

(REVISED)

THE AMERICAN TOBACCO COMPANY

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

295

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

7:00 - 8:00 PM PWT

Wednesday, November 17, 1943

(FROM NEW YORK) (Approx. .35)

Reason

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

AUCTIONEER: CHANT SOLD AMERICAN

RUYSDAEL: LS - MFT
LS - MFT

Impulse

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

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

AUCTIONEER: CHANT SOLD AMERICAN

(SWITCHOVER TO CAMP COOKE, CALIFORNIA)

(OPENING THEME)

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

AUDIENCE: "ROLL THOSE TANKS!" "ROLL 'EM-ROLL 'EM-ROLL 'EM-ROLL 'EM-
ROLL 'EM!" "HOORAY!"

KYSER THEME "THINKING OF YOU"

(AUDIENCE APPLAUSE UP BIG)

(FROM CAMP COOKE, CALIFORNIA)

KYSER: Now here's the man who's always able - to put the facts right on the table - our Dean of Common Sense, Basil Ruysdael.

(FROM NEW YORK)

Reason
WHY
RUYSDAEL: Well, ladies and gentlemen in a cigarette it's the tobacco that counts ... So surely, in selecting your cigarette, you'll profit by the experience of independent tobacco experts - auctioneers, buyers, and warehousemen, who earn their living in buying, selling and handling tobacco. Sworn records show that with such independent tobacco experts - with men who know tobacco best, it's Luckies 2 to 1.

Impulse
BOONE: (CHANT - SOLD AMERICAN)

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

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

Impulse
RUYSDAEL: LS - MFT
LS - MFT

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

(SWITCHOVER TO CAMP COOKE, CALIFORNIA)

(FROM CAMP COOKE, CALIFORNIA)

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

(FROM NEW YORK)

impulse BOONE: (CHANT - SOLD AMERICAN)

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

impulse RIGGS: (CHANT - SOLD AMERICAN)

SHARBUTT: A narrow stream winds through the heart of Virginia ... A famous stream, for along its rugged banks a great battle was fought almost a hundred years ago. Go back in imagination to Sunday morning, July 21st, 1861 ... go back to the thunderous plains of Manassas and the first historic Battle of Bull Run. You are among the men of a southern regiment, and since early dawn the fight has been going against you. It is almost noon now ... the sun blazes red in the sky ... the heat is oppressive ... it seems impossible to hold out longer, for your regiment is outnumbered, outgunned, hemmed in on three sides. But there is one man who keeps you fighting ... a bearded giant in a soiled gray uniform and dusty cavalry boots, a wounded giant who rides a raw-boned sorrel horse, yelling encouragement, refusing to retreat.

(MORE)

SHARBUTT:
(CONTD)

Because of him, you stick it out and hold like a stone wall.
Within an hour, the crisis is over. Reinforcements are
rushed up, the tide of battle turns, the day is won. That
night, as you bivouac under the stars, the bearded giant
walks among his men to congratulate them on their gallant
action -- an action that has given him a new name, for from
this day forward he will be known to the world as --
Stonewall Jackson. Yes, for the men of Jackson's regiment
this Sunday of July 21, 1861 has been a long, bitter and
glorious day. But with the coming of evening, as you sit
around the campfire, the great General Stonewall Jackson and
his valiant soldiers find comfort ... solace in the tobacco
they carry in their kits ... in the mild, mellow tobacco
that comes from the good rich acres of their own farms.
Yes, the story of Stonewall Jackson and the brave men from
the tobacco plantations who fought under his command, is
part of the tradition - the romance of fine tobacco.

HISTORICAL
NARRATION
NON-
COMMERCIAL

REASON
WHY

IMPULSE
RIGGS:

(CHANT - SOLD AMERICAN)

(MORE)

Reason
why

RUYSDAEL: Here are five words that today stand for that tradition
 (New closing "C") of fine tobacco: Lucky - Strike - means - fine - tobacco.
 Yes, Lucky Strike means fine tobacco, so round, so firm, so fully packed, so free and easy on the draw. Ladies and gentlemen, isn't this worth acting on? Remember, sworn records show that among independent tobacco experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1.

