys are playing. (PLAY) (PLAY).

HARRIS: By the way, this week marks the 31st Anniversary of Naval Aviation. The Navy's shore and carrier based fliers have set one of the outstanding combat records of this or any war, so how about a hand for your buddies, those hard-slugging Navy fliers!

(APPLAUSE)

6. We agree with Philip Bell of Grando, Florida, that the radio engineers and soundmen of the Navy Sound School have made scientific history. To me, the way you people handle communications has always been (PLAY). Yes, thanks to the Navy Sound School, Victory is a little nearer, and together with all branches of the Navy we are tracking down and exterminating our enemies (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

FORMAN: First winner, Phil.

HARRIS: Thank you, Bill Forman. And the winner is _____.
He won it fair, and he won it square, so smoke a Lucky
Strike while the chillun tread.

3. STRAIGHTEN UP AND FLY RIGHT SULLY MASON

(APPLAUSE)

Commercial #2 (Q)

(I'm going to college, sir ... to Notre Dame. And what's more ...
I'm going to play football!)

(FROM SAN DIEGO, CALIFORNIA)

HARRIS: Good old Sully Mason ... Yeh man, you beat that one down
to a thick gravy, for the Navy. Thanks gang, very much.

(FROM NEW YORK)

FOONE: (CHANT - SOLD AMERICAN)

SHARBUTT: Let that historic chant remind you 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.

RIGGS: (CHANT - SOLD AMERICAN)

ROCKNE: I'm going to college, sir ... to Notre Dame. And what's
(12) more ... I'm going to play football!

DELMAR: If you had been standing on the football field of
Chicago's North Division High School ... one November
afternoon in 1900 ... you might have noticed a slightly
built 12-year-old boy on the players' bench. There he
sat, shivering under the folds of his heavy blanket,
following every play with his eager flashing eyes. And
whenever one of his teammates left the field, this little
chap would turn almost pleadingly to the school coach ...
as if to say ... "Please, can't I get a chance to play?"
This went on game after game, for a long time, until one
day the kindly, grey-haired coach put his arm about the
boy's shoulders and said ...

(MORE)

Commercial #2 (Q) - (CONTD)

(I'm going to college, sir ... to Notre Dame. And what's more ...
I'm going to play football!)

COACH: You know, Rock, you've shown plenty of courage. But
(45) you're small for your age and ... well, you're just not
 right for the game.

DELMAR: This might have ended the story -- But the boy stuck it
 out. For three years he kept on ... standing up against
 the first team in practice sessions ... reporting for game
 after game ... sitting hour after hour on the sidelines.
 Then came graduation day, and as the youngster hurried
 across the yard with his diploma tucked under his arm,
 the coach stopped him ...

COACH: Well, Rock, now that your highschool days are over ...
 what are your plans?

ROCKNE: My plans, sir? Why, I'm going to college ... to Notre
(16) Dame. And what's more ... I'm going to play football!

DELMAR: "I'm going to play football" -- yes, and the boy did play
 football, a new kind of football that was more brain than
 brawn, fast, skillful, scientific, breath-taking ... a
 brand of lightning football that brought thousands of
 Notre Dame fans to their feet ... shouting like madmen the
 magic name of "Rockne! Rockne!" Rockne! ... Yes, this
 was Knute Rockne who stuck it out, who won against the
 odds, who went on to fame as a great coach, living by the
 same creed with which he inspired the fighting sons of
 Notre Dame ...

(MORE)

WLY KYSER

- 6 -

8-30-44

Commercial #2 (Q) - (CONTD)

(I'm going to college, sir ... to Notre Dame. And what's more ...
I'm going to play football!)

ROCKNE: A real athlete must have energy, guts, self-control ...
(40) and above all ... the ability to get along with others
 on his team. And come to think of it ... those same
 rules apply to the game of living.

DELMAR: Energy, guts, self-control ... and the friendly regard
 for others that spells true sportsmanship ... this is the
 quality of a man. And this was the quality of a beloved
 American whose name became a symbol for the Nation's love
 of fair play and good sportsmanship. This was the quality
 of Knute Rockne ... coach, teacher, football wizard,
 builder of men!

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

- 6 -

ATX01 0116844

KAY KYSER

- 7 -

8-30-44

Commercial #2 (Q) - (CONTD)

(I'm going to college, sir ... to Notre Dame. And what's more ...
I'm going to play football!)

SHARBUTT:
(Quality
Closing
"C")

Quality is the measure of a man. And, ladies and gentlemen, quality is the measure of a product ... for quality of product is essential to continuing success.
The quality of Lucky Strike can be summed up in five simple words ... 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.

ROONE: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT
LS - MFT
LS - MFT

SHARBUTT: It takes fine tobacco to make a fine cigarette. Remember -
(Impulse
Tag #5) Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco.

(SWITCHOVER TO SAN DIEGO, CALIFORNIA)

- 7 -

ATX01 0116845

ORCHESTRA: KING SISTERS INTRODUCTION

HARRIS: Now for you men who go for those "pings" ... here are the Kings. Those lovely KING SISTERS! (APPLAUSE) And while all these men in blue listen ... come on, you Kings ... glisten.

4. THE VERY THOUGHT OF YOU KING SISTERS

(APPLAUSE)

QUARTET: "ANCHORS AWEIGH"

QUARTET: "ANCHORS AWEIGH" FADE FOR:

SOUND: WIRELESS

FORMAN: This is the Navy Sound School
Where the Navy trains it's ears.
These men who fight with science
That our tottering enemy fears.
When the roar of the battle's loudest
With a spirit of do or die,
Their story is told on horizons
Where the Sea meets the flak-filled sky.
These are the Navy's fighting sound men.

LOCAL NBC STATION SAYS: *

"STATION X X X SALUTES THE NAVY'S SOUND CREWS"

ORCHESTRA: KYSER MARCH

FORMAN: Here's our first second contestant from West Coast Sound.

HARRIS: Let's start that ever-lovin' second round.

ISH: Just a second! Just a second! I got a novel here wrote by that there now dame I been running around with.

HARRIS: You mean fair-haired Astaire from Pacific Square?

ISH: No. Rhinoceros-faced Lou from the San Diego Zoo.

HARRIS: Oh, that pretty one! I knew her father well...he was a Hippopotamus.

ISH: How do you know her father was a Hippopotamus?

HARRIS: She was certainly hippy, with a large pottamus ... Read your novel, Ish.

ISH: Ohhhhhhhh...the young sailor was walking along the beach with his sweetheart, Scivarella Sonar. I love you, he reiterated.

ALYCE: I love you, too,

ISH: She beeped.

ALYCE: You are near to me, yet you are so far away from me.
In fact...

ISH: She burped.

ALYCK: The farther away, the better.

ISH: Suddenly a smile came from her eyes and crept across her face. But when it seen what it had crept across it cringe and crept back again. You are so lovely, he accumulated. Your lips, your teeth, like two slabs of rare prime ribs, rampant on a field of tomb stones. As she chuckled over this jolly ~~remark~~ she suddenly said,

ALYCE: To me you are the beginning of a new summer. To me you are the essence of Spring!

ISH: If I am the essence of Spring, why don't you come closer?

ALYCE: I can't spring that far!

ISH: Was her snappy come-back. Suddenly she wrapped her eight arms around his torso. You must be an octopus, he shot at her.

ALYCE: Why do you call me an octopus?

ISH: She queried. His come-back was direct and to the point. Because, was his snappy rejoinder, you're the only babe that ever run her fingers through my hair, scratched my back, and picked my pocket at the same time.

FORMAN: As I said before, Phil, here is our first second round contestant.

HARRIS: And he is _____ |

1. Here's one about the Navy Sound School from Seabee Perry Williams of Camp Rousseau, California. He says one of the men here got so interested in the underwater instruments, his mates started calling him (PLAY) Yes, in fact, "Echo" spent so much time listening to those 'beeps' his girl got mad and said "You're just a (PLAY). At that, "Echo" got mad himself. He said, "Listen, Sugar, to you I may be just a Johnny One Note, but away from this base I'm known as (PLAY).

2. Since we're saluting the Sound School, Virginia Craig of Morganstown, North Carolina, wants us to ask you where is Puget Sound? Can you name two states that border Long Island Sound? When do you use the command 'sound off'? ~~What columnist uses a department he calls 'sounds that pass in the night'?~~ What is a sound truck?

3. You have sharp ears, so Seaman Robert Little of Camp Parks, wants us to play Kay Kyser's theme song, "Thinking of You", the way a certain other orchestra might play it if it were his theme. You listen and tell us who the orchestra is. (PLAY) This fellow used to feature triple tonguing in his brass section, and if "Thinking of You" were his theme, he might play it this way. (PLAY).

4. You fellows here have to listen to everything, so for David Leslie of Minneapolis, we want you to (PLAY) You'll be the mocking bird in this case, and we want you to mock a signalman passing you on another ship. You take this Navy megaphone, and repeat everything you hear him say in your best fog horn voice.

MAX: Ship ahoyyyy!

CONT: Ship ahoyyyy!

MAX: Steady as you go!

CONT: Steady as you go!

MAX: Where are you bound for?

CONT: I'm bound for Pacific Square!

5. Just for fun, we're going to take the right words out of some song titles and put the word "sound" in their place. You restore the right words and name the songs. First tell Patty Berry of Toledo, Ohio, what this is: 1. I Heard you Sound Last Night. 2. Put Your Sound Around Me, Sound. 3. You'd be Sound to Sound To. 4. When the Sound Sound Sound Comes Sound Sound Soundin' Along.

6. Barbara Sullivan of Chicago, sends this one in, in honor of the Navy. She says Tojo finally got worried about the U.S. Fleet and he said to his spies "Is the U.S. Navy bigger than ours? I want the straight dope, so (PLAY) "Bigger," his spies told him, "it's bigger, stronger, tougher and everything!" Tojo got mad and said, "Honorable ancestors were not on their toes. Honorable ancestors should have given a bum steer to

(PLAY)

(APPLAUSE)

SOUND: CLASS BELL

HARRIS: Come here, Vonnie ... what do you think of these men at the Navy Sound School?

VONNIE: Oh, Phil, they're darlings ... these boys are just like the answer to a maiden's prayer.

HARRIS: There's only one thing wrong.

VONNIE: What's that? What's wrong with being like an answer to a maiden's prayer?

HARRIS: When they get a liberty pass, they try to answer all their prayers at once. But Vonnie, honey, why didn't you ride in the car with me instead of coming down in the bus?

VONNIE: I know my animals. A greyhound is safer than a wolf.

HARRIS: But seriously Vonnie, these men know the technical aspects of sound and radio. Now in radio there are two kinds of waves, short waves and long waves.

VONNIE: But Phil, what's the difference between long waves and short waves?

FERDY: I'm a short wave.

SLIM: I'm a long wave.

HARRIS: Oh man! Say Vonnie, did you have any difficulty finding the sound school today.

VONNIE: Oh, that was easy.

HARRIS: Easy, what do you mean?

VONNIE: When I came in the main gate the sailors sounded me out.

HARRIS: But Vonnie, you don't know the Navy. In the Navy they take soundings by throwing a line.

VONNIE: And boy, can these men throw a line.

FORMAN: Second winner, Phil Harris.

HARRIS: Thanks, Bill Forman. And the winner is _____.
Nice going. You made a good showing. Light up a Lucky
Strike and start rowing for that final round, as the
cats get going.

5. IS YOU IS OR IS YOU AIN'T PHIL HARRIS

(APPLAUSE)

(FROM SAN DIEGO, CALIFORNIA)

HARRIS: Nice goin', gang. You can take my word ... that's the best I've heard. And now, here's Del Sharbutt ...

(FROM NEW YORK)

NIGGS: (CHANT - SOLD AMERICAN)

SHARBUTT: Quality is the measure of a man -- Knute Rockne proved that in his own life. And quality is the measure of a product -- that's a fact proved by the statements of independent tobacco experts -- men like Mr. Roy L. Daniel of Durham, North Carolina, who recently said ...

MR. DANIEL: At the auctions, I can see just what grades of tobacco each buyer gets. And, I know that Luckies consistently buy the finer grades of high quality tobacco -- the kind that is light and mild. That is why I've smoked Luckies for 15 years.

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

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

BOONE: (CHANT - SOLD AMERICAN)

REMAR: A friendly suggestion: For your own greater enjoyment,
(Impulse
Tag #3) smoke the smoke tobacco experts smoke - Lucky Strike.

(SWITCHOVER TO SAN DIEGO, CALIFORNIA)

FORMAN: Phil, from that sound, this must be the final round.
HARRIS: And Professor Kay Kyser has his ear to the ground, so
let's be sharp, cats. And our first finalist is _____

1. We're mighty proud of what you sailors are doing on the seven seas, and since you spend most of your lives on the water, we think it's appropriate to devote our final round tonight to water. So water we waitin' for? Right off the bat, here are two songs with water in their titles and Dorothy Otto of West New York, New Jersey, wants you to tell us what they are (PLAY). Can you name a female singer with 'water' in her name? ~~What river is known as "The~~ Father of Waters"?

2. Here's one from Corp. Andrew Brodhead of Camp Cooke, California. He wants to know what's by what kinds water in this song. (PLAY) Is Niagara Falls moving backwards? From the following bodies of water, name two well-known girls: river, lake, stream, pond, ocean.

3. Let's see what you can do with this one about 'water' from Pat Benes of Baxter Springs, Kansas. (PLAY). Distinguish between water rings and water mark. Does water contract or expand when it freezes?

4. Shirley Grosbier of Milwaukee, says a round on water would never be complete without playing one of Gene Austin's old favorites called (PLAY). What's the chemistry term for water? ~~What's Latin for water?~~
Did a man named Waterman invent the fountain pen?

(APPLAUSE)

SOUND: CLASS BELL

(FROM SAN DIEGO, CALIFORNIA)

FORMAN: Shall I name the man who leads the Kollege?

HARRIS: First let's hear some tobacco knowledge!

(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.

DELMAR: Yes, Lucky Strike means fine tobacco, so round, so firm,
so fully packed, so free and easy on the draw.

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

BOONE: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO SAN DIEGO, CALIFORNIA)

(FROM SAN DIEGO, CALIFORNIA)

(PANFARE)

FORMAN: The final winner, Phil Harris!

HARRIS: Thanks, Bill Forman and he is _____!
Man, the going was rough, yes it was tough, but here's
the fifty buck War Bond prize for knowing your stuff.
Second man, you were fine, here's a twenty-fiver right
on the line. The other four, let's see you reach, you
get ten bucks in stamps, each. All six get a carton of
Lucky Strikes. And that ain't all, to one and all, short
and tall, a package of better than ever LUCKY STRIKE
CIGARETTES!

(CHEERS)

8. AMOR ORCHESTRA)

(APPLAUSE)

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

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

ORCHESTRA: KYSER THEME

FORMAN: Now at the request of the United States Government, and speaking for the United States Government, Phil Harris brings you the following message. Subject, War Production Manpower. Phil Harris.

HARRIS: Do you know that the present war production manpower situation is our number one home front problem? Allied victories are numerous ... the news in Europe and the Pacific is most encouraging ... but let us not forget the war is not yet won. There are many hard battles ahead. Battles that will require all the tanks, and planes, and guns, and supplies we can produce. These necessities of war will take all the manpower we can muster together. So don't let down. If you have a job in a war plant or an essential industry, keep it, don't quit. Stay on the job. If you let down at home, you're letting our Armed Forces down 'over there.' Here's a thought for all of us ... six million Americans are fighting overseas, here at home let's all remember that until final victory everywhere, winning the war still comes first with every last one of us.

(APPLAUSE)

ORCHESTRA: KYSER THEME

HARRIS: Well, gang, that's all 'till next Wednesday. Our thanks to Captain E. W. Young, Lt. Neo Johns, and all you men for a true Navy welcome here today. ~~These skillful soundmen of Uncle Sam's fighting Navy, ladies and gentlemen,~~ operate a vast and intricate communication system from ship to ship, on and below the sea. They are the ears of the fleet and they have contributed a mighty part of our victory against the sea-borne forces of Japan and Germany. For your skill and bravery on all the fighting fronts, America says to you Navy soundmen, "Thank you very much".

