

WADSWORTH
CONTINUITY

LUCKY STRIKE

KAY KISER

0797665-005

JAN. - MAR.
1944

ATX01 0115803



UFGOT 0115804

FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE, NEW YORK • WICKERSHAM 2-6600

CLIENT: THE AMERICAN TOBACCO CO.

REVISION: _____

NETWORK: NBC

PRODUCT: LUCKY STRIKE

APPROVAL: FINAL

B'CAST: 10:00-11:00 PM EDT

DATE: JANUARY 5, 1944 - #302

REPEAT: _____

"KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE"

As Broadcast

ROUTINE

1. PAPER DOLL

ORCHESTRA

2. FOR THE FIRST TIME

HARRY BABBITT

COMMERCIAL ONE

ROUND ONE

3. HE'S GOT A SECRET WEAPON

HARRY BABBITT

COMMERCIAL TWO

4. BESAME MUCHO

GEORGIA CARROLL

STATION BREAK

ROUND TWO

5. DRAGON JONES

PRODUCTION

COMMERCIAL THREE

6. ~~PISTOL PACKIN' MAMA~~

~~SULLY MASON & GROUP~~

7. MY IDEAL

HARRY BABBITT &
GEORGIA CARROLL

FINAL ROUND

COMMERCIAL FOUR

8. SLEEPY TIME GAL

Sully Mason & Group
ORCHESTRA

ATX01 0115805

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #30210:00-11:00 PM EWTJANUARY 5, 1944WEDNESDAY

(Program originates at Avalon, Catalina Island, California, for U. S. Maritime Service, with Switchovers to NBC, New York, for commercials and closing.)

(FROM NEW YORK)

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

BOONE: (CHANT - SOLD AMERICAN)

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

RUYSDAEL: LS - MFT

LS - MFT

DELMAR: You said it!

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.

BOONE: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO AVALON, CATALINA ISLAND, CALIF.)

ORCHESTRA: "THIS IS MY LUCKY DAY"

SMITH: LUCKY STRIKE presents for the entertainment of the men
of the U. S. Maritime Training Station on Catalina
Island -- KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE!

AUDIENCE: HEAVE HO! MARITIME SERVICE! HOORAY!

ORCHESTRA: KYSER THEME

(AUDIENCE APPLAUSE UP BIG)

ATX01 0115806

KYSER: Evenin' folks, how y'all?

AUDIENCE: GREAT MATE!

KYSER: Great mate? Well das fine. Tonight chillun we're holdin' class out on the Pacific Ocean with the Maritime Service trainees on Guadal-Catalina. It was a great sight when we docked this morning. All the Maritime trainees were down to meet us. They thought it was another boat load of new trainees, so when we docked, all the boys on shore were yelling 'Go back! Go back!'. Catalina has always been famous for its scenery. The scenery is still pretty here, but I remember when it used to wear shorts. This place certainly has changed in the last couple of years. Now the boats don't even whistle when they dock ... there's nothing to whistle at. Around here they compare Catalina Island to Alcatraz Island. That's all wrong. At Alcatraz somebody occasionally gets away!

SMITH: Fess, let's quiz the chillun for that first prize dough!

KYSER: Dean, we'll get to 'em right soon, meantime here's a top tune, so yet's go chillun, yet's go!

1. PAPER DOLL ORCHESTRA

2. FOR THE FIRST TIME HARRY

(APPLAUSE)

(FROM AVALON, CATALINA ISLAND, CALIF.)

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

(FROM NEW YORK)

SHARBUTT: Well, friends, I'm sure you'll agree that the quality of any product depends on the quality of its ingredients. And this fact certainly applies to cigarettes. For in a cigarette it's the tobacco that counts - and Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco. At markets all over the South, independent tobacco experts - auctioneers, buyers and warehousemen - who attend the auctions, can see who buys what tobacco, and year after year they can see Lucky Strike buy the riper, naturally mellow Lucky Strike tobacco. No wonder that with independent tobacco experts - with men who know tobacco best, it's Luckies 2 to 1. In selecting your own cigarette, why not follow the example of the men who know tobacco best. Smoke the smoke tobacco experts smoke - Lucky Strike!

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: It takes fine tobacco to make a fine cigarette.
(Impulse
Tag #8) Remember: Lucky Strike means fine tobacco -
yes, Lucky Strike means fine tobacco.

(SWITCHOVER TO AVALON, CATALINA ISLAND, CALIF.)