Impulse

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFT

LS - MFT

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

Reason
why

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

(SWITCHOVER TO CAMP COOKE, CALIFORNIA)

(FROM CAMP COOKE, CALIFORNIA)

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

(FROM NEW YORK)

impulse RIGGS: (CHANT - SOLD AMERICAN)

Reason why DELMAR: To the people of Stonewall Jackson's time a century ago, fine tobacco was important as one of the good things of life ... just as it is to you and me. And that tradition of fine tobacco is being carried on today by the makers of Luckies. Yes, at market after market, year after year, we consistently select the riper, the naturally mellow Lucky Strike tobacco. Ladies and gentlemen, independent tobacco experts, present at the auctions, can see just who buys what tobacco. So remember this outstanding fact, which is established by sworn records: Among independent tobacco experts - auctioneers, buyers, and warehousemen - with men who know tobacco best, it's Luckies 2 to 1!

impulse BOONE: (CHANT - SOLD AMERICAN)

(MORE)

Reason
Why

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

Impulse

RUYSDAEL: LS - MFT
LS - MFT

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

Reason
Why

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

(SWITCHOVER TO CAMP COOKE, CALIFORNIA)

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

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

(SWITCHOVER TO NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFT

LS - MFT

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

RUYSDAEL: LS - MFT

LS - MFT

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

BOONE: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO CAMP COOKE, CALIFORNIA)

(FANFARE)

SMITH: Final winner, professor!

KYSER: And the winner is Contestant number _____!

Well, sir, you were in fine fettle, so you win the expert sharpshootin' medal, first prize of a \$50. War Bond.

(MORE)

(FROM CHICAGO)

CHICAGO
ANNOUNCER:

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

(SWITCHOVER TO NEW YORK)

RUYSDAEL:

impulse

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

*Reason
why*

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

TICKER:

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

impulse

RUYSDAEL:

LS - MFT

LS - MFT

*Reason
why*

SHARBUTT:
(Impulse
Tag #2)

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

NBC
ANNOUNCER:

The War Department does not endorse any product, and
this broadcast is not intended as an endorsement of
the advertised product by the War Department. This
program came to you from Camp Cooke, California and
New York.

THIS IS THE NATIONAL BROADCASTING COMPANY

WEAF

THE AMERICAN TOBACCO COMPANY

11-19-43

"YOUR ALL-TIME HIT PARADE" - #41

8:30-9:00 PM EWT

NOVEMBER 19, 1943

FRIDAY

Reason
why

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

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFT

LS - MFT

Impulse

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

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

BOONE: (CHANT - SOLD AMERICAN)

MUSIC: SYMPHONIC SUSPENSE PROGRESSION. SUSTAIN CHORD UNDER.

SHARBUTT: Good evening, ladies and gentlemen. This is
Del Sharbutt greeting you from Carnegie Hall
in New York, where Lucky Strike presents ...
YOUR ALL-TIME HIT PARADE!

MUSIC: SWELLS UP BIG AND INTO OPENING THEME.

MUSIC: "OVER THERE." HIT AND FADE FOR:

SHARBUTT: Friends, our fighting men across the sea want cigarettes. And so, on tonight's ALL-TIME HIT PARADE from Coast to Coast, for the current Number One song in the country, (MUSIC OUT) ONE MILLION Lucky Strike cigarettes are sent free to the boys of our Armed Services abroad. Yes, tonight with the current Number One song of the Nation "another million Luckies free greet our boys across the sea" ... and on each and every package, a greeting from your singing star, Jerry Wayne!

impulse

MUSIC: INTRODUCTION TO "MY MELANCHOLY BABY."

(FADE FOR)

SHARBUTT: When dancers all over America were doing the turkey-trot ... and when piano-players were thumping out rag-time ... a song with a brilliant future was written. Jerry Wayne sings this great all-timer for your all-time remembrance ... "MY MELANCHOLY BABY."

2. ("MY MELANCHOLY BABY" WARNOW & JERRY WAYNE)

(APPLAUSE)

11-19-43

impulse RIGGS: (CHANT - SOLD AMERICAN)

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

impulse BOONE: (CHANT - SOLD AMERICAN)

VOICE: Quote: May 6th, 1815 ... The President and Mrs. Madison request the pleasure of your company at dinner in the executive mansion, tomorrow evening at six o'clock ... unquote.

DELMAR: Go back in imagination to a starlit evening of early Spring more than a hundred years ago ... to the gleaming white executive mansion on Pennsylvania Avenue in the newly-built city of Washington. Tonight you are the dinner guest of President James Madison and his Lady - the charming Dolly Madison. Tonight, as you sit around the long table in the dining room, you are in the presence of some of the most brilliant people of the day. The witty and urbane writer from New York, Mr. Washington Irving, is here, and directly opposite him you can see the gifted portrait painter, Mr. Gilbert Stuart, while near the end of the table, sitting next to the President, is the Hero of New Orleans, the tall, dashing Andrew Jackson.