Next week we'll be holding class with Uncle Sam's sharp shootin', high-flying aerial gunners at The Flexible Gunnery School, Las Vegas Army Air Field, Las Vegas, Nevada. Until then, this is Phil Harris saying so long for Professor Kay Kyser and all the gang.

(APPLAUSE)

ORCH: LUCKY THEME

(SWITCHOVER TO CHICAGO AT 58:35)

CHICAGO
ANNCR:

This program was presented by Lucky Strike for the entertainment of the fighter-technicians of the United States Navy at the West Coast Sound School, Point Loma, California. Defend the Constitution! Buy War Bonds!

(FROM NEW YORK)

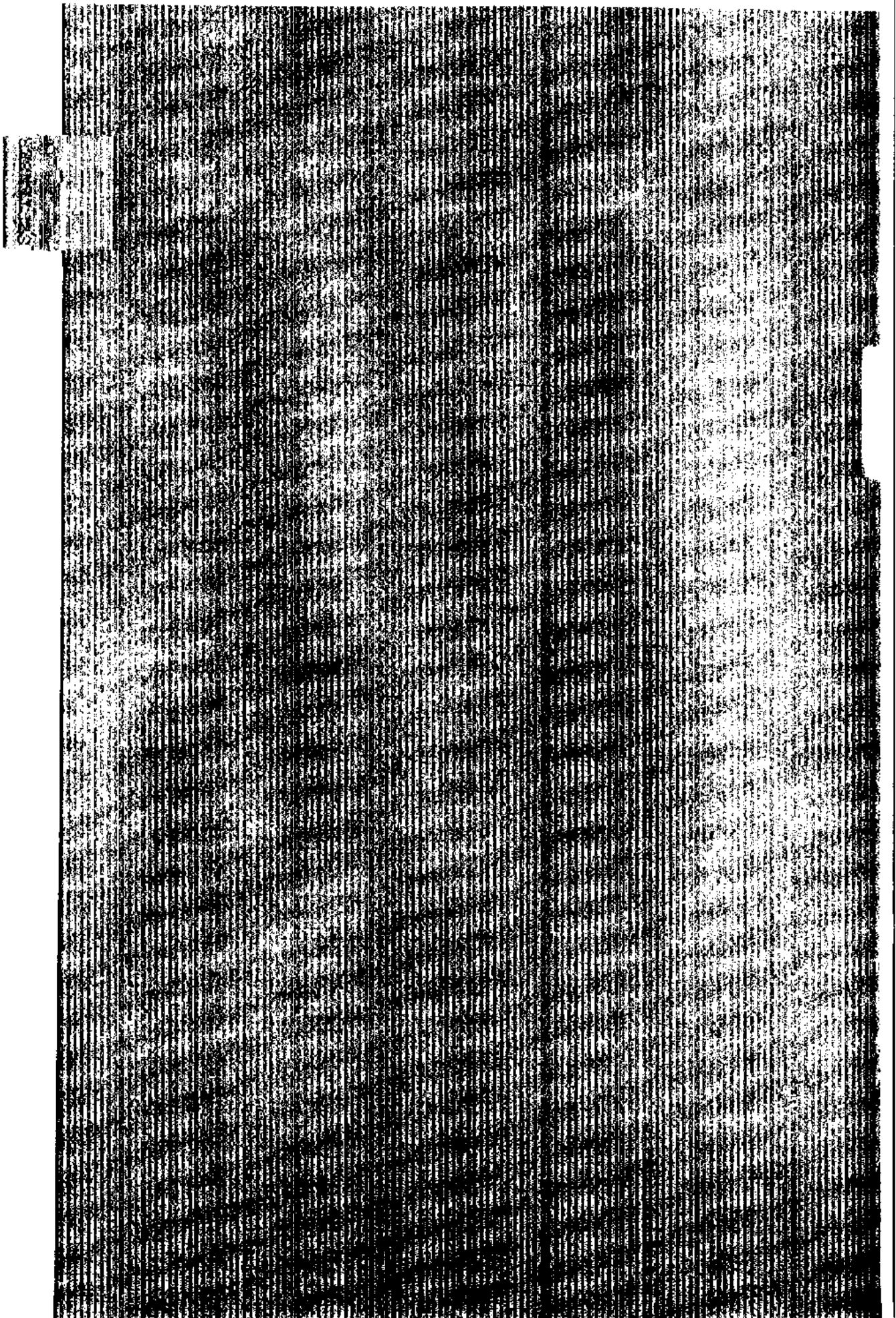
RUYSDAEL: The famous tobacco auctioneers heard on tonight's program were Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina - (CHANT - SOLD AMERICAN) and Mr. F. E. Boone of Lexington, Kentucky - (CHANT - SOLD AMERICAN). Basil Ruysdael speaking for the makers of Lucky Strike the cigarette that means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

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT
LS - MFT
LS - MFT

SHARUTT: A friendly suggestion: For your own greater enjoyment, (Impulse
Tag #4) smoke Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw.

NBC
ANNCR: 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 EWT
DATE: SEPTEMBER 6, 1944 - #337 REPEAT: _____

"KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE"

ROUTINE

As Broadcast

- | | |
|-------------------------|------------|
| 1. SWINGING ON A STAR | ORCHESTRA |
| 2. AN HOUR NEVER PASSES | DON LESLIE |

COMMERCIAL ONE

ROUND ONE

- | | |
|--|-------------|
| 3. THERE'LL BE A HOT TIME
IN THE TOWN OF BERLIN | SULLY MASON |
|--|-------------|

COMMERCIAL TWO

- | | |
|--------------------|--------------|
| 4. I'LL WALK ALONE | KING SISTERS |
|--------------------|--------------|

STATION BREAK

ROUND TWO

- | | |
|-----------------------|-------------|
| 5. MINNIE THE MERMAID | PHIL HARRIS |
|-----------------------|-------------|

COMMERCIAL THREE

- | | |
|-------------------------------|----------------------|
| 6. SNO-QUA-LI-MIE JO-JO | KING SISTERS |
| 7. PAGAN LOVE SONG | ORCHESTRA |

FINAL ROUND

COMMERCIAL FOUR

- | | |
|-------------|-----------|
| 8. TOGETHER | ORCHESTRA |
|-------------|-----------|

ATX01 0116865

WEAF

THE AMERICAN TOBACCO COMPANY

9-6-44

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #337

10:00-11:00 PM EWT

SEPTEMBER 6, 1944

WEDNESDAY

Program originates at Las Vegas Army Air Field, Las Vegas, Nevada, with
switchovers to NBC, New York, for commercials and closing.

(FROM NEW YORK)

RUYSDAEL: Lucky Strike means fine tobacco, so round, so firm, so
fully packed, so free and easy on the draw.

BOONE: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

DELMAR: You bet!
(Ex. H)

SHARBUTT: And how!

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 LAS VEGAS, NEVADA)

(FROM LAS VEGAS, NEVADA)

ORCHESTRA: "LUCKY DAY"

FORMAN: LUCKY STRIKE presents for the entertainment of the fighting gunners of the Flexible Gunnery School, Las Vegas Army Air Field, Las Vegas, Nevada -- Kay Kysor's College of Musical Knowledge starring PHIL HARRIS!!

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

FORMAN: America hails the aerial gunners of her victorious Army Air Forces!

AUDIENCE: "YEAH AIR FORCES!" "GUNNERS!" "HOO-RAY!"

ORCHESTRA: KYSER THEME

(AUDIENCE APPLAUSE UP BIG)

HARRIS: Gee thanks fellows, and how are all you pretty things?

AUDIENGE: FINER'N FUZZ, COUSIN.

HARRIS: You're finer'n fuzz, Cousin! And we're really buzzin' 'cause we're holding class with Uncle Sam's sharp-shootin' aerial gunners at the Flexible Gunnery School, Las Vegas, Nevada. Ah yes, man. That beautiful Las Vegas. All day the fliers here work hard with those B-17's ... then at night they go into Las Vegas and work even harder for those Seven-come-elevens. This morning I was out walking in the desert ... I happened to shake two rocks together and a gopher gumped up and said, "You're faded!"

FORMAN: Phil, this training is pretty rugged here, isn't it?

HARRIS: Yes, it is, Bill Forman. But the officers try to instill the best principles. I heard the general say to a rookie, "Go forward! Always remember what I said, young man, and regardless of the circumstances, go forward!"

FORMAN: And what did the soldier say?

HARRIS: "Yes sir," he said. "But sir, how can I go forward at this camp, when every Saturday we have 'retreat'?"

FORMAN: Well, Phil, have you learned anything about gunnery here?

HARRIS: I'll say I have. I watched them firing. I saw a perfect 30-calibre and it went 'Bing'. I saw a perfect 50-calibre and it went 'Bang'. And last night in Las Vegas I saw a perfect 36 and I went 'BOINNNGGG'!

FORMAN: Phil, you're not fooling, but these gunners want to start their schooling for our \$115 in War Bond Prizes.

HARRIS: That's right, Dean. But while they're takin' aim,
Professor Kyser says to grab a dame and come on 'cause
these cats ain't tame.

1. SWINGING ON A STAR ORCHESTRA
2. AN HOUR NEVER PASSES DON LESLIE

(APPLAUSE)

(FROM LAS VEGAS, NEVADA)

HARRIS: Ah, that was beautiful -- yesser! Really beautiful. And now, it's your turn, Del Sharbutt ...

(FROM NEW YORK)

SHARBUTT: Ladies and gentlemen, you want real, deep-down smoking enjoyment from your cigarette -- well, that smoking enjoyment depends on the quality of the tobacco that goes into it. So in selecting your cigarette, remember ... Lucky Strike means fine tobacco - yes, first, last and always, Lucky Strike means fine tobacco. And this very week at tobacco markets in the Southland, Lucky Strike is again buying for you the riper, the naturally milder Lucky Strike tobacco. Independent tobacco experts present at the auctions can see just who buys what tobacco. And sworn records show that among such independent experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1!

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: Lucky Strike means fine tobacco - and fine tobacco means greater smoking enjoyment for you. So smoke the smoke tobacco experts smoke - Lucky Strike.

(SWITCHOVER TO LAS VEGAS, NEVADA)

9/8/44

FORNAN: Phil, these gunners want to make their first round tries!

HARRIS: Well, toot the startin' trumpet and let 'em get wise!

ISH: (TRUMPET) Ishkabibble's newspaper of the air!

HARRIS: Oh, hello, eight ball-head. Newspaper, eh? How's the circulation?

ISH: A little anemic.

HARRIS: Well, go ahead, Ish. Read.

ISH: Okay. Advertisement: Why not spend your vacation in beautiful Paradise Valley?

HARRIS: Pair of dice is right.

ISH: Close to city of Las Vegas sometimes known as Crap Table Hollow. Now, while in Las Vegas why not go to Ishkabibble's Rendezvous for a good clean game of blackjack. If you're not clean when you come in, you will be when you go out.

HARRIS: Any other nice vacation spots around here?

ISH: Yeah, there's Indian Springs...that reminds me. I gotta go home and build a fire under grandma's bed.

HARRIS: Why?

ISH: She's always wanted to spend the fall in Hot Springs.

HARRIS: How about the news!

ISH: Yeah. News bulletin! Las Vegas! Phil Harris seen walking down street with girl.

HARRIS: One? I got plenty around here. She was only one of twenty!

ISH: You said it! She looked like one of a twenty-mule team!

HARRIS: I result that!

ISH: But you ought to of seen the one I had. I call her Borax.

HARRIS: Borax. Because she looks so clean?

ISH: No, because she looks like Borax Karloff...I almost got a date with one of them pretty Indian girls that belong to the Spearamint tribe.

HARRIS: Spearamint? You mean Panamint!

ISH: Spearamint! I almost had her out, but her father gummed up the works.

HARRIS: How about some war news?

ISH: Oh yeah, sure. Argonne Forest!

HARRIS: Hey, Ish, just where is the Argonne.

ISH: It's any old place in Europe.

HARRIS: Any old place?

ISH: Yeah, and to prove it, I got a poem about same.

HARRIS: Read.

ISH: Okay. Ohhhhhh, morning, midnight, noon or dawn
When the Yanks get there, the Germans Argonne!

FORMAN: First contestant, Phil.

HARRIS: And he is _____.

1. Joseph Swinick of Brooklyn, New York sends us this one about a gunner just in from a delightful vacation resort near here, the Indian Springs Country Club. Well, this gunner couldn't get enough shooting, so at a Las Vegas shooting gallery he met a good looking gal. She said to him, "Soldier, I like your looks. Let's shoot at these targets and if you win, I'll play off with a kiss...you know, a little (PLAY). "But if I win", the girl said, "I get your paycheck. Is it a deal?" "I'll say it is", the soldier said, and the gal started to shoot. Wham, bang, zowie, the targets went down. The gunner took one look, handed over his money and said, "Even a soldier can't outshoot a (PLAY)

2. ~~THE~~ There are names of several famous stars of the screen and radio hidden in the following story about flying, and Mrs. Laverne Beagle of Pacific Grove, California, wants you to listen carefully and pick out four of the hidden names. "There once was a gunner who saw a grasshopper plane in a field. "What a pretty hopper", said the gunner, "I'll bet it climbs like a byrd. And my, it has a devine cowl." So against rules, the beginner climbed in, and gave her the power. He made a couple of fair banks, hit an eddy, tore the seat out of his pants, and sparks were flying when he skidded straight across the runway into the pitts."

3. ~~ACT~~. Since we're at the Gunnery School, Eve Shortridge of Hannah, North Dakota, wants you to listen to these tunes and sound effects and tell us what schools or colleges these are. (PLAY). And what school is this? (SOUND). And now how about this one? (BAND). And this one? (QUARTET). And what does this sound effect imply? (SOUND).
CONT: That's a gunner with a four hour pass on his way to Las Vegas!

4. LaReme Morehead of Fresno, Texas, would like to have you identify this song and tell us the name of the radio personality who made it famous. (PLAY). That's fine. Say, we have a set of ⁵~~ten~~ regular Air Forces drinking steins here, and all ~~ten~~ of them are filled with root beer. We're going to play "The Stein Song" again, and let's see how many steins of root beer you can drink before we finish playing. If you get them all down, maybe the King Sisters will come over here and give you a little affection as a reward. But wait a minute...after each stein, we want you to pause long enough in your drinking to say, "I love Retreat Parade". Got it? Let's go. (PLAY)

5. Our Visiting Deans tonight are two of your own boys. Corp. George Afinsoff of San Francisco and Pvt. Don Ripps of New Orleans. Let's get 'em out here. (APPLAUSE) Pvt. Ripps plays the breath Wurlitzer - a mouth organ, and the Corp. joins in on the guitar. Now for Bob Saltenborn of Las Vegas, Nevada, identify this tune for us. (PLAY) Now what tune is this? (PLAY) And now this one (PLAY).

6. While here, we want to say that we've been privileged to share in the wonderful hospitality of the city of Las Vegas. It's still a frontier town, and believe me, around here everyone says (PLAY). Yes sir, America, if you come to Las Vegas, Nevada, you'll find the real American West, where you can see Indians, prospectors, buckeroos, and meet a real, live (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

- 8B -

FORMAN: First winner, Phil.

HARRIS: And he is _____! Man, you win the first round cap and tassle, have a Lucky Strike while the kids all rassle!

3. THERE'LL BE A HOT TIME IN THE TOWN OF BERLIN... SULLY
(APPLAUSE)

(PHIL: Cue top of next page)

- 8B -

Commercial #2 (Q)

(And Willie ... lemme tell you semethin' else. You're never goin' to amount to a hill of beans!)

(FROM LAS VEGAS, NEVADA)

HARRIS: ... ah yes, man. You're darn tootin', that was sharp-shootin'. Thanks gang for a swell job.

(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 - so round, so firm, so fully packed, so free and easy on the draw.

