$\mathfrak{J}ULY$ 

] :

:

PROGRAM ORIGINATES IN NEW YORK STUDIOS OF NBC (STUDIO 6A and 3A)

-1-

WEAF

# THE AMERICAN TOBACCO COMPANY

7/1/42

# KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE #223

10:00 - 11:00 PM

JULY 1, 1942

WEDNESDAY

KYSER: Evenin' folks - this is Kay Kyser. Once again we want to pay tribute to the men in the service of our country. Of course there are many examples of heroism in the records of all branches of the armed services - Army, Navy, Marines and Coastguard - but tonight, we'd like to take five minutes of our sponsor's time to tell you a story that typifies the spirit of every man in the air, sea, and undersea branches of the United States Navy.

(PICK UP FROM STUDIO 3A)

As Broadcast

Shortwave Broadcast, July Sta. W.R.C.A. W.N.B.I.

### LUCKY STRIKE ROUTINE

### KAY KYSER

### JULY 1, 1942

3 GIRLS THREE LITTLE SISTERS HARRY 2. SILVER WINGS COMMERCIAL ONE ROUND ONE 3. APPLE TREE SULLY COMMERCIAL TWO HARRY & SULLY WHO WOULDN'T LOVE YOU STATION BREAK ROUND TWO PRODUCTION JINGLE JANGLE COMMERCIAL THREE 6. ORCHESTRA JERSEY BOUNCE 7. JOHNNY DOUGHBOY HARRY FINAL ROUND NOBODY'S SWEETHEART NOW ORCHESTRA

(MUSIC)

RUYSDAEL: This is the story of a man who has made and kept three pledges ... the first to himself, the second to his father, and the third to his country ... Torpedo Plane Pilot Ensign George H. Gay.

(MUSIC)

RUYSDAEL: George Gay's first pledge was to himself ... the promise that he would one day be a flier. Born In his winetown Houston, Texas, Gay went to college at Toxas A & M Uto study civil and mechanical engineering. On graduation, he tried to enlist as a pilot, but failed to pass the medical exam ... too much time spent sitting at a desk, the doctors told him. Gay set out to remedy that with pick and shovel work on a construction gang before reporting for another physical. Again he was refused, but Gay did not give up. A full year of back-breaking, body-building work and a husky George Gay presented himself at the Medical Examiners Board for the U. S. Navy Pilots ... Gay was accepted ... went through flight training and was assigned regular Navy duty. His first pledge had been kept ... Gay was in the air.

(MORE)

RUYSDAEL: On January 1st, of this year, Gay was ordered to duty in the far Pacific, but before he left, he made his father this solemn promise ... "The first Jap sub I get, I'll put your name on it. The first one will be for you," Then he left to join the fleet. June 8th, Gay's father got a cablegram. All it said was "Got what you wanted ... your name on it ... feeling fine." Gay's second promise was fulfilled - signed, sealed and delivered by an American pilot, one Japanese submarine. (MUSIC)

RUYSDAEL: George Gay's third promise was to his country ... the oath he took as an Ensign in the Navy. Gay pledged to bear true faith and allegiance to the United States... to defend her against her enemies. How he fulfilled ... and will continue to fulfill that promise is a part of the glorious story of our victory at Midway Island. (MUSIC)

RUYSDAEL: Gay was assigned a Navy Torpedo Plane ... fast, deadly, with nearly a ton of destruction slung close to its belly ... his objective ... a Jap aircraft carrier. Winging through the morning sky, he sighted his target ... two large carriers and a smaller one between them steaming up-wind taking on their planes. Jap and American fighters were mixing it up around Gay's plane as he leveled low for the approach. Closer, oleser he roared ... his rear gunner was hit by the hail of bullets the Japs sent up to stop him. At dead range, Gay released his torpedo ... and zoomed just over the carrier's stern. An explosive shell tore through his plane, searing Gay's leg and smashing the rudder control. A bullet creased his left arm. As his plane fell - twisting toward the sea. Gay heard the tremendous explosion of his torpedo striking home. But he thought only of easing the shock of a crash landing ... straining, fighting his controls, he pancaked into the water. (MUSIC)