(MORE)

DELMAR:
(CONTD)

Young Stephan Decatur, dressed in the uniform of a Naval captain, is near you, and just across the table is the genial Secretary of State, James Monroe. There are many beautiful young women present, famous belles from the plantations of the Lees, the Carters, the Randolphs -- But in all the brilliant party, there is none more charming, more animated, than your incomparable hostess - the lovely lady with the black hair and blue eyes, who is affectionately called "Queen Dolly." Seated at one end of the table, wearing a beautiful gown of yellow velvet and long strings of pearls, Dolly Madison entertains the company with many anecdotes of her interesting life. And now, while coffee is served, the First Lady of the Land speaks of Montpelier, the ancestral home of the Madisons in Virginia ... and her voice takes on a note of tenderness. She describes the wide, wide acres and the great golden tobacco harvests of Montpelier -- the President's home -- that contributed so much to the tradition - the romance of fine tobacco ..

HISTORICAL
NARRATION
NON-
COMMERCIAL

Reason
WHY

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: Today, America's tradition of fine tobacco is carried on by Lucky Strike ... For, remember - Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco.

RIGGS: (CHANT - SOLD AMERICAN)

MUSIC: FANFARE

SHARBUTT: YOUR ALL-TIME HIT PARADE presents the current
NUMBER ONE song in the country! And for the song
that's tops from Coast to Coast, ONE MILLION Lucky
Strike Cigarettes are sent free to our Armed Services
abroad. Jerry Wayne brings you the song ... and

impulse ["another million Luckies free greet our boys across
the sea" ... "PAPER DOLL."]

7. ("PAPER DOLL" WARNOW & JERRY WAYNE)

(APPLAUSE)

(COMMERCIAL)

Reason why
DELMAR: In a cigarette it's the tobacco that counts.

Impulse
RIGGS: (CHANT - SOLD AMERICAN)

Reason why
RUYSDAEL: It's just as true today, as in the time of President James Madison, that the better the tobacco, the better the smoke. And remember: Sworn records show that among independent tobacco experts - auctioneers, buyers, and warehousemen - with men who know tobacco best, it's Luckies 2 to 1.

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

Impulse
RUYSDAEL: LS - MFT
LS - MFT

Reason why
DELMAR: (Impulse Tag #2)
Yes, Lucky Strike means fine tobacco. So smoke the smoke tobacco experts smoke -- Lucky Strike!

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). And this is Basil Ruysdael speaking for Lucky Strike.

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

RUYSDAEL: LS - MFT

LS - MFT

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

MUSIC: BIG SONOROUS CHORDS

(APPLAUSE)

SHARBUTT: YOUR ALL-TIME HIT PARADE is shortwaved to our Armed Forces overseas and comes to you from Carnegie Hall in New York ...

THIS IS THE NATIONAL BROADCASTING COMPANY.

Impulse

Reason why

WABC

THE AMERICAN TOBACCO COMPANY

11-20-43

"YOUR HIT PARADE" - #444

9:00-9:45 PM EWT

NOVEMBER 20, 1943

SATURDAY

Renson way

RUYSDAEL: With men who know tobacco best, it's Luukies 2 to 1.

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFT

LS - MFT

Impulse

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

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

RIGGS: (CHANT - SOLD AMERICAN)

(OPENING THEME 20 SECONDS)

DELMAR: Lucky Strike presents YOUR HIT PARADE ... starring ...
Frank Sinatra

(APPLAUSE)

DELMAR: For the song that's Number ONE on Your Hit Parade every week ... for the song that's the Nation's favorite of favorites ... ONE million Lucky Strike cigarettes are sent free to the boys of our Armed Services abroad ... Yes, friends ... with the Number ^{in 2015} ONE song on Your Hit Parade "another million Luckies free greet our boys across the sea" ... and on each and every package, a greeting from Your Hit Parade star, Frank Sinatra!