BOONE: (CHANT - SOLD AMERICAN)

TEACHER: And Willie ... lemme tell you semethin' else. You're never goin' to amount to a hill of beans!
(WESTERN,
40)

RUYSDAEL: If you could have looked inside the little prairie schoolhouse at Tahlequah, Oklahoma ... on a Spring day just half a century ago ... you would have seen a group of children sitting row on row, on simple wooden benches. There they sat ... little girls in calico ... and sturdy boys in blue denim ... listening attentively as their overall-clad teacher read aloud. But there was one sandy-haired little fellow, in leather chaps and a flannel shirt, who kept twisting in his chair and looking out the window. Suddenly he leaned down, picked up a coil of rope -- his own tiny lariat.

(MORE)

KAY KYSER
Commercial #2 (Q) - (CONTD)

- 5 -

9-6-44

(And Willie ... lemme tell you somethin' else. You're never goin' to amount to a hill of beans!)

HUYSDAEL:
(CONTD) In a twinkling he had the line circling about his head. Then the noose went skimming across the room straight to its target -- a freckle-faced pupil in the last row. Instantly the teacher slammed down his book, pointed a finger at the sandy-haired lad with the laughing blue eyes ...

TEACHER: That's the last bit of ropin' you do in this schoolhouse. And Willie ... lemme tell you somethin' else. You're never goin' to amount to a hill of beans!

HUYSDAEL: You're never goin' to amount to a hill of beans! If ever a prediction missed its mark -- that one certainly did. For this little boy with the embarrassed grin and the slow, drawling voice was ... Will Rogers. And within a few years, men and women would stand for hours just to catch a glimpse of his gangling form ... just to see him amble out on some lecture platform, to watch him spin his lariat and hear him say ...

ROGERS:
(30) Of course, folks ... all I know is what I read in the papers.

(MORE)

- 5 -

ATX01 0116878

KAY KYSER

- 6 -

9-6-44

Commercial #2 (Q) - (CONTD)

(And Willie ... lemme tell you somethin' else. You're never goin' to amount to a hill of beans!)

RUYSDAEL: Yes -- this was Will Rogers ... the friend and confidant of Oklahoma ranch hands ... big city bankers ... kings of Europe ... presidents of the United States. Will Rogers ... who walked among all the great leaders of his time, and always spoke his mind with the plain simple honesty and salty humor of an Oklahoma cowpuncher. And one day ... as he looked back across the busy years, he gave the world his own unforgettable self-portrait ...

ROGERS: When I die ... my epitaph is goin' to read ... I joked
(About
40) about every prominent man of my time ... but I never met a man I didn't like!

RUYSDAEL: Friendliness, tolerance ... and the warm humor that comes of love for all humanity. This was the quality of a man. This was the quality of Will Rogers ... ranch hand, columnist, self-made diplomat, humorist ... friend of all mankind!

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

- 6 -

ATX01 0116879

KAY KYSER

- 7 -

9-6-44

Commercial #2 (Q) - (COMTD)

(And Willie ... lemme tell you somethin' else. You're never goin' to amount to a hill of beans!)

DELMAR:
(Quality
Closing
"M")

You judge a man by his quality -- and, ladies and gentlemen, you judge a product by its quality. Remember, Lucky Strike means fine tobacco - yes, first, last and always, Lucky Strike means fine tobacco. Year after year, at market after market, Lucky Strike consistently selects and buys the riper, the naturally milder Lucky Strike tobacco -- that finer leaf that makes a finer cigarette.

RIGGS: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

SHARRUTT:
(Impulse
Tag #13)

There's fine smoking pleasure in Lucky Strike - for Lucky Strike means fine tobacco. Yes, Lucky Strike means fine tobacco.

(SWITCHOVER TO LAS VEGAS, NEVADA)

- 7 -

RTK01 0116880

ORCHESTRA: KING SISTERS INTRODUCTION

HARRIS: Now here's a sight for all you gunners ... your target
for tonight ... those lovely KING SISTERS! (APPLAUSE)
And here's a bull's-eye on your hearts as the Kings
sing ...

4. I'LL WALK ALONE KING SISTERS
(APPLAUSE)

QUARTET: "SONG OF THE ARMY AIR CORPS"

(FROM LAS VEGAS, NEVADA)

QUARTER: "SONG OF THE ARMY AIR CORPS" FADE FOR:

(APPLAUSE)

FORMAN: Up in the high blue yonder
 Where the guns are spitting flame
 Ride the Army Air Force gunners
 On their way to fame.

And when the Axis asks for a hail of lead
 You may count on the supply
 To the Japs and Huns from the deadly guns
 Of our gunners of the sky.

Local NBC Station says:

"STATION X X X SALUTES THE AERIAL GUNNERS OF THE ARMY
 AIR FORCES."

ORCHESTRA: KYSER MARCH

FORMAN: Phil, I heard you mention "The Cleaners" a while ago. Did you mean the G. I. Laundry?

HARRIS: Yes, Button-Smashers, Inc. The Army Laundry here is very modern. With each bundle they send back a note saying, "Any similarity between these clothes and a two target is purely coincidental!" But ladies and gentlemen it's really thrilling here. After this training, the men go overseas. They fly into Germany. And just as they go over the border, the Germans put up a big sign saying, "IS THIS TRIP REALLY NECESSARY?"

FORMAN: (PROFESSORISH) Pardon me, Mr. Harris, but I am Professor Stone, your French teacher. Now that the Allies occupy France, Professor Kysler has engaged me to give you and Ish Kabibble French lessons.

HARRIS: My, that's right up my alley. I was once the rage of Paris. The minute I set foot in the town they gave me the key to the sewers.

FORMAN: Please, Mr. Harris.

ISH: It don't take much to please Mr. Harris.

FORMAN: Ahem! Gentlemen, here is your first lesson. Now you'll notice the first word is "the man" (spelled L apostrophe H-O-M-E.)

HARRIS: El Homey.

FORMAN: No, no, that is pronounced Lum.

ISH: That's what?

FORMAN: That's LUM!

ISH: Where's Abner?

FORMAN: Oh for goodness sake! Let's take up cities. First comes the city N-I-C-E.

HARRIS: Nice.

FORMAN: That's pronounced Neece. The Allies have taken Neece.

HARRIS: Well, ain't that nice?

FORMAN: Ish Kabibble, try your luck. The next city is Vichy.

ISH: Vitchie.

FORMAN: It's Veeshy. Veeshy. VEESHY!

ISH: This whole thing sounds feeshy to me.

HARRIS: Hey, professor, how do you say, 'I love you' in French?

FORMAN: Jet a dor.

HARRIS: Jet a dor.

ISH: That ain't the way I say it. I always say 'Shut the door and turn off the lights.'

FORMAN: Great scott! It's really very simple. Jet a dor. Jet a dor. That's 'I love you' in French.

HARRIS: Well, mink coat! Mink coat!

FORMAN: What's that?

HARRIS: That's 'I love you' in any language.

9/6/44

FORMAN: Our first second round high shootin' warmer;
HARRIS: Well, let's start the shootin' then, Bill Forman. And he
is _____ .

1. Violet Yates of Hastings, Iowa, tells this one of a newcomer to the Gunnery School. He came up to an Old-timer and said, "Is there any truth to the rumor that we are going to be in camp (PLAY).

"Sure there's truth to it," said the Old-timer. The boys will tell you that you're going to get a holiday every Sunday, but Pal, you're not only going to be right here every Sunday, you're going to be here (PLAY).

2. Mrs. E. A. Glaiser of Butler, Pennsylvania, reminds us that just 23 miles from here is the greatest man-made structure in the world. Can you name it? Speaking of boulders, what state has a Boulder? What state has a Little Rock? What state has a Yellowstone?

ISH: Say, speakin' of boulders, I ran into a gunnery sergeant who was surrounded by pretty girls. He must have been mad at one of them, because I heard him say, "Well, you aren't the only pebble on the beach".

HARRIS: And what did you say, Ish?

ISH: I said, "May I share your rock garden?"

3. We've taken the number one, two and three songs from last Saturday's Hit Parade and scrambled them up. Loretta Gleason of Spokane, Washington, wants you to listen and name two of the three songs and tell us which you think was number one. (PLAY)

4. The P-39's at this field mount a cannon that fires through the nose, so we're sure you gunners ought to be able to answer these questions about cannon. Is a cannon towel used to wipe off a wet cannon? Was Uncle Joe Cannon a member of the U.S. Artillery? What is a cannon Lily?

ISH: Professor Harris, do you know how to tell how powerful a cannon is?

HARRIS: No, Ish. How do you tell how powerful a cannon is?

ISH: You just feel its muzzle.

HARRIS: Ish, get out of here. Is a barrage a place where you keep jeeps? Well don't look now, but we're bringing a motor scooter out here on the stage. It's an Air Force motor scooter and we want you to get in it with Vonny King, and sing these words to the tune of "My Merry Oldsmobile". (PLAY)

CONI: Won't you come with me, Yvonne,
I'm an Indian Springs Don Juan.
Automobubbling you and I
Watching the yucca trees flash by.
Through the desert we will go
And I promise to go slow.
I want to pitch a little woo with you
From midnight until dawn.

9/6/44

5. Here's one from Ensign Alma Nobile of Camp ~~Lycane~~, North Carolina, who says that lots of people like to sit in the movies and imagine they're movie stars. So for a moment, let's imagine you're one. If you were the courageous Navy doctor in "Dr. Wassell", what movie star would you be? If you were the hard-hearted but Beautiful "Mrs. Skeffington", what movie actress would you be? If you were the comedian in "Make Your Own Bed" who would you be? If you were the wife in "Gaslight", who would you say you are? Boy, if you were Ingrid Bergman, I'd say BOINNNNNNGGGGG!

6. Lots of folks love to come to Las Vegas ^{Nevada} because it's a city of sunshine. You never have to wonder about the weather because any morning you can look out and say. (PLAY) That's right, and ~~Katherine Griffith of Omaha, Nebraska~~, says that Las Vegas is also a city of good times. If you want to have fun, come to Las Vegas, and believe me you'll be able to say (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

FORMAN: Second round winner, Phil.

ISH: Just a second. Just a second, Curly. Not so fast. I got a epic drama about the life of one of these A-aerial gunners here which I wouldst like to put on same. Now I'll be the hero, Ish K. Bibble, and you will be my instructor, Capt. Harris, C. F. G. - L. V.

HARRIS: C. F. G. - L. V. You mean Capt. of the Flexible Gunners on leave?

ISH: No. 'Cain't find any girls in Las Vegas.' The scene opens when we're going up in the air.

SOUND: ASCENDING SLIDE WHISTLE

ISH: Here we are ... 5000 feet.

HARRIS: Quick trip ... Watch it now.

FORMAN: (ON FILTER) Target coming in at 3 o'clock ... target coming in at 3 o'clock!

ISH: Yeah, but it's only 12:30 now and I'm sleepy.

HARRIS: Listen, rabbit skull, get on that gun ... there's the target there ... okay now ... (PAUSE) Well, what are you waiting for? Can't you see the target plane?

ISH: Sure I can see the plane alright, but what's that they're towing behind them, the pilot's laundry?

HARRIS: Look, stupid, that's the target ...

ISH: Oh, well, watch me fill it full of holes. Oh boy! Here I go ---

SOUND: THREE MACHINE GUN BURSTS

ISH: How was I?

HARRIS: How do I know? We'll have to wait till we get down.

FORMAN: (FILTER) Control Tower to Ish K. Bibble ... land at once.

ISH: This here is Ish K. Bibble ... Why do I have to land? Was my score good? Did I fill the target full of holes?

FORMAN: Fill the target full of holes? You got two jack rabbits, a buzzard, and shot the Colonel's best pants off the clothesline.

FORMAN: Here's our second winner, Phil.

HARRIS: And he is _____. Pops, you can really brag, your final chance is in the bag. Enjoy yourself a Lucky Strike while all the cats mow down that shag, and I sing ...

5. MINNIE THE MERMAID PHIL HARRIS
(APPLAUSE)

(FROM LAS VEGAS, NEVADA)

HARRIS: That was terrific. In the words of the Bard, that was a lu-lu. And now, our friend, Kenneth Delmar ...

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

SHARBUTT: You judge a man by his Quality ... the world's respect for Will Rogers proves that fact. And, ladies and gentlemen, you judge a product by its Quality ... that's a fact proved by the statements of tobacco experts -- men like Mr. Joseph Ervin Cuthrell of Kinston, North Carolina, who recently said ...

CUTHRELL: No cigarette is any better than the tobacco bought for it. At market after market I've seen Lucky Strike consistently buy the top grades of tobacco. That's why I've smoked Luckies for 8 years.

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

DELMAR: Yes, ladies and gentlemen, sworn records show that among independent tobacco experts like Mr. Guthrell - auctioneers, buyers and warehousemen - 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 #3) smoke the smoke tobacco experts smoke - Lucky Strike.

(SWITCHOVER TO LAS VEGAS, NEVADA)

FORNAN: Phil, it's final exam for these men of the range!

HARRIS: Well shoot me the gunners, and we'll spend Kyser's change.
And our first finalist is _____

1. This is the third time we've held class in the state of Nevada, so we'd like to devote our final round again to this state. Now I guess you can tell us how many states Nevada is bounded by. This song should give you a clue. (PLAY) Each of the following tunes has the name of a state in it and we'd like for you to tell us which two border Nevada. (PLAY) Is this right or wrong: Nevada has no state income tax and no state sales tax.

2. Nevada produces lots of copper, gypsum and magnesium, but Lola Montzel of Augusta, Maine, says from the following song you should be able to name two other Nevada minerals. (PLAY). In fact it's called the Silver State. What anniversary is a silver anniversary? Which of our coins is a cartwheel?

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3. Nevada boasts one of the largest dams in the world, Boulder Dam. Doris Hoehn of Linden, New Jersey, wants to ask you, who got involved with a dam in this song. (PLAY) Now if you identify this song, you'll tell us the name of Nevada's state flower. (PLAY)

4. Is Las Vegas the capital of Nevada? Nevada is also famous for marriages. In Las Vegas, marriage licenses are on sale 24 hours a day and scads of folks come here to say (PLAY). There are quite a few cities that end with the letter 'o' and we want you to tell us where they are. We know Reno is in Nevada, Amarillo is in Texaco, but what about Chicago, Rio, Kokomo, Tampico and Yoyo. By the way where is Juno?

(APPLAUSE)

SOUND: CLASS BELL

(FROM LAS VEGAS, NEVADA)

FORMAN: Are you ready now to meet the boy who was best?

HARRIS: First, Dol Sharbutt - then the winner of the test ...

(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. Yes, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw. So smoke the smoke tobacco experts smoke - Lucky Strike.

RIGGS: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO LAS VEGAS, NEVADA)

(FROM LAS VEGAS, NEVADA)

(FANFARE)

NORMAN: Top man, Phil!

HARRIS: Yes, sir! _____

Of all the crew you were the wiser, so here's that fifty buck Bond from the old fess, Kyser. To second man in these Las Vegas skies, the twenty-five dollar Bond second prize! The rest of the crew who weren't any clucks, each get Stamps worth ten bucks. All six got a carton of Lucky Strikes. Yes, sir! And to all you gunners and ground crews, many many thanks to youse, and a package of better than ever LUCKY STRIKE CIGARETTES.

(CHEERS)

B. TOGETHER ORCHESTRA

(APPLAUSE)

ORCHESTRA: KYSER THEME

HARRIS: Well cats, it looks like that's all until next Wednesday. It's been swell here at the Flexible Gunnery School and for their hospitality we thank Brigadier General Martin Stenseth, Colonel George Henry, Major Harry Phillips, and all you men. If you could see these men train, ladies and gentlemen, you'd understand why it is that the amazing defensive fire power of American bombers has revolutionized aerial warfare. Today every member of our bombing crews is trained to man heavy machine guns with deadly accuracy. And when the sky is full of Messerschmidts and Zeros, it is these Army Air Force gunners who see to it our bombers get through to finish the job. For your fighting spirit, and for the hard study that is turning out the best gunners in the world, the Nation says to you men "Thank you very much." Next Wednesday we'll be holding class with the battling bluejackets of the U. S. Naval Amphibious Training Base, Coronado Island. Until then, this is Phil Harris saying so long for Professor Kay Kysor and all the gang.