(MORE)

Gay got out of his plane just in time ... () it sank RUYSDAEL: in thirty seconds and he was alone on the ocean, he began his long wait - hiding under a bombardier's cushion that floated to him, and daring to inflate his rubber life raft. And before his eyes, unfolded the Jap defeat at Midway. He saw one carrier sink ... Another limping away out of control. He saw Jap planes with their fuel running short hovering over the damaged chip - no place to land. When darkness came, Gay inflated his raft, climbed aboard ... and fell asleep: The next morning - one chance in a million - a Navy scaplane on patrol sighted him and picked him up. Back safe in Hawaii, as the doctors worked over his seared leg and wounded arm, they asked what first aid had he he replied, "I scaked 'em in salt water for ten hours!"

(MUSIC)

RUYSDAEL: Ensign George H. Gay, you have made three pledges and you have not broken faith. In your fight for the way of life in which you believe you have acquitted yourself with high honor and in the true spirit and tradition of the U. S. Navy. Tonight, we would add our tribute to the millions of Americans who wish you good luck and Godspeed ... To us, you typify AMERICA AT HER BEST.

(MUSIC)

(CATHEDRAL FINISH)

(FADE IN APPLAUSE FROM STUDIO 6A - HOLD APPLAUSE UNDER )

KYSER:

That was our tribute to the spirit of the United States Navy narrated by Basil Ruysdael. And now, chillum, it's

time for the old College of Musical Knowledge!

(OPENING THEME BY ORCHESTRA)

Lucky Strike presents Kay Kyser's College of Musical

Knowledge broadcasting from New York.

BOONE:

GRAUER:

(CHANT ENDING BETWEEN 25 & 27 INCLUSIVE - SOLD AMERICAN)

GRAUER:

Let that chant remind you that Lucky Strike means fine tobacco. At market after market we pay the price to get the milder, better-tasting leaf. That's why with men who

know tobacco best, it's Luckies two to one.

(KYSER THEME . . . . . )

(AUDIENCE APPLAUSE)

KYSER:

Evenin' folks - how y'all? Sure nice to be back in

Manhattan to do our scattin' - We've just returned from a

3 week tour of Army, Navy and Marine Camps. We've

traveled from New England to the Deep South.

JACK:

And say Professor that food was sure good down in Dixie.

Boy I liked that chicken!

KYSER:

That was real southern chicken Jack -

JACK:

How can you tell if it's real southern chicken?

KYSER:

Well first they barbecue it over an open fire - then they four for allow out if

quartet stands around it and sings spirituals -

JACK:

Yes, yes.

KYSER:

AND --- if the chicken joins in THAT'S REAL SOUTHERN

CHICKEN!

(LAUGH)

KYSER:

That's enough of this stuff so yet's start to scuff -

Come on chillun YET'S DANCE!

KYSER:

And now here's a young man who knows how to make a long story short, Martin Block.

BLOCK:

Funny, isn't it, friends, how stories that have taken years to develop can be told in just a few minutes. And it's interesting to note that the entire success story of Lucky Strike Cigarettes, a success story that developed over a period of years can be condensed into just a few words ... Oh, don't misunderstand me ... I suppose I could write a book on "Why Lucky Strikes are the cigarettes you should smoke." But, I think it's far simpler and far more convincing to tell you that Lucky Strike has come to mean just two words ... "fine tobacco." Yes, on those two words is based the success story of Lucky Strike Cigarettes, because it's truly said that in a cigarette it's the tobacco that counts. You just can't get away from it ... the finer the tobacco, the finer the cigarette. And those few words explain why independent tobacco experts who attend auctions all over the South and who see the makers of Luckies at auction after auction pay the price to buy the finer tobacco, choose Luckies for their own personal emoking satisfaction. So I say to you tonight since no cigarette can ever hope to be any better than the tobacco from which it's made, and since the name Lucky Strike has come to mean fine tobacco, Lucky Strike is unquestionably the cigarette that you should smoke.