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

(SWITCHOVER TO NEW YORK ... PICK UP COMMERCIAL NO. 1)

(RETURN CUE:)

SHARBUTT: No wonder that with independent tobacco experts - with men who know tobacco best, it's Luckies two to one. In selecting your own cigarette, why not follow the example of the men who know tobacco best. Smoke the smoke tobacco experts smoke - Lucky Strike.

AUCTIONEER: CHANT SOLD AMERICAN

RUYSDAEL: It takes fine tobacco to make a fine cigarette. Remember - Lucky Strike means fine tobacco - Yes, Lucky Strike means fine tobacco.

(SWITCHOVER TO CATALINA ISLAND)

ORCH: KYSER MARCH

KAY KYSER

- 4 -

1-5-44

SMITH: Fess, how about the first round squall!

KYSER: Well, Dean just sound the starting call!

ISH: (TRUMPET) Ish K. Bibble's news events! Catalina,
California! Maritime Service to have women's auxiliary!

KYSER: What do they call it?

ISH: A. R. F.!

KYSER: A. R. F.? What does that stand for? -- Angelic Reserve
Force?

ISH: No, it don't stand for nothing, just A. R. F.

KYSER: How did they ^{happen} ~~shapen~~ to pick the initials A. R. F.?

ISH: Every time a merchant seaman sees a girl he goes (BARK)
Arf! Arf! ARF!

KYSER: Second news event ...

ISH: Second news event. Society colyum! Three Maritime
trainees get night off and go to the main part of town
for a good time!

KYSER: (PAUSE) Hey! Nothing happens!

ISH: You ain't kidding!

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BTX01 0115810

SMITH: Fess! First Merchant Seaman!

KYSER: Yes indeed, Dean! And he's a Demon! In our 1st round we have 3 Petty Officers of the Station Personnel - in the 2nd round we'll have 3 Maritime Trainees, known as gleeps - Our first Petty Officer is _____.

1. Coast Guardsman Joe Fontana of Sargent, Texas, tells us about an apprentice seaman just assigned to Catalina who had an argument with his girl. She thought he could just paddle over every Saturday night so they could go dancing. He said "Listen, honey, this Catalina ain't any (PLAY), It is 20 miles out in the Pacific Ocean! Instead of seeing you every Saturday, I'll be lucky if I see you (PLAY).

2. Speaking of seas, Seabee Ishmall Conner somewhere in the South Pacific, wonders if you are sufficiently seasoned in seamanship to tell the difference between Sea Bees, C Cards, Sea Bisquit and Sealyhams. Is this statement right or wrong - "a porpoise is called a sea-hog?" Now, we'd like to see how good a sea-hog caller you'd make. Go ahead -- call the hogs.

1-5-44

3. Miss Margaret Stevens 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? (PLAY)
4. Well the right or wrongers have come home to roost, so Cadet John Barber of Santa Ana, wants you to tell us if the following statements are right or wrong. (1) Generalship is a ship for Generals. (2) The steerage is the place you steer the ship. Who said, yeh? I don't want to ride with you. (3) Mark Twain was once a riverboat pilot. (4) The head of the Kaiser Shipyards is named James K. Kyser.

5. The visiting deans to the College of Musical Knowledge this evening are three of your own boys stationed right here on Catalina Island ... The Yearly Brothers and Dan Schmit ... On deck men (APPLAUSE) Betty Byer of No. Hollywood says that their combination of two guitars and a violin are really solid and wants you to tell us the name of this (PLAY) (PLAY)

6. Being Merchant Seaman you men see a lot of stars, so Andy Jackson somewhere in the Aleutians thinks you should quickly identify this song. (PLAY) Speaking of stars, how many stars does a Rear Admiral wear on his epaulet? How many stripes does a Captain in the Navy wear on his sleeve? How many stars does a Lieutenant general wear? Well we've got some great "Star officers" in our army, and stripe officers in our Navy, and to those officers we say (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

SMITH: Professor, the first round winning guesser.

KYSER: And he is.....

ISH: (TRUMPET) Ish K. Bibble's lessons on How to Become a Merchant Seaman. First lesson, definitions.

KYSER: Definitions? All right, eightball head, define 'island'.

ISH: An island is a body of restrictions entirely surrounded by confinement.

KYSER: Define the word 'gleep'.

ISH: A gleep is a body in a middy blouse entirely surrounded by work.