(APPLAUSE)

ORCHESTRA: "LUCKY DAY"

(SWITCHOVER TO CHICAGO AT 10:58:35)

(FROM CHICAGO)

CHICAGO
ANNCK:

This program was presented by Lucky Strike for the entertainment of the courageous men and women of the Flexible Gunnery School, Las Vegas Army Air Field, Las Vegas, Nevada, Defend the Constitution! Buy War Bonds!

(FROM NEW YORK)

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

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT
LS - MFT
LS - MFT

~~DELMAR:~~
(Impulse
Tag #5)

It takes fine tobacco to make a fine cigarette.
Remember - Lucky Strike means fine tobacco - yes,
Lucky Strike means fine tobacco.

NBC

ANNOUNCER: THIS IS THE NATIONAL BROADCASTING COMPANY.

FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE, NEW YORK • WICKERSHAM 2-6500

CLIENT: THE AMERICAN TOBACCO CO. REVISION: _____ NETWORK: NBC
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 10-11:00 PM EDT
DATE: SEPTEMBER 13, 1944 - #338 REPEAT: As Broadcast

"KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE"

ROUTINE

- | | |
|---------------------------|------------|
| 1. AMOR | ORCHESTRA |
| 2. IT COULD HAPPEN TO YOU | DON LESLIE |

COMMERCIAL ONE

ROUND ONE

- | | |
|-----------------------|-------------|
| 3. DANCE WITH A DOLLY | SULLY MASON |
|-----------------------|-------------|

COMMERCIAL TWO

- | | |
|-------------|--------------|
| 4. STARDUST | KING SISTERS |
|-------------|--------------|

STATION BREAK

ROUND TWO

- | | |
|-----------------------|-------------|
| 5. THANK DIXIE FOR ME | PHIL HARRIS |
|-----------------------|-------------|

COMMERCIAL THREE

- | | |
|-------------------------------|--------------|
| 6. IT HAD TO BE YOU | KING SISTERS |
| 7. THERE GOES THAT SONG AGAIN | DON LESLIE |

FINAL ROUND

COMMERCIAL FOUR

- | | |
|----------------|-----------|
| 8. I'LL GET BY | ORCHESTRA |
|----------------|-----------|

ATX01 0116898

WEAF

THE AMERICAN TOBACCO COMPANY

9-13-44

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #338

10:00-11:00 PM EWT

SEPTEMBER 13, 1944

WEDNESDAY

Program originates at the Naval Amphibious Training Base, Coronado Island, California, with switchovers to NBC, New York, for commercials and closing.

(FROM NEW YORK)

RUYSDAEL: Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

RIGGS: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

SHARBUTT: Right!
(Ex. L)

DELMAR: You bet!

RUYSDAEL: And how!

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 CORONADO ISLAND, CALIFORNIA)

(FROM CORONADO ISLAND, CALIFORNIA)

ORCHESTRA: "LUCKY DAY" THEME

FORMAN: LUCKY STRIKE presents for the entertainment of the
battling bluejackets of Landing Craft School, the U. S.
Naval Amphibious Training Base, Coronado Island,
California -- Kay Kyser's College of Musical Knowledge --
with Sully Mason, Ish Kabibble, Don Leslie, the King
Sisters, and starring ... PHIL HARRIS!

AUDIENCE: YEAH NAVY! LANDING CRAFT! HOORAY!

ORCHESTRA: KYSER THEME

(AUDIENCE APPLAUSE UP BIG)

HARRIS: Gee, thanks fellows. And how are you pretty things?

AUDIENCE: HAPPY, PAPPY!

HARRIS: I'll say you're happy. And man, we're really going to groove things here as we hold class with the battling bluejackets at Landing Craft School, the U. S. Naval Amphibious Training Base, Coronado Island! ! Coronado Island -- that's a large body of solitary confinement entirely surrounded by sunburn!

FORMAN: Do the men really get red and sunburned here?

HARRIS: Well, I don't know if you get red when you get sunburned, but I was out on that beach only two hours when a lobster came up to me and said, "Hey, bud, with a little mayonnaise and a slice of lemon, you're going to look mighty pretty!" But what a thrill ladies and gentlemen, to be here with the men who man our landing craft. Landing craft ... you know ... that's a bull-dozer with a draw bridge.

FORMAN: Well, Phil, you look happy and contented. They must have given you a good meal this evening.

HARRIS: Of course, I'm happy and contented ... I've just had a landing school sandwich.

FORMAN: A landing school sandwich?

HARRIS: Yes ... that's a layer of sand between two layers of horse meat!

FORMAN: Well, Phil ... you know I'm interested in the finer things of life? So the men here recommended I go out to Pacific Square. Do you know what Pacific Square is?

HARRIS: Yes, I know what Pacific Square is. That's where the wolves go around baying and I go around BOINNNNNGGGGG!

FORMAN: Phil, I heard what you said, but these men want to establish a beach head on that \$115 in War Bond prizes.

HARRIS: All right Dean, we'll let 'em attack. But first we've got some jive in the sack ... so come along ... let's dig it, Jack!

1. AMOR ORCHESTRA

2. IT COULD HAPPEN TO YOU DON LESLIE

(APPLAUSE)

(FROM CORONADO ISLAND, CALIFORNIA)

HARRIS: Ah, yessir! You really did a job on that one. Take a bow, m'lad, and listen now to our friend Kenneth Delmar ..

(FROM NEW YORK)

DELMAR: Ladies and gentlemen, your own good judgment tells you that it takes fine tobacco to make a fine cigarette. The better the tobacco, the better the cigarette. So it's just plain good judgment to remember that Lucky Strike means fine tobacco. Yes, first, last and always, Lucky Strike means fine tobacco. This very week at tobacco auctions in the Southland, Lucky Strike is again buying for you the riper, the naturally milder Lucky Strike tobacco. 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)

RUYSDAEL: Today, as always, Lucky Strike means fine tobacco - yes, (Impulse Tag #9) Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

(SWITCHOVER TO CORONADO ISLAND, CALIFORNIA)

FORMAN: Phil, the first round's comin' up at last!

HARRIS: Bill Forman, give that trumpet the startin' blast!

ISH: (TRUMPET) Ish K. Bibble's Open Forum!

HARRIS: Ish K. Bibble's Open Forum?

ISH: Yeah. If you got any dates you don't know what to do with Ish K. Bibble's open forum.

HARRIS: You don't need dates. I saw you out with a catchy little number last night.

~~ISH: She was a widow.~~

~~HARRIS: Well, what's wrong with a widow,~~

~~ISH: I don't like widows. A widow is nothin' but a bobby trap with a corset.~~

HARRIS: ~~Ish, did you take your girl to dinner last night?~~

ISH: Yeah - I took her to a little restaurant in San Diego. They got swell sandwiches there. The one I had was made out of one of Bing Crosby's horses.

HARRIS: How do you know it was made out of one of Bing's horses?

ISH: Because the bread got to my stomach three lengths in front of the meat.

HARRIS: How you talk! But what about the open forum? What's the subject for tonight?

ISH: Well, our subject for tonight is....Are Adams Apples Necessary! Now you take my girl's adam's apple.

HARRIS: Is it pretty?

ISH: Oh yeah. Her adam's apple is beautiful....and the rest of the orchard ain't bad either.

HARRIS: Now you're talking about limbs. That has nothing to do with apples!

ISH: Yeah, but it's a beautiful pear if I ever seen one.

HARRIS: Look, Ish, you came here tonight trying to find something out about adam's apples. What's your question.

ISH: Well, I got a problem. When I swallow, my adam's apple disappears, where does it go?

HARRIS: I don't know. Why don't you set a trap for it?

ISH: I have set a trap for it, but it's no use?

HARRIS: Why?

ISH: I always eat the bait!

FORMAN: First contestant, Phil.

HARRIS: And he is _____.

1. Speaking of proposing, Pfc. Garrett Smith of Charleston, South Carolina, says a sailor here goes with a girl who works the late shift at a war plant. Well, this sailor walked the girl home, and every time he popped the question, she didn't say a word. Finally, he started yelling it and said (PLAY). Again he got no answer, so the sailor said, "This dame must be my (PLAY). Pretty soon the girl leaned over to the sailor's ear and said, "Roger, I live on the main route, and I can't hear a word you say until somebody makes that (PLAY).

2. You landingcraft men should know all about islands so from the following letter from a young gal to her mom. Norma Sinclair of Huntington, Pennsylvania, wants you to pick out the names of four islands. Dear Mom, Hawaii? Arrived in Hollywood and the first stars I saw were Haiti Lamarr and Herbert Marshall. Then yesterday I was formosa the day trying to get in the Frank Sumatra broadcast attu o'clock. He thrilled me so much all I've had to eat is a cup of java. By the way, he's sort of thin because his clothes are gettin' luzon him. I hung around until I met him and asked him to teach me to sing. He said, "Wake up and guam back home". So I guess it won't be long before I'm back and we can have a reunion. Your loving daughter, Bermuda.

3. Lots of the top shows are coming back on the air. Bend an ear and see if you can tell Pat Turner of Auburn, Indiana, what shows are represented from the following hints. This fellow returned to the air lanes last night. (PLAY) This fellow returned September 3rd. (LAUGH) Then from this character you should be able to name a big-time show that returns October 1st. (PHIL) This one, returning October 3rd, should be a cinch. (SOUND) And this fellow will be back on Wednesday, October 4th. "Evenin' , Folks, how y'all?" Yes Sir, Man and we'll all be glad to see _____

4. Speakin' of motion pictures, one of the big companies starts its pictures with the following fanfare. (PLAY) Can you tell us what studio that is? Now Betty Ann Fede of Dearborn, Michigan, says the name of the song we're about to play was the name of one of their biggest musical pictures. (QUARTET) That's right. And who was the gal in My Gal Sal? Now that was "barbershop harmony" the boys were singing and we'd like you to try a little of it with them. Here are the words, and to get you into the mood for singing this "barbershop harmony" here's a shaving brush, a mug and some lather. We want you to put it on while you sing. (PLAY)

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5. Donald Fryor of Salisbury, Maryland, thinks you should be able to identify approximately the parts of a ship from the following tunes. For instance, if you were a member of the black gang, you'd probably say (PLAY) What part of a ship do you identify this song with? (PLAY) Of course when your watch is over, you gather in a certain place and shout (PLAY). And what part of the ship does this suggest? (MAX)

6. Thanks to you men and your sea-going landingcraft, lots of our invasion-bound fighting Yanks said (PLAY). Yes, the Yanks have driven the Krauts to the Siegfried Line and once again all over France American doughboys are marching and singing (PLAY).

(APPLAUSE)

SOUND: GLASS BELL

FORMAN: First winner, Phil.

HARRIS: Thanks, Bill Forman, and he is _____.
Seaman, you were really beamin'! Have a Lucky Strike and
do some third round reamin' while the cats beat their
slats!

3. DANCE WITH A DOLLY SULLY MASON
(APPLAUSE)

Commercial #2 (Q)

(40 miles ... 70 miles ... 100 miles ... 133 miles. And then it came.)

(FROM CORONADO ISLAND, CALIFORNIA)

HARRIS: ... that was really a peach and you put it right on the beach. That was solid, men, and thank you very much.

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: Let that historic chant remind you that Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco, so round, so firm, so fully packed, so free and easy on the draw.

RIGGS: (CHANT - SOLD AMERICAN)

PEARY: " ... for us who are left there can be no turning back.
(53) We shall go on ... and we shall not fail!"

SHARBUTT: There was no sun, no sky, no horizon ... nothing but swirling fog and falling snow. For this was the Far North, a No-Man's-Land of glaciers and black water, of deep crevasses and sudden blinding storms. And over this white wasteland, through all the fury of roaring wind and cracking ice, an expedition pushed forward ... forward and upwards -- upwards in a slow, steady trek to the end of the earth. The leader was a man named ... Robert E. Peary. And day by day, he recorded the ordeal of his perilous journey ...

(WIND UP AND UNDER:)

Commercial #2 (Q) - (CONTD)

(40 miles ... 70 miles ... 100 miles ... 133 miles. And then it came.)

PEARY: March 12th, 1909. Latitude $84^{\circ} 29'$. This day Dr. Godsell and a unit of natives were sent back. But for us who are left there can be no turning back. We shall go on ... and we shall not fail.

(CUT WIND)

SHARBUTT: "There can be no turning back." The dogs went mad with hunger. The ice floes broke and they were stranded for days. Some of the natives deserted. There was all this, and more. But for Robert Peary there was no stopping, no turning back ...

(WIND UP AND UNDER:)

PEARY: Friday, March 26th. Latitude $86^{\circ} 34'$. I have sent Marvin back with two Eskimos and 17 dogs. They were half-dead of exhaustion. Now there are only eight of us left (FADE) and seven sledges ...

(CUT WIND)

SHARBUTT: The trek went on ... on to the end of the night, into the everlasting blue-white glare of Arctic skies. The temperature fell to 59° below zero ...

(WIND UP AND UNDER:)

PEARY: Latitude $87^{\circ} 47'$. Three more men have turned back. Only five of us left, (FADE) only five of us left ...

(CUT WIND)

KAY KYSER

- 6 -

9-13-44

Commercial #2 (Q) - (CONTD)

(40 miles ... 70 miles ... 100 miles ... 133 miles. And then it came.)

SHARBUTT: Now there was a kind of desperation in their eyes, and there were long silences. Slowly torturously, they pushed on ... another 40 miles ... 70 miles ... 100 miles ... 133 miles ... And then it came ...

PEARY: April 6th, 1909. 90° North Latitude. I, Robert Edwin Peary, have today staked the American Flag at this place, the North Polar axis of the earth, in the name of the President and the people of the United States of America ...

SHARBUTT: Yes, this was the crowning achievement for Robert Peary, the dream come true, the successful fulfillment of one of the grimmest, most heartbreaking missions ... one of the greatest missions in the history of world exploration. (PAUSE) Fortitude ... determination ... unshatterable faith ... the will to seek, to find, to take up the challenge of the great Unknown -- this is the quality of a great man. And this was the quality of Commodore Robert E. Peary, naval officer, polar explorer, the man who would not fail!

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

- 6 -

ATX01 0116912

KAY KYSER

- 7 -

9-13-44

Commercial #2 (Q) - (CONTD)

(40 miles ... 70 miles ... 100 miles ... 133 miles. And then it came.)

RUYSDAEL: Just as quality makes for honored manhood, so does
(Closing
"B") quality make for public recognition of a product. And
down through the years Lucky Strike has come to stand
for high quality because, year-in, year-out 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.

BOONE: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

DELMAR: There's fine smoking pleasure in Lucky Strike ... for
(Impulse
Tag #13) Lucky Strike means fine tobacco. Yes, Lucky Strike means
fine tobacco.

(SWITCHOVER TO CORONADO ISLAND, CALIFORNIA)

- 7 -

ATX01 0116913

(FROM CORONADO ISLAND, CALIFORNIA)

ORCHESTRA: KING SISTERS INTRO

ARRIS: Now to you Navy Amphibs, I'm tellin' no fibs when I say
here are four LU-lus! It's those lovely KING SISTERS!
(APPLAUSE) And for you and your buddies on all the seven
seas, the Kings sing ...

.. STARDUST KING SISTERS
(APPLAUSE)

QUARTET: "ANCHORS AWEIGH"

(FROM CORONADO ISLAND, CALIFORNIA)

QUARTET: "ANCHORS AWEIGH" , FADE FOR:

FORMAN: Out of the sky the bombs came
And out of the sea, the ships
The Navy's amphibious force on battle course
To bring hell to the Nips.

Wherever Axis flags are planted
The Stars and Stripes shall soar
And at V-Day's end, we'll thank the men
Who took the Yanks to shore.

LOCAL NBC STATION SAYS:

"STATION X X X SALUTES THE LANDING CRAFT CREWMEN
OF OUR NAVAL AMPHIBIOUS FORCES!"

ORCHESTRA: KYSER MARCH

FORMAN: Here's our first second round contestant, Phil.

HARRIS: Yes, Bill Forman, and he is _____.

ISH: Just a second, Curly, not so fast. I got a novel here in regards to which I wouldst like to read same, wrote by that there new girl I been running around with.