(ORCHESTRA REFRISE BLUES IN THE NIGHT . . . . )

### (ORCHESTRA REPRISE BLUES IN THE NIGHT . . . . )

GLEE CLUB:

My Momma Done Sent Me

To Kay Kyser College

She thought I would win first prize

But Professor was two-faced!

He gave me the tough ones!

He made me look like a dunce

Kay Kyser's a screwball, a worrisome thing

That will leave you to sing The Blues In the Night!

(LAUGH & AUDIENCE APPLAUSE

(HOLD CLASS BELL)

GRAUER:

We have one hundred and fifteen dollars in War Stamps

and Bonds to give to these brunettes and these blondes.

KYSER:

Well what are we waitin' for?

(CIRLS FIRST TONIGHT)

(FIRST EXAMS)

#### ROUND ONE:

1.

2.

3.

Patricia Ann Sanders of Delware, Ohio says a sailor on New leave met a pretty girl and started making eyes at her. She said what boat are you from and the blue jacket replied (PLAY) But the girl knew he was kidding so she said if you're a good sailor tell me (PLAY) The sailor said I don't know but my buddy does. If you get a date for him he'll tell you. The girl said "OK" both of you be here at six o'clock to meet (PLAY) But the girls didn't show up so the sailor turned to his buddy and said (PLAY)

The following little skit includes the names of many magazines that have one word titles and Ernest Heyn of New York wants you to name four of them. Pardon Madamoiselle for taking the liberty of entering your life but if you have time to look its a fortune for me if you pic a photoplay that's all the Vogue.

Tonight the College is honored by a return visit of Doctor Chubby Chuck Rowe (BS- Balloon Soloist) As you chillun in the class can see the Dr. has an ordinary toy balloon - It's all blown up - he's going to play a tune on it --- We want you to tell us what it is (PLAY) And now Dr. Rowe, who also holds the degree of D.B. (Drum-bòogÿ) will play a drum solo in his own unique way. Tell us what he is playing - Dr. proceed (PLAY)

a bass dum with a piece of now hide attacked + a pop bottle on the other end.

4.

You'll have to shaver to Surgeant John T. Belcher, Jr., of Fort Jackson, South Carolina, for this one. Before Lecoming TANZAR, Johnny Weismuller was in mous as a what? And before becoming movie stars, Jimmy Cagney and George Hait both inculsed in the art of what? And before becoming copular on the radio and in the movies, Fred Allen and W.C. Fields

ROUND ONE: (CONTINUED)

- 13 -

7/1/42

5.

June Manning of West Los Angeles says we've all heard those automobile horns that play a tune. Now we have some of those horns in the classroom tonight. Don't jump when you hear 'em - just tell us what the songs are.

(PLAY)

(PLAY)

(PLAY)

(PLAY)

6.

Name this song for McKinley Johnson of New York City, and death tell us what 3 girls made a famous record of it (PLAY). Report to the Who are the singing sisters associated with Alvino Ray and Manager Name two sisters on the screen who won Academy Awards

6. ALTERNATE:

Here's an impiring composition and McKinley Johnson of New York City mants you to name it for us. Is it the Light Cavalry Overture, American Patrol on Double Eagle? (PLAY).

SOUND:

CLASS BELL.

GRAUER: Professor Please! The round is through

You'll have these ladies black and blue!

KYSER: Why Dean! I didn't mean to be too severe

See if the Judges have their decision clear!

GRAUER: I'll clear it up at once.....

KYSER: Hey Ish - What is that you've got under your arm? (PROP)

ISH: That's my new invention to beat the razor shortage. It's

called the Beard-o-scope.

KYSER: The Beard-o-scope? How does it work?

ISH: You stick your head in, drop a nickel, and a ten pound

weight goes right past your head.

KYSER: Does it hit you?

ISH: NO, BUT IT'S A MIGHTY CLOSE SHAVE!

(LAUGH)

GRAUER: Professor, the Judges decision I'll now unfurl.