("MY HEART TELLS ME" FRANK SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Frank Sinatra gets Your Hit Parade under way with the song that's a solid SEVEN from coast to coast ... Frank sings the week's Seventh place favorite ...
"MY HEART TELLS ME."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

impulse BOONE: (CHANT - SOLD AMERICAN)

Re 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 ...

impulse RIGGS: (CHANT - SOLD AMERICAN)

WHY RUYSDAEL: The war was on ... the great war of American Independence ... and now from all over the Colonies and from even across the sea, many brilliant leaders came to Philadelphia to rally under the Commander-in-Chief of the Continental Army, General George Washington. Thus it happened that on a day in the year 1777, three men met by chance and became lifelong friends ... three men who journeyed together to join up with Washington and help bring Victory to the American Colonies. Go back in imagination to that morning in the year 1777 ... back to the old city of Alexandria, Virginia. A young man on his way to Philadelphia from North Carolina, rides up on horseback and stops before the City Tavern. He tethers his horse, and is about to enter the Tavern, when he observes two gentlemen in the uniform of French Officers talking to the stable-keeper. They are trying to explain that they need fresh horses to take them to Philadelphia and that it is a matter of great urgency.

RUYSDAEL:
(CONTD)

But the stable-keeper cannot understand them for they speak only French and a few words of broken English. The young man takes in the situation, translates the request to the stable-keeper, and the matter is settled. Then with a bow to the Frenchmen, he says, "Permit me to introduce myself. My name is John Paul Jones." "And I," replies one of the officers, "am the Marquis de Lafayette, and this is my colleague, Baron Jean de Kalb." And so it happened that on a day in 1777, America's first great Naval hero, John Paul Jones, the Marquis de Lafayette and Baron de Kalb, journeyed together from Virginia to the headquarters of General George Washington in Philadelphia. And as they rode along mile after mile, John Paul Jones, who himself had lived on a Carolina plantation, pointed out to his new friends the beauty of the plantations they passed on the roads of Virginia. He described with pride the fine harvests of mild, mellow tobacco grown throughout the South. Thus, on a day -- long, long ago -- two distinguished generals of the Revolutionary War came to know something of the tradition - the romance of fine tobacco.

Historical
Narration
Non-
Commercial

Reason why

in (1) RIGGS:

(CHANT - SOLD AMERICAN)

(MORE)

REMEMBER WHY

DELMAR: Today ... in this same historic Southland rich in tradition
 (New closing "B") ... Lucky Strike consistently buys fine tobacco, the riper,
 naturally mellow tobacco. Remember in a cigarette it's the
 tobacco that counts and Lucky Strike means fine tobacco -
yes, Lucky Strike means fine tobacco - so round, so firm,
 so fully packed, so free and easy on the draw.

IMPULSE

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFT

LS - MFT

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

REMEMBER WHY

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

impulse RIGGS: (CHANT - SOLD AMERICAN)

Reason WHY SHARBUTT: A rule that hasn't changed since the time of John Paul Jones and the Marquis de Lafayette is this: place your trust in men of experience. And in selecting your cigarette, place your trust in men who earn their living in buying, selling and handling tobacco. Remember sworn records show that among independent tobacco experts - auctioneers, buyers, and warehousemen - with men who know tobacco best, it's Luckies 2 to 1.

impulse RIGGS: (CHANT - SOLD AMERICAN)

Reason WHY DELMAR: In a cigarette it's the tobacco that counts ... and Lucky Strike means fine tobacco.

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

RUYSDAEL: LS - MFT

LS - MFT

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

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFT

LS - MFT

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

Reason
WHY
SHARBUTT: Yes, Lucky Strike means fine tobacco, so round, so firm,
(Impulse
Tag #5) so fully packed, so free and easy on the draw.

(PANFARE NUMBER ONE)

DELMAR: Number ONE! And for the song that's "tops" all over America this week ... for the song the nation likes best of all ... ONE million Lucky Strike cigarettes are sent free to the boys of our armed services abroad ... Yes, friends, here's the Number One tune! And

in voice

"another million Luckies free greet our boys across the sea!" Here we go with Frank Sinatra singing Number One ... "PEOPLE WILL SAY WE'RE IN LOVE."

("PEOPLE WILL SAY WE'RE IN LOVE" FRANK SINATRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

DELMAR: Your Hit Parade is broadcast by short-wave to our Armed Forces overseas ... the tanks they're driving ... the planes they're flying ... the guns they're shooting -- are your War Bonds in action! ... so Back the Attack ... Buy Those War Bonds!

ORCHESTRA: (HIT PARADE THEME UP AND FINISH)

(APPLAUSE)

Impulse
 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)

Reason why
 This is Basil Ruysdael speaking for Lucky Strike, the cigarette that means fine tobacco -- yes, Lucky Strike means fine tobacco.

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

RUYSDAEL: LS - MFT
LS - MFT

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

DELMAR: THIS IS THE COLUMBIA BROADCASTING SYSTEM.

(FADE THEME 20 SECONDS)

(WABC . . . , NEW YORK)