HARRIS: Oh, you mean sweet-faced Nona from Old Arizona!

ISH: No, horse-faced Chichernia from Lower California!

HARRIS: Oh yes. Old double ugly. Read the novel, Ish.

ISH: Okay. Ohhhh as the young seaman and the girl of his choice were walking along the beach, her arm slipped around his waist, and slipped his wallet out of his pocket.

ALYCE: My love for you is intense...

ISH: She snarled.

ALYCE: My desire is intense. My heart is intense. My ambition is intense.

ISH: Them tents are pretty crowded, ain't they? He shot back at her. As the spicy humor of his bon mot sunk in, the blood rushed to her face, but when it seen where it rushed, relapsed and rushed back again. Again she spake.

ALYCE: Tell me.

ISH: She ejaculated.

ALYCE: Tell me.

ISH: She echoed.

ALYCE: Some men say I have the complexion of a peach. Do you think I have a complexion like a peach?

ISH: Yes, he rejoined ... fuzzy, ain't it! She blanched at his gay remark.

ALYCE: But some men admire my profile ... my lips ... my nose.
My features were given to me by my mother.

ISH: Is that so? he replied. I thought they were issued
with the foul weather gear. The truth of the sayin' was
so pointed, that for a moment no word was spoke. Naught
was heard save for the gentle rasping of a termite's
teeth as he attempted to establish a beach head on her
wooden leg. Suddenly jealousy crept into his heart.
Have you been out with any men here? he asked.

ALYCE: No.

ISH: She replied.

ALYCE: But I've been out with a chief petty officer.

ISH: Don't evade the question! He shouted.

ALYCE: But ...

ISH: She pleaded.

ALYCE: But!

ISH: She followed up!

ALYCE: If you love me, you'll have to take me for what I'm worth.

ISH: And with that, he got out his dice, took her for what she
was worth and went home.

FORMAN: First second round contestant, Phil.

HARRIS: And he is _____.

1. This one from Doris Philbrick of Oakland, California, is about a seaman first class who was standing watch one night when a shadowy figure came up over the side of the ship, snuggled up to him and said (PLAY) He said, "It's so dark I can't see you, but you have a mighty pretty voice, so I'll bet (PLAY) Just then the moon did come out and wham, who was standing there but the Brow's sweetheart, Gravel Gertie. He said, "Gravel Gertie, I heard there was a woman in the world as homely as you and now I know (PLAY) .

2. You navy men all use the word "Roger" to say "received instructions so Lawrence Roberts of Winston-Salem, North Carolina, wants you to name some famous Rogers. What Roger used to say "All I Know Is What I Read In The Papers," Can you name a flyer, formerly in the movies whose first name is Roger? If you kissed a lady in the dark what Rogers would she be? Can you name a famous movie cowboy whose last name is Rogers?

3. Since you're way out here on the blue Pacific, Marilyn Silverthorn of Dayton, Ohio, says you should be able to tell us the names of these songs all of which have the word "Blue" in their titles. Alyce King will sing you some of each song's words and you tell us the titles.

- ALYCE: 1. "Just Molly and me, and baby makes three, we're
 happy in "....."
2. "A woman's a two-faced, a worrisome thing who'll leave
 you to sing"....."
3. "The shepherd will tend his sheep, the valley will
 bloom again, and Jimmy will go to sleep in his own
 little room again "....."
4. "I hate to see that evening sun go down, I hate to see
 that evening sun go down....."

4. Since you fellows go down to the sea in ships, you should know all about ship's holds. Can you name two wrestling holds? ~~What is~~ ~~meant by the expression "hold your tongue"?~~ In what ceremony do they use the words "to have and to hold"? In football can you be penalized for holding? What is the usual penalty? Have you ever been involved in a hold-up?

CONTESTANT: Yes...here on Coronado we're holed up for the ^{hurd} ~~winter~~!

HARRIS: Now let's see you hold Vonnice King for a little
 jitterbugging and be sure and hold tight while the band
 plays "Hold Tight" (PLAY).

5. Several of our kids are going to take a crack at imitating a singing group well-known on radio and records. Pauline Weis of North College Hill, Ohio, wants you to tell us who they are (PLAY).

Here are some mighty famous Maas. We'll give you the first names; you give us the last.

- | | | |
|-----------------|-------------------|--------------------|
| 1. Fred _____ | 2. Jeanette _____ | 3. The Great _____ |
| 4. Mother _____ | 5. Douglas _____ | |

(APPLAUSE)

6. Politics is on the move, pointing toward the election in November and the speech making has really started. Mrs. F. L. Marshall of Meridan, Mississippi, says the Democrats are serenading the voters with (PLAY). The G. O. P. elephant is singing to the nation also, yes, it sits in front of the White House and sings (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

FORMAN: Second winner, Phil!

HARRIS: Thank you, Bill Forman! He is _____!

You're number two in this man's navy, have a Lucky Strike and get ready for that gravy, but before we end it, come on let's send it!

3. THANK DIXIE FOR ME.PHIL

(APPLAUSE)

(PHIL: CUE TOP OF NEXT PAGE)

(FROM CORONADO ISLAND, CALIFORNIA)

HARRIS: What a band, what ... a ... band! Boys, you were really great! And now, it's your turn, Basil Ruysdael ...

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: Quality ... quality of the highest order ... made possible Robert E. Peary's North Pole expedition. And, ladies and gentlemen, quality ... quality of the highest order makes possible a great product. That fact is proved by the statements of independent tobacco experts ... men like Mr. Porter Gray Wall of Pilot Mountain, North Carolina, who recently said ...

MR. WALL: I've bought tobacco in a good many markets. And at every one I've seen Lucky Strike go after the tobacco that was really ripe and thoroughly mellow. I've seen them do this consistently year after year. That's why I've been a Lucky Strike smoker myself for 10 years.

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

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

BOONE: (CHANT - SOLD AMERICAN)

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

(SWITCHOVER TO CORONADO ISLAND, CALIFORNIA)

POKAYE: Phil, it's final exam at Coronado!

HARRIS: Well, Kay Kyster is listenin', so let's do what we ought to! And our first finalist is _____.

1. Everybody knows that now's the time that America is going back to school. Karl Nelson of Panama City, Florida, says that September means (PLAY). That's right. And chillun all over the country are returning this month to (PLAY). Now what's the difference between tuition and intuition?

2. Rhee Tino of Louisville, Kentucky, wants us to ask you what kind of a student you were when you were a kid in school. Were you a bad one, or were you a (PLAY). What's a dunce's cap? Did you ever wear one? And here's something every kid in school knows: if you have been bad, it always helps to bring (PLAY).

Have Ball

(FROM CORONADO ISLAND, CALIFORNIA)

FORMAN: Meet the pride and joy of the Amphibious Training
Command ...

FARRIS: First, some advice worth keeping on hand ...

(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.

SHARBUTT: Yes, Lucky Strike means fine tobacco, so round, so firm,
so fully packed, so free and easy on the draw.

DELMAR: So smoke the smoke tobacco experts smoke - Lucky Strike.

BOONE: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO CORONADO ISLAND, CALIFORNIA)

(FROM CORONADO ISLAND, CALIFORNIA)

(FANFARE)

FORMAN: The final winner, Phil.

HARRIS: And it's a tie - both with perfect scores - Coxswain Jimmy Haring and Storekeeper 2/o Carl Eisele. Let's give 'em a little hand - with perfect scores all the way. Yes, that means that you both get a \$50 War Bond each plus \$25 each for having perfect scores all the way. The other four for their calculatin', each get ten dollars in War Stamps. All six get a carton of Luckies. And then!

To all you men in Navy blue, for your spirit, genuine and true, a package of better than ever LUCKY STRIKE CIGARETTES!

(CHEERS)

8, I'LL GET BY **FADED** ORCHESTRA

HARRIS: Well cats, school's out until same time next Wednesday. For a welcome in true Navy style here on Coronado Island, we thank Captain J. E. Murphy, Lt. Andy Anderson, all you ~~men, and you wonderful Navy WAVES who are backing up our~~ fighting men.

Next week we'll be holding class with the fighting fliers of Uncle Sam's Army Air Forces at Gardner Field, Taft, California. Until then, this is Phil Harris saying so long for Professor Kay Kyser and all the gang.

(APPLAUSE)

ORCHESTRA: "LUCKY DAY"

(SWITCHOVER TO CHICAGO AT 10:58:35)

KAY KYSER

- 14 -

9-13-44

(FROM CHICAGO)

CHICAGO

ANNOUNCER: This program was presented by Lucky Strike for the entertainment of the ocourageous men and women of the U. S. Naval Amphibious Training Base - Landing Craft School, Coronado Island, California. Defend the Constitution! Buy War Bonds!

(FROM NEW YORK)

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

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

SHARBUTT: A friendly suggestion: For your own greater enjoyment, (Impulse Tag #4) 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.

- 14 -

ATX01 0116928

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: SEPTEMBER 20, 1944 - #339 REPEAT: _____

As Broadcast

"KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE"

ROUTINE

- | | |
|--------------------------|------------|
| 1. SWINGING ON A STAR | ORCHESTRA |
| 2. TIME WAITS FOR NO ONE | DON LESLIE |

COMMERCIAL ONE

ROUND ONE

- | | |
|--------------------------------|-------------|
| 3. STRAIGHTEN UP AND FLY RIGHT | SULLY MASON |
|--------------------------------|-------------|

COMMERCIAL TWO

- | | |
|-----------------------|--------------|
| 4. I'LL BE SEEING YOU | KING SISTERS |
|-----------------------|--------------|

STATION BREAK

ROUND TWO

- | | |
|-------------------------|-------------|
| 5. BRAZEN LITTLE RAISIN | PHIL HARRIS |
|-------------------------|-------------|

COMMERCIAL THREE

- | | |
|------------------------|----------------------|
| 6. THE TROLLEY SONG | KING SISTERS |
| 7. TOGETHER | ORCHESTRA |

FINAL ROUND

COMMERCIAL FOUR

- | | |
|--------------------------------------|-----------|
| 8. IT HAD TO BE YOU (<i>faded</i>) | ORCHESTRA |
|--------------------------------------|-----------|

ATX01 0116929

WEAF

THE AMERICAN TOBACCO COMPANY

9-20-44

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #339

10:00-11:00 PM EWT

SEPTEMBER 20, 1944

WEDNESDAY

(Program originates at Gardner Field, Taft, California, with switchover to NBC, New York, for commercials and closing.)

(FROM NEW YORK)

RUYSDAEL: Lucky Strike means fine tobacco, so round, so firm, so fully packed, so free and easy on the draw.

BOONE: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

SHARDUTT: You said it!
(Ex. B)

DELMAR: Why, sure!

RUYSDAEL: Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

BOONE: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO TAFT, CALIFORNIA)

(FROM TAFT, CALIFORNIA)

ORCHESTR.: "LUCKY D.L.Y."

FORM.N: LUCKY STRIKE presents for the entertainment of the
fighting fliers and ground crewmen of the Army Air Forces
at Gardner Field, Taft, California ... Kay Kyser's College
of Musical Knowledge with Sully Mason, Ish Kabibble,
Don Leslie, the King Sisters, and starring
PHIL HARRIS!!

AUDIENCES: "YEAH, ARMY!" "AIR FORCES!" "HOORAY!"

ORCHESTR.: KYSER THEME

(AUDIENCE APPLAUSE UP BIG)

HARRIS: Gee thanks, fellows, and how are you pretty things?

AUDIENCE: KEEN, DEAN!

HARRIS: I'll say you're keen, and we're on the scene to hold a rip-roarin' class session with Uncle Sam's sky warriors, the fliers and ground crews of Gardner Field, Taft, California. What a location! The scenery around here never gets monotonous ... there isn't any to get monotonous!

FORMAN: But Ish Kabibble doesn't like it here.

HARRIS: Yeah, but who's going to pay any attention to Ish ... he's a schnook.

FORMAN: A schnook? What's a schnook?

HARRIS: Bill, a schnook is a guy that goes around kissing lipstick prints on coffee cups! But was I interested in that occupational ailment they get here called Valley Fever. They must like it.

FORMAN: They must like it?

HARRIS: Sure. I heard something rattling in the day room, walked in, and a bunch of guys were on their knees saying, "COME ON, FEVER! COME ON, FEVER!"

FORMAN: Phil, did they give you a good meal up here?

HARRIS: Well, they asked me to lunch, but I refused. There's got to be something wrong when the buzzards keep circling the mess hall! But I finally went -- and had some of those delicious cold cuts.

FORMAN: Known locally as mule meat.

HARRIS: Well, I don't know what they call it, but when the main dish comes down the table, they don't reach for it, they just say, "WHOA!"

FORMAN: Phil, you know, it's going to be great for these men when they finish their training.

HARRIS: Yes, Bill. They're all going to be stationed on the Isle of Hubba-Hubba. You know, Bill Forman, this field has everything down to a system. There are certain required hours per week, such as marching 3 hours per week, and orientation 3 hours per week. Now the way the war is going they are thinking of adding a three hour course per week in how to act like a civilian!

FORMAN: Phil, that's enough please. These men want to head into the breeze for our \$115 in War Bond prizes.

HARRIS: Okay, Bill. I'll take it on the lam, but before the first exam, we gotta jam, so knock it, Sam.

1. SWINGING ON A STAR ORCHESTRA

2. TIME WAITS FOR NO ONE DON LESLIE

(APPLAUSE)

(FROM TAFT, CALIFORNIA)

MARRIS: Ah, that boy really puts his heart into it. Yes sir!
That was swell. And now, you take over, Kenneth Delmar! ...

(FROM NEW YORK)

DELMAR: 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, it takes fine tobacco to make a fine cigarette. So, in selecting your cigarette, remember -- Lucky Strike means fine tobacco - yes, first, last and always Lucky Strike means fine tobacco. This very week at auctions in the Southland, Lucky Strike is again buying for you the riper, the naturally milder Lucky Strike tobacco. 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)

SPARBUTT: A friendly suggestion: For your own greater enjoyment,
(Impulse
Tag #3) smoke the smoke tobacco experts smoke - Lucky Strike.

(SWITCHOVER TO TAFT, CALIFORNIA)

... March

FORMAN: Phil, let's get this first round off our chest!

HARRIS: Well, give 'em the blast and we'll start the test!

ISH: (TRUMPET) Ish K. Bibble's News and Views. Spicy items from me to youse!

HARRIS: First item!

ISH: First item! Largest cow in the world found on cattle range near Gardner Field!

HARRIS: What's the cow's name?

ISH: Calisthenics.

HARRIS: Calisthenics! That's a funny name for a big cow.

ISH: Well, Calisthenics is the biggest beef around Gardner Field.

HARRIS: Continue!

ISH: Local items in regards to Gardner Field. Day Room!

HARRIS: What's a day room?

ISH: Well, that's kind of a recreation hall where these here now fellahs go to play Birmingham backgammon.

HARRIS: Oh.

ISH: Did you hear about the fellah that got two weeks K. P. duty for walkin' around at night with no clothes on?

HARRIS: How come he was walking around at night with no clothes on?

ISH: He lost his night shirt in the day room ...

HARRIS: Look, Ish, these guys don't want to hear about the place they're stationed. Haven't you got some cute little essay you could read?

ISH: Well, I got a little romance here which I could read some.
It's entitled "Romance in the Insect World."

HARRIS: Get to it bub.

ISH: Okay. Romance in the Insect WorldOhhhhhhh, a worm
lived in a pecan.

HARRIS: That's a nice neighborhood.

ISH: And one day a little girl worm wiggled in, got married
to this here now worm and set up light housekeeping
That's all.

HARRIS: That's all!!!

ISH: Surethat's the whole thing in a nut shell!

FORMAN: First Contestant, Phil.

HARRIS: And he is _____!

1. Here's a little story from Lt. Jack Anderson somewhere in the South Pacific about an Air Forces cadet who used to fly so low over his girl's house that the vapor from his engine sounded like (PLAY) Every time he'd fly low, he'd dip his wings and signal "Hey, honey, (PLAY) Finally his girl answered him and said "Nothing doing, bub - if you're going to fly like that (PLAY) And by the way, that swell song was No. 1 on Your Hit Parade last Saturday.