KYSER: And here is the name of the winning girl! It's contestant

Number Miss

(BIG AUDIENCE APPLAUSE)

KYSER: Ah my sweet, your answers were neat, but now take a seat

and light up a Lucky Strike, cause it's time for recess!

3. (APPLE TREE . . . . . . . . . . SULLY MASON)

KYSER: And now, students, let's listen to Martin Block ...

BLOCK: Thank you, Kay. Before I say anything about Lucky Strike

Cigarettes, I want to take this opportunity of congratulating you and all the boys and girls in your band upon the swell job that you have been doing at all the camps. I know that you will be interested to know that in a recent survey, the boys in the armed forces rated quiz shows as their favorite form of radio entertainment, and I think you had something to do with that! You've traveled thousands of miles in the last few months to bring your shows to the camps. I know you were thrilled to do it, and I know the boys were just as thrilled to see and hear you. And speaking of traveling, Kay, I wish it were possible for me to take our listeners down South, and have them attend a tobacco auction. I think they would get a big thrill out of the excitement and the spirit of competition that pervades these auctions. Since I can't actually take our listeners to one of these auctions ... I'll ask Basil Ruysdael to reenact one of them for us.

(MORE)

(FADE IN CHANT - CROWD NOISE - AMERICAN)

WHEMAN: 201

(CHANT)

RUYSDAEL: We're in a huge tobacco warehouse at Pamplico,

South Carolina. There are hundreds and hundreds of

baskets of tobacco - and each basket goes to the

highest bidder!

(CHANT UP - SOLD TO HIGHSMITH)

WHSMAN: Good tobacco, boys - 21!

(CHANT)

RUYSDAEL: The finer the tobacco, the livelier the bidding -- and

it's clear everyone wants this basket of fragrant mild

leaf: For the warehouseman's opening bid of 21 dollars

a hundred pounds brought a regular crossfire of bids

from the buyers. The price is up to 23 bid by

Lucky Strike -- and now a leaf company makes it 232 -

an export company bids 24 - Lucky Strike 241 - another

cigarette company 25 - but Lucky Strike makes it 26.

The auctioneer chants 26 - 26 ... Any more bids? ...

No -- so it's going to Lucky Strike at 261

(CHANT UP - SOLD AMERICAN)

(MORE)

BLOCK:

Now, friends, at those auctions of the 1939 crop at Pamplico, South Carolina, where The American Tobacco Company paid 34 per cent more than the average market price as published by the United States Department of Agriculture, our tobacco buyers had only one order to carry out. That order was "Go out into the markets, attend the auctions, select the finer tobaccos, and don't hesitate to pay the price to send back to us that finer tobacco that makes a finer cigarette." Now, please remember that when independent tobacco experts attend these auctions, they can't help but see who buys what tobacco, and when they see basket after basket of fine tobacco sold American, it's little wonder that with these men who know tobacco best, it's Luckies two to one. In fact, with these independent warehousemen, buyers, auctioneers, Luckies have twice as many exclusive smokers as all other eigerettes combined. Yes, friends, just as I am sure you would be thrilled could you attend one of these tobacco auctions, in person, I am even more sure that it's just as thrilling to you to know that you have the opportunity of smoking this finer tobacco which the makers of Luckies spare no expense to obtain. Why not enjoy that finer tobacco that goes into

Lucky Strike cigarettes tonight?

(ORCHESTRA TAG . . . . . . . ) Introduce Who Wouldn't

4. (WHO WOULDN'T LOVE YOU . . . HARRY & SULLY)

(WASHINGTON & LEE SWING REPRISE . . . ORCHESTRA)

GRAUER: Oh Goodness me - for heaven sake - I near

RAUER: Oh Goodness me - for heaven sake - I nearly forgot our station break.

(NEC CHIMES) (LOCAL STATION IDENTIFICATIONS)

(NEC CHIMES) (LOCAL STATION IDENT

GRAUER:

As the Second Exem comes to Kyser College, we find the old

Professor and Ishkabibble in the Study Hall discussing

women!

KYSER:

.... But Ish, when we were in Hollywood you tried to date

all the stars?

ISH:

They tried to date me! Hedy LaMarr asked me for a date and

I repulsed her!

KYSER:

You did?

ISH:

Yep: -Then Veronica Lake invited me out, but I repulsed

her...and Lana Turner wanted me to go dancing but I

repulsed her! (PAUSE) AIN'T I REPULSIVE!

(LAUGH)

(HOLD CLASS BELL)

GRAUER:

These College shieks are ready for the Test.

KYSER:

Well lets see who know the lessons best!

1.

2.

Private then F. Hanger of Marine Banksche, C. B. Naval Air

Station, Mismi, says that now is the time when we get out will rods and reels...and if you identify these tunes you will have the latest fish story. Once upon a time there were (PLAY). That's right, and they lived in a (PLAY). One day along tame (PLAY). He baited his hoof and dropped it in the water, the boldest of the three little fishes snapped at the bait...but it was too late...he realized his mistake and he said to the fish-hook (PLAY).

"MOIDER" stalkes the air lanes tonight. Pauline Hull of Centerville, Iowa wants you to help us with the sound effects in this blood-curdling mystery - you complete the story by describing the sound effect. It's past midnight - the clock strikes (SOUND). All is quiet as there comes a (SOUND). There is a hysterical (SOUND). Then dead silence (SOUND). Slowly a squeaky (SOUND) - a hand appears and thore a (SOUND). A woman's voice says (SOUND). The answer was (SOUND). The woman yells and then to the rescue comes (SOUND).

ROUND TWO (CONTD) Saw Fletcher of his cache from Dube Univ. he fire

3. Here is the theme of a mighty fine band now playing out at
Glen Island Casino, New York. Tell Ted Nichols of Indianapolis
who the orchestra leader is and the instrument he plays
(PLAY) Name two other projected leaders who are restured
at the

Who Make in the intenst of War brade this finishment in

Frivate Milton Kasle Dickler of Brookley Field, Alabama
says our class session just wouldn't be a class session
without our "Right or Wrongers" so enswer in quilty now
and say right or wrong to the following statements.

- 1. The 4th of July falls on the same day every year.
- 2. Army dentists are called drill sergeants.
- 3. In order to put more snap into the rubber drive they're stretching it to July 10th.

the Jimmy Doelittle Hyers who bombed Johnson did not use the famous answer bondsight.

- We're going to tell a little story with theme songs. By 5. naming the people the themes identify you'll tell the story. This fellow (PLAY) had a date with (PLAY) and guess who got jealous (PLAY) But everything turned out all right in the end cause Rudy got a date with (PLAY)
- Winifred Couch of Dallas points out that the following 6. three songs sound somewhat alike so we'll play a bit of each and you quickly tell us their titles (PLAY - PLAY - PLAY)

(CLASS BELL)

Now! Now! Professor! Enough's Enough! It's time to see GRAUER:

who gets the stuff!

Dean Grauer, grab the judges by the collar KYSER:

And ask them the name of the winning scholar!

GRAUER: I'll start grabbing, at, once!

Hello Herry; where ve you been? KAY:

Over to the drug store -- I ordered a double banana split HARRY:

with four kinds of ice cream, crushed walnuts, pineapple,

cherries, hot fudge sauce, whipped cram and a raw egg.

KAY: Well, how was it?

HARRY: I don't know yet! I'm going back Friday for a fitting!

(LAUGH)

GRAUER: Professor, the judges have picked a winner

And here's the name of that lucky beginner! KYSER:

It's Mr. (

(AUDIENCE APPLAUSE)

Ah my good fellow, Your answers were mellow...