W. B. Baker of Augusta, Maine

2. Gardner Field is not far from ~~one of California's most attractive cities...Bakersfield.~~ ^{These} You fliers have been over to Bakersfield dozens of times, so for Pam Poor of Augusta, Maine, tell us what is "a Baker's Dozen"? What Baker is on the air every week with a quiz program. He plays an accordion. What Baker who used to sing with Jack Benny's program now has his own program? What did the baker in the Mother Goose rhyme do? Can you pat your head and rub your stomach at the same time? Let's see you try it.

3. Charles Chapman of Sterling, Illinois, tells us that you cadets like to pull the old "hard day at the office" routine. Every evening you say to your dates, "Honey, after flying all day there's nothing like (PLAY). Well, we're big-hearted so we'd like to give you a chance to demonstrate. Here's a cup of coffee, a sandwich, and Vonny King. We'll play that song again, and when the quartet hits the appropriate words, take a drink of coffee, a bite of sandwich, and a little woo. And listen, don't get mixed up. You might kiss the coffee and bite Vonny. (QUARTET)

4. More of radio's top programs are returning to the air each week, and since we're at Gardner Field, Joan Carell of Plymouth, Michigan, thinks you should be able to identify this fellow who returned to the air last Friday.

SOUND: PHONE OFF HOOK

FORMAN: Hello. Duffy's ~~Tavern~~ where the elite meet to eat. ~~Today's special pickled pig's feet.~~ Archie speakin'. No Duffy ain't here. *Oh hello, Duffy*

HARRIS: This pair of beloved comedians come back for their new season this coming Friday. "Hello Amos ... ~~I think the Kingfish~~ ~~has insulted my face. He said I had some kind of inferior complexion.~~ Now does I have to stand for that?" And this top-notch radio favorite returns with his program a week from tonight. (PLAY)

5. You know, around Hollywood they've started calling the celebrities of screen and radio by certain distinctive characteristics ... for example, of course, you all know that around Hollywood and Vine I'm known as the body! For Lt. Jack Erickson of Camp Roberts, California, tell me ... who is the Groaner? Who is the Voice? Who is the Beard? Who is the Legs? (BOINNNNNNNNGGGG)

6. Here's one for the baseball fans. Henry Jackaways of New Britain, Connecticut, says the American League is having one of the hottest races in baseball history. One day this team will be on top. (PLAY) And the next thing you know the leader is (PLAY). And that's not all. Only a game or two away are the N. Y. Yankees and the Boston Red Sox, and the fans of those cities are rooting and yelling (PLAY). Yes sir, and Detroit beat the Yankees today, 8 to 2! - increasing their lead!

(APPLAUSE)

SOUND: CLASS BELL

FORMAN: First round winner, Phil.

HARRIS: Thank you, Bill Forman. And he is _____.

Son, you're the first high man from Gardner, so have a
Lucky Strike and grab yourself a pardner while the cats
soat.

3. STRAIGHTEN UP AND FLY RIGHT SULLY MASON
(APPLAUSE)

KAY KYSER
Commercial #2 (0)

- 4 -

9-20-44

(There's something about this place -- a kind of magic, a kind of mystery. But I'm going to capture it - I'm going to put it down on paper!)

(FROM TAFT, CALIFORNIA)

MORRIS: ... You were buzzin' the tower under full power. That was nice flyin' and thank you very much.

(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 - so round, so firm, so fully packed, so free and easy on the draw.

BOONE: (CHANT - SOLD AMERICAN)

KIPLING: There's something about this place -- a kind of magic, a kind of mystery. But I'm going to capture it - I'm going to put it down on paper!
(20)

RUYSDAEL: The place was India ... fabulous, spectacular, mysterious India ... strange land of strange contrasts. It was a tropical night in the year 1885 ... a night of pitch darkness with a hot wind stirring in the dry trees. It was quite late ... but the city of Bombay did not sleep ... and down the narrow, crooked streets came a young man of twenty -- he wore glasses and a white linen suit spattered with ink, and he seemed to know the city with the knowledge of a native.

(MORE)

- 4 -

ATX01 0116941

KAY KYSER

- 5 -

9-20-44

Commercial #2 (Q) - (CONTD)

(There's something about this place -- a kind of magic, a kind of mystery. But I'm going to capture it - I'm going to put it down on paper!)

EMISDAEL: He had been walking for hours ... looking in at the bazaars
(CONTD) and the Indian festivals ... at the gambling dens and the jewelry shops and the dance halls ... and he had talked with many people, all kinds of people - gaily-dressed jugglers, merchants, policemen, soldiers of the Bengal Lancers. At dawn, he came back to the small newspaper office where he worked, and here the editor found him crouched over his desk, writing furiously ...

EDITOR:
(40)

I say, Ruddy, have you been up all night again ... roaming this crazy city?

KIPLING:
(20)

Yes, Steve -- and I can't help it. There's something about this place -- a kind of magic, a kind of mystery -- call it whatever you like. But whatever it is, I'm going to capture it, I'm going to put it down on paper, and it will be the real thing. It will be India. I know it as sure as my name is ... Rudyard Kipling.

(MORE)

- 5 -

ATX01 0116942

KAY KYSER

- 6 -

9-20-44

Commercial #2 (Q) - (CONTD)

(There's something about this place -- a kind of magic, a kind of mystery. But I'm going to capture it - I'm going to put it down on paper!)

RUNSDAEL: Yes, this was Rudyard Kipling. This was the Kipling who tramped the ancient hills to the Khyber Pass and heard the "boots, boots, boots" of marching men in darkest Africa ... who knew the British Tommy as a comrade and sang the praises of Gunga Din, the water boy. Rudyard Kipling ... whose stirring Jungle Tales were to thrill generations of children throughout the world ... whose rousing ballads such as The Road to Mandalay would become as familiar to Americans as their own Yankee Doodle. This was Kipling the restless one, passing through Cairo and Cape Town, through Yokohama and 'Frisco, through the great Chinese desert and the cold woods of Canada. And this was the Kipling who saw it all, and wrote it down more brilliantly than it had ever been written before. (PAUSE) What was the quality of this man? Great imagination ... restless curiosity ... the will to seek human adventure not in libraries but on the open road -- yes, all this, and something more, something greater: The genius to put it down on paper, to capture for the West, the full magic, the mystery, the wonder of the ancient lands that were East of Suez. This was the quality of a man and a poet. And this was the quality of ... Rudyard Kipling.

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

- 6 -

ATX01 0116943

KAY KYSER

- 7 -

9-20-44

Commercial #2 (Q) - (CONTD)

(There's something about this place -- a kind of magic, a kind of mystery. But I'm going to capture it - I'm going to put it down on paper!)

STARRUTT: It takes outstanding quality to make a great person - to
(Closing) make a Rudyard Kipling. And, ladies and gentlemen, it takes outstanding quality to make a great product. The quality of your Lucky Strike cigarette is summed up in these five simple words ... 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.

RIGGS: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3)

RUTSDAEL: LS - MFT

LS - MFT

LS - MFT

DELMAR: Today and every day, Lucky Strike means fine tobacco.
(Impulse
Tag #11) Yes, Lucky Strike means fine tobacco.

(SWITCHOVER TO TAFT, CALIFORNIA)

- 7 -

ATX01 0116944

ORCHESTRA: KING SISTERS INTRO

HARRIS: Now for you thousands of Cadets here's our pretty singing
pets ... those lovely KING SISTERS! (APPLAUSE) And the
Kings are going to step up the R. P. M.'s of your heart
as they sing....

4. I'LL BE SEEING YOU KING SISTERS
(APPLAUSE)

QUARTET: "SONG OF THE ARMY AIR CORPS"

(FROM TAFT, CALIFORNIA.)

QUARTET: "SONG OF THE ARMY AIR CORPS" ..(APPLAUSE).. FADE FOR:

SOLOIST: To the Air Cadets

They stacked up their hours in the flight book
They were proud of their ships on the line,
Now they're strafing the roads of the Wehrmacht
And blasting a path 'cross the Rhine.

The Japs know the dread of their engines
and the sound has a lesson to tell --
Of young eagles who rose to give their foes
A Yankee taste of hell!

LOCAL NBC STATION SAYS:

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

ORCHESTR.: KYSER MARCH

FORMAN: Second round contestants, Phil.

HARRIS: Well, get 'em out here, Bill.

ISH: Just a second. Just a second, not so fast, Curly. Hold on and etcetera. I got a novel here in regards to which I wouldst like to read same, wrote by that there now girl I been running around with.

HARRIS: I know, I know. That Miss Raft from Taft that's so very pretty.

ISH: No, no. That fish-face Kitty from Ford City.

HARRIS: Read your novel!

ISH: Okay. Ohhhh the young aviator was strolling down the street with the girl of his dreams, Feverella Fungus. As they sat down in a fashionable restaurant, he spoke. Would you like the three dollar dinner or just a sandwich, was his generous remark.

ALYCE: I'll just have a sandwich.

ISH: She returned, prying her throat loose from his teeth. At length when our hero had finished his dinner and most of hers, a light came into his eyes. Slowly his hand slid across the table and handed her the check ... I love you, he said, groping for words.

ALYCE: I love you, too.

ISH: She rejoined, groping for his watch. There was a silence until she finally said ...

ALYCE: What are you thinking?

ISH: I was just thinking, was his quick rejoinder. Do you mind if I borrow a splinter offen your wooden leg. I want to make a shuttle run for a sand flee. She winced.

ALYCE: But....

ISH: She exhumed.....

ALYCE: But.....

ISH: She gargled.....

ALYCE: But.....

ISH: But, but, but, but, but, but. You sound like a motor boat! He enhanced. For a second she said naught.

ALYCE: Naught, naught, naught, naught, naught, naught, naught!

ISH: Just a second. That's over a second! He countered.

ALYCE: If....?

ISH: She injected.

ALYCE: If you don't put an end to your foolishness, I'm going out with Mickey.

ISH: And with that he gave her two mickeys and she went out.... like a light.

FORMAN: Once again I say, first second round contestant, Phil.

HARRIS: And he is _____.

1. This one from Mr. A. M. Covington of Boston, Mass., is the story of a bashful Aviation Cadet. He called upon a lovely gal who asked him why he called on her, and he said (PLAY). He had just started to talk for Joe when there was a sudden black-out. During the black-out, the bashful pilot stole a (PLAY). The gal screamed and said, "I can't find you in the dark, Smarty, but I'll beat your ears off (PLAY).

2. Most of the fun and recreation around an Army Air Field is found in the men's day rooms. Near pay day, the day rooms here hold tournaments of very interesting games called "Knuckle Pool" and "Ubangi marbles". But speaking of Day rooms, ~~was the author of "Life With Father" named Day?~~ What swell kid and swell singer, now an ensign in Uncle Sam's Navy, is named Day? Yes sir, and we had the pleasure of seeing _____ last Wednesday at the Navy Amphibious Base. What's the duty of the officer of the day? What's the most beautiful day?

CONESTANT: PAY DAY!

HARRIS: No, no. If you could spend a day with the most beautiful Day in the movies, who would you say that is? Yes, and if I could spend the day with _____, I'd say BOINNNENG!

3. In this one from Jennie Venuto of Palmyra, New Jersey, the titles of the following three songs include the colors of our flag, and we want you to listen and tell us which contains "Red", which "White" and which "Blue". (PLAY). (PLAY). (PLAY).

4. Sgt. Mary Louise Anderson of Fort Dougway, Utah, says that since Paris is free, those Parisian dress designers are going to be busy again outfitting ^{just} you gals out in new creations (PLAY). Yes sir, those Parisian dressmakers can really do wonders with a bolt of cloth and a few pins. Incidentally, Louise, one of those gorgeous King Sisters, has been wanting a Parisian dress for years. We've brought along about eight yards of beautiful ^{Luxuriantly silk} ~~blue velvet~~ material and a handful of pins, and we'd like you to try your hand at designing a Parisian creation for her. Louise will stand right here...and you pretend you are a Parisian designer. So start draping, pal. Drape that shape!

5. Here's a right or wronger from Dorothy Connell of Hollywood, California. Just listen and answer right or wrong to the following statements. 1. In air combat, peeling off in formation is known as the Gypsy Rose Lee. 2. On a military blouse, the Air Corps insignia are worn on the left collar. 3. In the Air Corps, a small zephyr is called a zither. 4. To distinguish them from a girl goose, a male goose is called a mongoose.

6. This set of questions was sent in by a listener who shall be nameless, and "nameless" wants you to tell him what do the letters U. S. stand for?

CONT: United States.

HARRIS: The United States, correct. Now then, here are the names of three famous men, all ending in the letters 'u.s.'. One of these men was a famous maker of violins, which one? Here they are: Stettinius, Sibelius, Stradivarius.

CONT: Stradivarius.

HARRIS: Stradivarius is right. He was a famous maker of violins. And speaking of violins, our first violinist is going to play a little violin solo. (PLAY) What is that melody? Now then, whose name do you associate with that song? What famous radio comedian plays that song on his violin?

CONT: Gosh, I dunno....

HARRIS: He's very-well known. He's really the greatest of them all...he really is. What's his name?

CONT: I can't think of it right now. He's on the tip of my tongue

HARRIS: Ho is?

CONT: Yeah, but I can't think of his name.

HARBS: Okay ... the greatest entertainer of them all...what's
his name, students?

REFERENCE: JACK BENNY!

HARRIS:

Yep, that's the name ... Jack Benny, ^{that's my man.} ~~my old boss~~. He's coming back on the air on Sunday, October first. That's one week from next Sunday, folks. And he's giving me my old job back, too. So why shouldn't I call him 'the greatest intertainer of them all'. I'm no fool. Seriously, folks, I hope you'll all tune in to Jack Benny's first show. He's been out there in the South Pacific entertaining our fighting men ... and Mary Livingston, Rochester, Don Wilson, yours truly and all the gang are ready to pitch in and make his first show of the season a real welcome home ... How's about joining us? Remember the date, October first, Sunday after next, over this same network, at the regular Sunday-night-Jack-Benny time. Will you give it a listen?

AUDIENCE: Okay!

[Handwritten scribbles]

FORMAN: Second winner, Phil.

HARRIS: And he is _____. You're the second hero of the day, have a Lucky Strike while the side men play a tune that's really all the way, and I sing --

BRAZEN LITTLE RAISIN PHIL HARRIS

(APPLAUSE)

(FROM TAFT, CALIFORNIA)

FERRIS: Buh - ruth - er! That was jive, what I mean, jive. Great goin', fellers. And now, here's Del Sharbutt!

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

SHARBUTT: It takes quality to make a great person - that fact was proved by Rudyard Kipling in his own adventurous life as a world-traveller and a great writer. And, ladies and gentlemen, it also takes quality to make a great product - that's a fact proved, year-in, year-out by independent tobacco experts - men like Mr. Thomas J. Green of Walnut Cove, North Carolina, who recently said ...

GREEN: I've been a tobacco man all my life - and for many years at the different markets where I've been auctioneering I've seen Lucky Strike buy the finer, sweeter tobacco -- the kind that means real smoking enjoyment. Naturally, for more than 21 years my cigarette has been Lucky Strike.

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

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

RIGGS: (CHANT - SOLD AMERICAN)

HEYSDAEL: It takes fine tobacco to make a fine cigarette. Remember -
(Impulse Tag #5) Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco.

(SWITCHOVER TO TAFT, CALIFORNIA)

6 The Trolly Song — King Sisters
(Impulse)
Lucky Strike March

FORMAN: Final exam, Phil. Don your cap and your gown.
HARRIS: And Kay Kyser's tuned in, so let's not mess around.
And our first finalist is _____.

1. Tonight our final round deals with birds and birdmen, and is dedicated to all who took part in making flying what it is today. Joan Harmon of Elm Grove, Wisconsin, says for a starter suppose you tell us the name of the bird in this song. (PLAY) What bird flew over both the north and south poles? Who made the first successful air plane flight and where?

ISH: Say, speaking of birds, have you ever heard the cry of a Scotch Owl?

HARRIS: No Ish, what is the cry of a Scotch Owl?

ISH: Hoot mon! Hoot mon!

2. When you see so many beautiful planes in the sky you're reminded of all the beautiful birds that fly. Sgt. William Watson, somewhere in England, says here's one you should get quickly. (PLAY) That's either La Golondrina, The Swallow, or La Paloma, The Dove. From the following list, pick three pioneer birdmen who flew across the Atlantic: Amelia Earhart, Charles Lindbergh, Wiley Post, Dick Merrill, Clarence Chamberlain, Jacquelin Cochrane.

3. Mrs. R. R. Fisk of Providence, Rhode Island, says if you're a record fan, or listen to record programs on your radio, you've most likely heard this song. (PLAY) Now is that Meadowlark, Mudlark, or Skylark? ~~Who are the Junior Birdmen of America.~~

4. And now here's one about a bird we'll be thinking about in November. Let's see you get your teeth into this one. (PLAY) Did Howard Hughes fly around the world in 3 days, nineteen hours, and nine minutes? And when you see a star on a plane in the sky, what country or countries does it represent? *Can you name two?*

(APPLAUSE)

SOUND: CLASS BELL

(FROM TAFT, CALIFORNIA)

FORMAN: Shall I announce the name of our winning star?

HARRIS: Sure 'nuff ... but first, you take over, Kenneth Delmar ...

(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. Yes, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw. So smoke the smoke tobacco experts smoke - Lucky Strike.

RIGGS: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO TAFT, CALIFORNIA)

(FROM T.A.F.T., CALIFORNIA)

(ANNOUNCE)

FORMAN: The final winner, Phil!

HARRIS: And he is _____! Well sir, you know all your stuff and things, you win the College of Knowledge wings and the \$50 War Bond, first prize! And to runner-up, this loving cup and a \$25 Bond. Each cadet of the remaining quartet gets ten dollars in Stamps. All six get a carton of Luckies. And then, to all you flyin' fightin' Yanks, a million thanks and a package of better-than-ever LUCKY STRIKE CIGARETTES!

(APPLAUSE)

8. IT HAD TO BE YOU *(faded)* ORCHESTRA

~~(APPLAUSE)~~

ORCHESTRAL: KYSER THEME

HARRIS: That's about all until class meets again next Wednesday. For their hospitality in welcoming us here at Gardner Field, we thank Colonel Howard Bechtel, Captain Amory Eckley, all you fighting men, and you gallant Waes who are backing up our fighting men.

Next week we'll be holding class with Uncle Sam's fighting infantrymen at Camp Callan, California. But now...now...

ORCH: "LOVE IN BLOOM" ...SYMPHONY EFFECT ... FOUR BARS ... OUT
OF IT COMES ONE VIOLIN, PLAYING BADLY

HARRIS: ~~What was that?~~ *What was that? Did you hear that?*

FORMAN: Phil, I'm surprised you should ask. That was "Love In Bloom". That's to remind folks that Jack Benny returns to the air Sunday after next, October first.

HARRIS: I know, but do we have to take that corny fiddle along with it?

FORMAN: What would you suggest?

HARRIS: Well, I could speak a few well-moderated syllables.

FORMAN: You mean well-modulated.

HARRIS: ~~I like well-moderated better.~~ *I like well-modulated better.* I could say, for example, that on Jack's opening show...

FORMAN: That's a week from Sunday, October first, regular Jack-Benny-time...

HARRIS: Right. At that time the whole Jack Benny gang will put on a great show, because Jack will be back from his overseas tour and we want to give him a great welcome.

FORMAN: Say, that sounds okay, Phil. But you forgot to add that Jack Benny is the greatest entertainer of them all...the favorite guest in American homes.

HARRIS: Now that's what I call well-moderated, Bill.

FORMAN: The word is still well-modulated!

HARRIS: And I still like well-moderated better. Then I'd add...
tune us in, folks, Sunday, October first ... the whole
gang will be there... ~~good~~ old Jack ^{senior} himself, Mary
Livingston, Rochester, Don Wilson and P.H.

FORMAN: You mean P.S.

HARRIS: I mean P.H. ... Phil Harris. For I'll sure be there
myself, in person, rooting for ~~my old pal~~, Jack Benny, *my friend*
on his opening program, Sunday, October first.

ORCH: LUCKY THEME

(SWITCHOVER TO CHICAGO AT 58:35)

(FROM CHICAGO)

CHICAGO

ANNCR: This program was presented by Lucky Strike for the entertainment of the courageous men and women of Gardner Field, Taft, California. Defend the Constitution! Buy War Bonds!

(SWITCHOVER TO NEW YORK)

RUYSDAEL: The famous tobacco auctioneers heard on tonight's program were Mr. F. E. Boons 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

DELMER: Remember - Lucky Strike means fine tobacco, so round, so (Impulse Tag #10) firm, so fully packed, so free and easy on the draw.

NBC

ANNCR: 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: 10-11:00 PM EDT
DATE: SEPTEMBER 27, 1944 -#340 REPEAT: _____

"KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE"

As Broadcast

ROUTINE

- | | |
|-------------------------|------------|
| 1. BYE BYE BLUES | ORCHESTRA |
| 2. AN HOUR NEVER PASSES | DON LESLIE |

COMMERCIAL ONE

ROUND ONE

- | | |
|-----------------------|-------------|
| 3. DANCE WITH A DOLLY | SULLY MASON |
|-----------------------|-------------|

COMMERCIAL TWO

- | | |
|----------------------------|--------------|
| 4. THE VERY THOUGHT OF YOU | KING SISTERS |
|----------------------------|--------------|

STATION BREAK

ROUND TWO

- | | |
|---------------------------------------|-------------|
| 5. THAT'S WHAT I LIKE ABOUT THE SOUTH | PHIL HARRIS |
|---------------------------------------|-------------|

COMMERCIAL THREE

- | | |
|----------------|--------------|
| 6. THE CARIOCA | KING SISTERS |
|----------------|--------------|

- | | |
|--------------------------|----------------------|
| 7. SHINE ON HARVEST MOON | ORCHESTRA |
|--------------------------|----------------------|

FINAL ROUND

COMMERCIAL FOUR

- | | |
|------------------------|-----------|
| 8. AMOR <i>(Faded)</i> | ORCHESTRA |
|------------------------|-----------|

RTX01 0116964

WEAP

THE AMERICAN TOBACCO COMPANY

9-27-44

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #340

10:00-11:00 PM EWT

SEPTEMBER 27, 1944

WEDNESDAY

Program originates at Camp Callan, Torrey Pines, San Diego, California,
with switchovers to NBC, New York, for commercials and closing.

(CH NEW YORK)

RUYSDAEL: Lucky Strike means fine tobacco - so round, so firm, so
fully packed, so free and easy on the draw.

RIGGS: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

LELMAR: Of course!
(Ex. D)

SHARBUTT: Right you are!

RUYSDAEL: Lucky Strike means fine tobacco - so round, so firm, so
fully packed, so free and easy on the draw.

RIGGS: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO CAMP CALLAN, CALIFORNIA)

(FROM CAMP CALLAN, CALIFORNIA)

ORCHESTRA: "LUCKY DAY"

WORMAN: LUCKY STRIKE presents for the entertainment of Uncle Sam's fighting infantrymen and the Army combat teams in battle training at Camp Callan, California ... Kay Kyser's College of Musical Knowledge, with Sully Mason, Ish Kabibble, Don Leslie, the King Sisters, and starring -- PHIL HARRIS!

AUDIENCE: YEAH ARMY! COMBAT TEAMS! HOORAY!

ORCHESTRA: KYSER THEME

(AUDIENCE APPLAUSE UP BIG)

HARRIS: Gee, thanks, fellows. And how are all you pretty things?

AUDIENCE: HEP TO THE JIVE, CLIVE!

HARRIS: I'll say you're hep to the jive, and man, we're really gonna lay it on you as we hold class with those rugged infantrymen of Uncle Sam's self-contained fighting forces, the Army Combat Teams of Camp Callan. Camp Callan is at Torrey Pines, California, near highway one-oh-one.

FORMAN: Highway one-oh-one?

HARRIS: Yes, Bill Forman. That's a strip of cement with one hundred and one hitchhiking soldiers to the mile!

FORMAN: They've got some mighty big strapping soldiers here.

HARRIS: Yes, but the one I want to meet is that real little fellow who is so popular at this camp.

FORMAN: The real little fellow who is so popular at this camp?

HARRIS: Yes, I went into the barracks and a bunch of fellows were on the floor in a circle saying "HERE'S THAT LITTLE JOE! COME ON LITTLE JOE!"

FORMAN: Speaking of popular men, how about Patton and Hodges?

HARRIS: Yes. You know, General Patton and Hodges make me think of a hungry little boy looking through a fence at a watermelon.

FORMAN: General Patton and Hodges make you think of a hungry boy looking through a fence at a watermelon?

HARRIS: Yes, they know there's a Patch beside them and before long they'll be workin' on the Rhine.

FORMAN: Well Phil, Key Kysar will be back next week and you'll be back on the Jack Benny show and I certainly hope you have as good a program as you did last year. You know, I like that show, the way they do it. Wilson comes in, Benny follows Wilson, Livingston follows Benny, Rochester follows Livingston, and Phil Harris ...

HARRIS: ... Follows Alice Faye! I'm no fool ... I've seen her contract. And checked with Zanuck!

FORMAN: Phil, I know you're going to be a big hit on the Benny show starting Sunday because you sure look fit and healthy. Where do you get all that pop?

HARRIS: I been eating those spiked vitamins. I get 'em from The Happy Valley Drugstore. I don't know what he puts in them, but BOINKNGGG ...!

FORMAN: I know what you mean, Phil. It's time to drill those men for that \$115 in War Bond prizes.

HARRIS: All right, Bill, we'll get to it, but first Key said to take a tune and move it, so come on, cats, let's groove it.

1. BYE BYE BLUES ORCHESTRA
 2. AN HOUR NEVER PASSES DON LESLIE
- (APPLAUSE)

(FROM CAMP CALLAN, CALIFORNIA)

MARKS: Ah, that was sweet to hear and pleasant on the ear. And now, a word from Del Sharbutt.

(FROM NEW YORK)

SHARBUUTT: Question: What makes for a quality cigarette? Answer: Quality Tobacco. Yes, in a cigarette, it's the tobacco that counts and the better the tobacco - the better the cigarette. So, it's worth remembering that Lucky Strike means fine tobacco - yes, first, last and always, Lucky Strike means fine tobacco. This very week at tobacco auctions in the Southland, Lucky Strike is again buying for you the riper, the naturally milder Lucky Strike tobacco. Independent tobacco experts present at the auctions can see just who buys what tobacco. And sworn records show that among such independent experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1!

BOONE: (CHANT - SOLD AMERICAN)

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

(SWITCHOVER TO CAMP CALLAN, CALIFORNIA)

Del Sharbutt

FORMAN: Phil, the men want to get on that first round boat!
 Well, Bill Forman, let's get afloat with that startin' note
 ISH: (TRUMPET) Ish K. Bibble's news events. ^{Find it} ~~News about our~~
~~foreign blows, open your eyes and hold your nose!~~

HARRIS: ~~First spicy gem!~~
 Social news! Beautiful bathing girls to attend Halloween party in Del Mar Pool. Bobbing for apples will be enjoyed by everyone present.

HARRIS: Did you ever get any apples in the Del Mar pool?

ISH: No, but Sully Mason got two peaches and I got a couple of old tomatoes.

HARRIS: Any more society notes?

ISH: Mrs. Thomas Freebairn Smith entertains Camp Callan soldiers at afternoon teas.

HARRIS: How do the soldiers like those afternoon teas?

ISH: I don't know, but after they get through, they all go down to ~~First~~ ^{with it} Street for the "strip tease". Now for the scandal sheet. Vonnie King seen kissing Camp Callan soldiers.

HARRIS: Ish! Vonnie never kissed any soldiers.

ISH: She's kissed so many of these here now soldiers her lower lip looks like the ramp on a landing barge!

HARRIS: Cute kid. What's next?

ISH: Entertainment note. ~~School at~~ Camp Callan starts tap dancing class.

HARRIS: Where?

ISH: In the tap room.

HARRIS: Why is the colonel starting a tap dancing school?

ISH: To teach the soldiers control of their legs. Also, girls in San Diego start pattycake school.

HARRIS: What for?

ISH: To teach soldiers control of their arms.

FORNIA: First contestant, Phil.

HARRIS: And he is _____!

1. Adrian McDowell of Nashville, Tenn., tells us this one about a Camp Callan man who wanted to get into town and look around (PLAY). By sheer luck and will power he managed to reach San Diego ... believe it or not ... and just as he started into one of the city's hot-spots an M.P. grabbed him and snarled "What's on your mind, bud - remember (PLAY). Well, the G.I. looked at the M.P. and said "That's right, officer, I can't pull the wool over your eyes. You probably think I'm here to talk to the boys, have a little fun, see some girls, get a date and raise Cain. But that's not it at all. You see, they don't work us hard enough at Camp Callan, so I'm just (PLAY).

2. Here's one inspired by one of West Coast's famous dance halls, Pacific Square. Alice Compton of Oak Park, Illinois, wants you to define a few different kinds of squares. I'll start you off -- Now a square in hop cat language is an icky -- he's nowhere - but where's The Square? What does it mean to be square away? What is a square shooter?

SOUND: SHOT AND BODY FALL

HARRIS: Ish! What are you doing?

ISH: I'm trying to demonstrate what a square shooter is. I'm now a square shooter,

HARRIS: What do you mean?

ISH: I just met a top sergeant who was a square, so I shot him.

3. Here's the theme of one of America's most famous dance bands and we want you to listen and identify the leader. (PLAY) Is Zane Grey Gilda Gray's father? What was Gilda Gray famous for? That's fine. We have some beads and a grass skirt here, and Corporal Al Boyd somewhere in New Britain wants us to find out how well you can imitate Gilda Gray's shimmy. (PLAY)

4. Camp Callan is located at Torrey Pines. So we are going to play two "tree songs" and Leonard Sparks of St. Louis, Missouri, wants you to tell us which song is about pines. (PLAY) Say, we have a pine tree here and a little Boy Scout axe. If you can chop down this pine tree before our band finishes playing "Well, All Right, Chop, Chop Chop", the camp photographer will take your picture with the four lovely King Sisters draped around your manly shoulders. And if you chop well enough they might even embrace and caress you. Who knows? ~~In fact, if they don't, we'll chop them in the head with the axe!~~ (PLAY)

5. Lots of America's favorite radio stars and their radio shows will return to the air next week. Herman Leibman of Brooklyn, New York, says that this theme identifies a lovable comedian who returns with his program a week from tomorrow. (PLAY) ~~Yessir man, and~~
~~sant us his original bazooka, And this glamorous star, who is just~~
~~back home from entertaining our Armed Forces in France, returns to~~
~~the air with a brand new show on Thursday of next week. (PLAY):~~ And we'll all sing "hallelujah" when this famous leader returns to the air next Wednesday. His theme song goes like this (PLAY). Yes sir, the old Professor and Georgia will be here next Wednesday. And I want to say that running Kay's show for him this summer has been one of the greatest breaks I have ever had. I have enjoyed every minute of it. And I hope that all the chillun will be on hand next Wednesday to give Kay a real homecoming class session!

(APPLAUSE)

6. The history-making battle of Germany is ~~well~~ under way. And Uncle Sam's 1st Army, 3rd Army, 7th Army, 9th Army ^{and} ~~and Air Borne Force~~ are saying to the Germans behind the Rhine. (PLAY) America is filled with pride in her Army leaders and for their successes so far, to Generals Patton, Hodges and Patch whose smash ^{to the borders of} ~~into~~ Germany out-blitzed the blitzkrieg, the whole Allied World says (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

FORMAN: ~~Right here!~~ *First winner!*

HARRIS: And he is _____

My man, for the final round you're set, so light up a
Lucky Strike cigarette, you won't have very long to wait,
so just sit tight while we syncopate!

3. DANCE WITH A DOLLY. SULLY
(APPLAUSE)

(WHIL: Cue top of next page!)