But now go light up a Lucky Strike and listen

or you'll be missin' Jingle Joseph. a song we introduced to the 

KYSER:

BLOCK:

Now, chillun, here's Martin Block again ... You know, friends, many of my talks to you in the past have been based on the fact that we would all do well to accept the opinions of the tobacco experts in the choosing of a cigarette. And over and over I have said that with men who know tobacco best, it's Luckies two to one. Well, the other day I happened to be reading a statement from Leroy Bishop who owns and operates a tobacco warehouse in Springfield, Kentucky. And I mention Mr. Bishop, because his remarks so clearly illustrate what I mean when I say "with men who know tobacco best." For the past 21 years, he and his brother have managed Bishop's Warehouse in Springfield, Kentucky, where he says he has sold about 42 million pounds of tobacco in that time. Leroy starts the bids on all the baskets of tobacco just as you heard the warehouseman do a little earlier in this broadcast, and in order to start the bids he must be able to determine the values of the tobacco he sells. From these facts, I think you will agree with me that Mr. Bishop should know tobacco. (MORE)

BLOCK:

Now this is what he says, and I quote ... "My own experience shows that The American Tobacco Company pays the price for the finer leaf, and I have noticed in 21 years of starting bids, that Lucky Strike has maintained the same high standard of quality, in buying tobacco. Season after season, they go after the choice leaf that makes a finer cigarette. When tobacco of this kind is put into a cigarette, you've got something really worth smoking, and that's why I smoke Luckies myself." Thank you, Leroy Bishop of Springfield, Kentucky, and after reading your statement anything that I could say would be entirely superfluous. I am sure our friends will accept the fact that, with all your knowledge of tobacco, you choose Luckies as the cigarette you want to smoke, as clearly proves that Luckies do give you that finer tobacco that makes a finer cigarette.

6. (JERSEY BOUNCE . . . . . ORCHESTRA)
7. (JOHNNY DOUGHBOY . . . . . BABBITT)

(Kyser Monch - Opt)

-25-

GRAUER:

As the Final Exam comes to Kyser Hall, the Professor gets

a telephone call!

(PHONE BELL....RECEIVER UP)

KYSER:

Hello..

ISH:

(ON FILTER) Hello Professor, this is Ishkabibble.

KYSER:

Yes Ish?

ISH:

Professor I was riding on top of a Fifth Avenue bus and I

stood up!

KYSER:

So what?

ISH:

So come and get me down. I'm in a tree at Ninety-Sixth

Street!

(LAUGH)

(HOLD FANFARE)

GRAUER:

The final exam! The students cram!

And here's that smoked Wh

Professor Kay Kyser!

(APPLAUSE)

KYSER:

YETS GO:

(ADD FINAL EXAM)

1.

2:

Saturday is the Fourth of July and so we'd like to dedicate our final round tonight to that day and what the Fourth of July stands for. Back in 1776 our forefathers stand the Declaration of Independence on the Fourth of July and because of that each one of us can say (PLAY) Ethel Krouen of Newark says the Liberty Bell hangs in what Hall in what city? I on the 4th don't was Chillum, light for Crashes Co

The Declaration of Independence expresses the determination of the early Americans to be free people and they meant whole hog or none. They didn't want to be (PLAY) W. M. Shemberg of Denver asks who said "Give Me Liberty Or Give Me Death?" Who is Miss Liberty and where is she? (But she represents the liberty enjeyed in America that we are determined to breserve.)

-26-

4.

The ideals and convictions of our forefathers are just as strong today as they were then. There's 130 million of us who still believe (PLAY) And we agree with Sara Sygden of Spokane that every American says - I'll preserve freedom (PLAY)

Did John Hancock sign the Declaration of Independence? August

Evapything our forefathers fought for is challenged today but
as Joe Louis and "Woll win cause we're on Codic side".

and a lot of other brave anciens, there are milions of brave aniericans today who pledge that it will always be (Play)

GRAUER: Stop Professor. Don't be a droop. You're looping the

loop in your old Zoot suit:

KYSER: Well, I'll stop fudgin' if you'll start judgin'. Where is

Judge Goonchild?

HARRY: (THE FAST DOUBLE TALK - BUZZ BUZZ BUZZ)

KYSER: Judge did you prepare that Geneology chart like I asked you

to?

JACK: Yes Professor - and I looked up your family tree.

KYSER: What happened?

JACK: I got hit in the head with a cocoanut!

(LAUGH) Som Laugh)