KAY KYSER
Commercial #2 (Q)
(Get There Firstest with the Mostest Men!)

- 4 -

9-27-44

(FROM CAMP CALLAN, CALIFORNIA)

HARRIS: ... thanks for that diggin'. You really had us jiggin'.
And thank you very much.

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: Let that historic chant remind you that Lucky Strike means
fine tobacco - yes, Lucky Strike means fine tobacco - so
round, so firm, so fully packed, so free and easy on the
draw.

RIGGS: (CHANT - SOLD AMERICAN)

FORREST: Captain ... my special strategy is very simple. (PAUSE)
(43) Get there firstest ... with the mostest men!

DELMAR: They called him ... "Wizard of the Saddle" - that General
Forrest. For in all the long history of warfare ... no
one had excelled this handsome six foot giant as master of
an incredibly fast, slashing cavalry attack. And there was
a time when this one man took on the importance of a fully
equipped army. It was 1862 ... and the generals of the
North -- Grant and Sherman -- were hot after Forrest ...

VOICE I: I tell you that man Forrest must be taken! Look at these
(40) reports -- 75 carloads of wheat captured, 2000 of our men
prisoners. And all (FADE) because of this one man ...

- 4 -

(MORE)

ATX01 0116975

VOICE II: He's made a fool of me for the last time. I'm going to
(42) get Forrest if it takes ten thousand men and breaks the
 Treasury!

DELMAR: Who was this man? Who was this Forrest they wanted so
 urgently? His life is a kind of legend ... the legend of
 a man who started as a raw recruit, pulling himself up by
 his own bootstraps -- through sheer energy and daring --
 to the rank of General. It is the story of a man who fought
 with a kind of inspired brilliance at Shiloh, Chickamauga,
 Murfreesboro -- who led his men in a charge across the
 ice-sheeted Cumberland River, and drove to battle in a
 buggy when he was too seriously wounded to mount his own
 horse. Yes, this is the legend of a fighting cavalryman
 named ... Nathan Bedford Forrest. And there was a day
 when this same officer received at his headquarters the
 young Captain Hosea of the Union Army ... come under a
 flag of truce to exchange prisoners of war. When the
 Captain was about to leave, he turned back at the door and
 asked ...

HOSEA: General Forrest -- what is your secret, what is your
(26) special strategy that brings you such success ...?

DELMAR: The bearded General swung back in his chair. And then --
 with a broad grin -- he gave the answer

(MORE)

RAY KYSER
Commercial #2 (Q) - (COMPD)
(Get There Firstest with the Mostest Men!)

- 6 -

9-27-44

FORREST: Captain, I have no secret. My special strategy, as you call it, is very simple. Just get there firstest with the mostest men!

WELLS: Get there firstest ... with the mostest men! Those seven famous words convey the fighting spirit of Nathan Bedford Forrest ... the general who never fought according to text-book plan, but just went ahead and won. Forrest ... the hard-riding, hard-hitting commander whose lightning campaigns helped pave the way for our modern, swift-racing mechanized armies. (PAUSE) Matchless skill and daring ... the capacity to think fast and act twice as quickly ... this is the quality that -- today as always -- hastens the hour of victory. And this was the quality of General Nathan Bedford Forrest ... "Wizard of the Saddle" ... boldly original tactician ... fearless American!

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

- 6 -

ATX01 0116977

KAY KYSER
Commercial #2 (Q) - (CONTD)
(Get there Firstest with the Mostest Men!)

- 7 -

9-27-44

KUYSDAHL: Quality bespeaks the man. And, ladies and gentlemen,
(Closing
#3) quality also bespeaks the product. The quality of your
Lucky Strike cigarette can be told in five simple words
... Lucky Strike means fine tobacco -- yes, first, last
and always Lucky Strike means fine tobacco. So next time
you buy cigarettes - ask for Lucky Strike - so round, so
firm, so fully packed, so free and easy on the draw.

BOONE: (CHANT - SOLD AMERICAN)

RICKER: (2 & 3, 2 & 3)

KUYSDAHL: LS - MFT
 LS - MFT
 LS - MFT

SHARBUTT: For real deep-down smoking enjoyment smoke Lucky Strike -
(Impulse
Tag #22) for Lucky Strike means fine tobacco -- yes, Lucky Strike
 means fine tobacco.

(SWITCHOVER TO CAMP CALLAN, CALIFORNIA)

- 7 -

ATX01 0116978

SIGN: KING SISTERS INTRODUCTION

HARRIS: Now for you men of the combat teams, here are four dreams,
these love-ly KING SISTERS! (APPLAUSE) Yes sir. And the
Kings will be very much in your thoughts as they sing ...

1. THE VERY THOUGHT OF YOU KING SISTERS

(APPLAUSE)

MUSICAL: "CAISSONS SONG"

(FROM CAMP CALLAN, CALIFORNIA)

QUARTET: "CAISSONS SONG" FADE FOR:

(APPLAUSE)

CHORUS: TO THE ARMY COMBAT TEAMS ...

Remember the doughboy does it
And the Yankee fighting scheme
Called on the slugging infantry
And the streamlined combat team.

Now the Axis ranks fall backward
And we march from sea to sea
To bring them packaged havoc
And disaster G. O. D.

LOCAL NBC STATION SAYS:

"STATION X X X SALUTES THE UNITED STATES ARMY'S COMBAT
TEAMS!"

ORCHESTRA: KYSER MARCH

FURMAN: First second round contestant, Phil.

ISH: Just a second. Just a second. I got a essay here I gotta get off my chest.

HARRIS: Why do you have to get it off your chest?

ISH: On account of the paper shortage I got it writ on a mustard plester.

HARRIS: Take it off, son! (PAUSE)

SOUND: BLIND RIP

HARRIS: Ish you remind me of the Army bugle calls.

ISH: What do you mean, I remind you of the Army bugle calls, Curly?

HARRIS: Your hair is a mess, they played taps for your brain, and your pants have a retreat seat.

ISH: Look, I got to read my essay about Brows.

HARRIS: Brows? Read.

ISH: Now you've heard of the expression, 'Knittin' your brows.'

HARRIS: Yes?

ISH: Well, it looks like you dropped a stitch.

HARRIS: Got a load of this guy ... he doesn't even know where his brow leaves off and his hair starts in.

ISH: That's on account of I got a blockbuster hair cut.

HARRIS: What kind of a hair cut is that?

ISH: It starts off with a bang.

HARRIS: Get going with the essay.

ISH: Did you hear about where the Brow in the comic strip Dick Tracy recently fell in love?

HARRIS: Yes, I know. He fell in love with Gravel Gertie.

ISH: No, no! He cuit her and got stuck on a flag pole.

MARRIS: Well, that patriotic fellow.

ISH: There is another kind of brows which I ain't brung up yet. There is the kind of brows like when you go into a book store and tell the clerk you'd like to. Then they is two more kind of brows which is very often seen. There is the kind which stays right in front and is called the hair line. Then there is another kind where the hair starts in front and keeps retreating to the rear.

MARRIS: What kind starts in front and retreats to the rear?

ISH: Herr Hitler!

FORBES: First second round contestant, Phil.

BARRIS: And he is _____.

1. A gal by the name of Mary Livingston of Beverly Hills, California (Who can that be) sent in these questions. Number one. Identify this familiar melody. What great radio comedian plays this song on his fiddle? (PLAY)

CONTESTANT: Jack Benny!

BARRIS: Right! Good old Jack Benny. And Jack is back, you know, come next Sunday. Yes sir, at the same old Sunday-Night-Jack-Benny-Time.... He's back from his South Pacific tour for the troops and he'll be doin' business at the same old stand... I know he'll sure be a welcome Sunday night guest at your house.... Well, tell me, what make of car did Jack have before he gave it to the scrap drive? Jack's famous car..... *Model T*

SOUND: MAXWELL MOTOR SNORTING AND MISSING

CONTESTANT: A Maxwell!

BARRIS: Perfect. The answer's perfect! Sorry I can't say the same for the Maxwell. And who's Jack's chauffeur?
Jack Benny's chauffeur?

VOICE: (OFF) (MIMIC ROCHESTER) But, boss.... *What?*

CONTESTANT: Rochester!

BARRIS: Right. And one more. Who's the big, handsome orchestra leader on the Jack Benny show? The husband of Alice Faye. The cahp whose theme song goes...(PLAY)

CONTESTANT: Phil Harris!

HARRIS: Yes sir! And Phil Harris will be on the Benny Show, too. Yes sir! On the Jack Benny show.... that big, handsome orchestra leader, Phil Harris... (TAKE) ... Hey, that's me! Seriously, folks, remember the date. Next Sunday night. Same old Jack Benny time. When Jack will be back, with all the gang... Mary Livingston, Rochester, Don Wilson and me... Listen in next Sunday, and help us give Jack Benny a real welcome home!

2. The artillery attached to our infantry combat teams throw plenty of shells, so for Francos Temple of Detroit, Michigan, we would like for you to distinguish between tortoise shell, ~~racing shell~~, shel-lo-lagh *Sho* and the old shell game. ~~What does it mean to "shell out"?~~

ISH: Professor, that reminds me of when I once opened an egg and found a live chicken in it.

MARKIS: You opened an egg and found a live chicken in it?

ISH: Yes, I got shell shocked!

3. We're about to tell a little story with the help of some musical instruments. Richard Jackson of San Francisco, wants you to look straight ahead and help us tell the story by naming the instruments you hear. A music store owner sent his secretary down into the dimly lighted basement to get a new (PLAY) as she stepped into the room she saw standing in the corner a big (PLAY) She screamed and stopped back and as she did she stepped on a (PLAY) This brought lots of laughter from the (PLAY) She ran for the door and fell right over the (PLAY) What's her name?

4. The saddest thing about Camp Callan is transportation. By the time these coast trains hit Camp Callan they are running over the edges with sailors and Marines. Since the only trains you guys can catch are dream trains, tell us which trains these are (PLAY) Speaking of "choo choo", who said, "I do not choose to run"? Now let's see how well you can sing "Chattanooga Choo Choo" while chewing a mouth of caramels.
(PLAY)

5. We have had many requests for a return bout with Ish K. Bibble and his ish bone. Ish made this instrument of torture out of an old music rack and assorted gadgets, so for Nancy Johnston of Wilson, North Carolina, brace yourself and try to tell us what Ish is playing on the Ishbone. (PLAY).(PLAY).(PLAY).

HARRIS: By the way, here's a thought for every American girl. The need for WACS is growing, not diminishing. The Army here and overseas needs WACS faster than present recruits can be trained, for the medical department, hospital technician the transportation corps. WACS are now serving all over the world, and thousands more are needed not only here but on all the fighting fronts. Please think it over, Miss America. The Army needs you....now.

6. ~~Kay Kyser asked me not to forget to express our gratitude to the~~
 King Sisters. After tonight's program, ^{the King Sisters} ~~they~~ leave our show to appear exclusively with the fellow who says, "I'll mow you down, I'll mow you down". Who is that? ~~That's right, they'll be exclusively with Edgar Bergen and Charlie McCarthy.~~ And to the King Sisters, for singing so wonderfully, and being so wonderful with their lines and their songs on our program all summer, both Kay and I say (PLAY). Beginning next week a brand new singing group will join the college, two brothers and two sisters, who are making big news in the entertainment world. They're the Town Criers, all from the same family, and man, they're sharp. We know you'll all say to the Town Criers as you said to the Kings
 (PLAY)

(APPLAUSE)

SOUND: CLASS BELL

KORNER: Second winner, Phil.

HARRIS: He is _____ . You're the winner of the second round spatz, so light up a Lucky Strike while we listen to them cats!

5. THAT'S WHAT I LIKE ABOUT THE SOUTH PHIL HARRIS
(APPLAUSE)

(FROM CAMP CALLAN, CALIFORNIA)

HARRIS: Thanks, gang. You really had 'em jivin' with that one.
And now, here's Basil Ruysdael ...

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: In his own brilliant career as a cavalry general, Nathan Bedford Forrest proved the fact that quality bespeaks the man. And ladies and gentlemen, quality also bespeaks the product -- that's a fact proved again and again by the statements of independent tobacco experts ... men like Mr. Charles L. Belvin of Durham, North Carolina, who recently said ...

BELVIN: I have spent years buying tobacco as an independent. And at the markets wherever I have bought, I have seen Lucky Strike buy the finer leaf. That is why I have smoked Luckies myself for the past 12 years.

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

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

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: For real deep-down smoking enjoyment smoke the smoke
(Impulse
Tag #23) tobacco experts smoke - Lucky Striker!

(SWITCHOVER TO CAMP CALLAN, CALIFORNIA)

FORLEN: Phil, it's final exam. I don't like to harp.

HARRIS: And as Kay Kysor says, this is the time to be sharp. So come on, cats, and our first finalist is _____!

1. There are thousands of men in this vicinity training to help protect the 48 stars, so for our final round tonight we'd like to discuss stars. Rita Wellan of Tacoma, Washington, says at night on the desert, the heavens seem so close you can just reach up and (PLAY). Naturally you can't reach them with your hand, but wouldn't it be wonderful if you could build a (PLAY). How many stars has a Lt. General?

2. These fellows training here are dreaming of a long furlough. Buddy Spencer of West Palm Beach, Florida, says you might get one if you (PLAY). From the following hints you should be able to name 3 stars of the picture "Star Spangled Rhythm." Sarong, Thanks for the Memory, hair over one eye, boo-boo-boo-boo, Heart Belongs to Daddy.

SOUND: CLASS BELL

(FROM CAMP CALLAN, CALIFORNIA)

FORMAN: Phil, shall we call out the winner and give him a cheer?

HARRIS: First, this good advice - then trot him out here ...

(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: Yes, Lucky Strike means fine tobacco - so round, so firm,
so fully poked, so free and easy on the draw.

SHARBUTT: So smoke the smoke tobacco experts smoke - Lucky Strike.

BOONE: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO CAMP CALLAN, CALIFORNIA)

(FROM CAMP CALLAN, CALIFORNIA)

(PANFARE)

FORNAN: Here's the man that's tops, Phil.

MORIS: And he is _____. My boy that was really some nice tryin'. You're really smart and I'm not lyin'. The first prize, a fifty dollar War Bond for you. And here's a twenty-fiver for number two. For some super brainin' to those four remainin', ten each in Stamps to the combat champs. All six get a carton of Luckies. And then. To all you men for your high shootin', your laughs and cheers and your rootin' tootin', a package of better than ever LUCKY STRIKE CIGARETTES!

(CHEERS)

8. AMOR (*Amor*) ORCHESTRA)

~~(APPLAUSE)~~

ORCHESTRA: KYSER THEME

HARRIS: Well cats, school's out until same time next Wednesday. For a wonderful day here with the combat teams of Camp Callan, we thank Colonel G. B. Appelman, Colonel -- Lansing, Captain R. W. Pratt, and all you men. Next week we'll be holding class with a new crop of fighting Leathernecks, the Marine boots at the U. S. Marine Corps Recruit Depot, San Diego. This is Phil Harris reminding you to be on hand next week to greet the Ol' Professor himself, Kay Kyser. And inviting you to pay me a visit next Sunday when ... Say, that reminds me ...

(SWITCHOVER TO NEW YORK AT 10:58:05)

(FROM NEW YORK)

RUYSDAEL: Jack is back!

SHARBUTT: Jack is back!

DELMAR: Jack who?

ALL: Jack Benny!

RUYSDAEL: Yes, friends. Next Sunday, October first, over this same network, Jack Benny returns to the air.

DELMAR: Our own Jack Benny ... back from entertaining the boys on the Pacific fighting fronts.

RUYSDAEL: Jack Benny, a favorite guest in the American home!

SHARBUTT: Jack Benny, one of the greatest of them all.

DELMAR: Listen to Jack Benny's great opening show next Sunday, October first. Listen to Mary Livingston, Phil Harris, Rochester, Don Wilson and all the gang!

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: Many things may change with the years but here's one thing you can depend on always - 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.

DELMAR: This program was presented by Lucky Strike for the entertainment of the courageous men of Camp Callan, Torrey Pines, California. Defend the Constitution! Buy War Bonds!

NBC
ANNON:

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