KYSER: Define the word petty officer.

ISH: A petty officer is a middy blouse entirely surrounding nobody.

SMITH: Fess! The winner!

KYSER: And he is _____! Light up a Lucky, winning contender, while we play a tune that's a solid sender.

By the way Harry Babbitt actually does all the voices you hear as we do "HE'S GOT A SECRET WEAPON."

3. HE'S GOT A SECRET WEAPON. HARRY

(APPLAUSE)

(FROM AVALON, CATALINA ISLAND, CALIF.)

KYSER: ... Wonderful. Thanks for that swell song and swell singin'.

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

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

BOONE: (CHANT - SOLD AMERICAN)

SHARBUTT: The Governor of Virginia Orders His Own Home Destroyed ...

DELMAR: On the morning of October 9th, in the year 1781, a man stood upon the hilltop overlooking the historic city of Yorktown, Virginia. For a long time he gazed steadfastly into the valley below, his eyes fixed upon a certain house ... a magnificent Georgian mansion set on beautiful terraced gardens. And then he turned and spoke to the Marquis de Lafayette who stood at his side. "Please, Sir," he begged, "point the cannon toward my house. Fire upon it and never spare a particle of my property so long as it affords comfort or shelter to the enemies of my country."

(MORE)

(The Governor of Virginia Orders His Own House Destroyed) (CONTD)

DELMAR:
(CONTD)

That man was Thomas Nelson - planter, signer of the Declaration of Independence, General of the Militia, and Governor of Virginia. He was a man who loved the great house in which he lived, and the good earth out of which he grew the finest crops in all of York County. Yet he loved his country more and when Lord Cornwallis seized his plantation, Thomas Nelson offered a prize of five gold guineas to the first American cannoneer to hit the Nelson house, his own home. This was the spirit of the great tobacco planters of the Old South, a spirit of patriotism and of pride, in their native earth and in the golden harvests of tobacco they brought forth out of their own fertile farmlands ... a love of country handed down to the people of America today. And so, on a hilltop overlooking Yorktown more than a century and a half ago, another page was written, a significantly loyal page, in the tradition -- the romance of fine tobacco.

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

(The Governor of Virginia Orders His Own House Destroyed) (CONTD)

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

RIGGS: (CHANT - SOLD AMERICAN)

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

RUYSDAEL: LS - MFT

LS - MFT

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

(SWITCHOVER TO AVALON, CATALINA ISLAND, CALIF.)

KYSER: Wonderful. Thanks for that swell song and swell singin'.

(SWITCHOVER TO NEW YORK ... PICK UP COMMERCIAL NO. 2)

(RETURN CUE)

(SWITCHOVER TO CATALINA ISLAND)

ORCH: (CARROLL INTRO)

KYSER: And here's something for you Merchant Seamen to really get steamed up about ... it's our cover girl, gorgeous Georgia Carroll, (APPLAUSE) And Georgia, I knew with these seamen it will be 'mucho amor' when they hear you sing 'Besame Mucho'

4. BESAME MUCHO GEORGIA CARROLL

(APPLAUSE)

GLEE CLUB: SONG OF THE VICTORY FLEET

1/5/44

GLEE CLUB: "SONG OF THE VICTORY FLEET" FADE FOR:

SMITH: To merchant seamen on every ocean
Who sail for the brave and the free,
We send "good luck" to every station
On the good old N.B. sea.....

LOCAL NBC STATIONS SAYS

"Station X X X salutes the Maritime Service!"

ORCH: KYSER MARCH

SMITH: Fess, we're ready for the second lesson!

KYSER: Bring 'em on and we'll start 'em guessin'!

GEORGIA: Professor,

KYSER: What is it, Georgia?

GEORGIA: I've been here all day and I don't know a single Merchant Seaman.
How do you get to know a Merchant Seaman?

KYSER: Georgia, you'll never know a Merchant Seaman --- they just won't take "no" for an answer.

GEORGIA: Well, tell me something else. How do you tell the difference between a sailor, a coast guard and a merchant seaman?

KYSER: That's easy, Georgia. You can even tell what branch of the sea goin' forces a man is goin' to join before he's two years old.

GEORGIA: How?

KYSER: Just have the nurse put a toy cutter and a toy battleship down beside him.

GEORGIA: Yes?

KYSER: If he grabs the cutter he's going to be a coast guard. If he grabs the battleship he's going to be a sailor.

GEORGIA: Yes?

KYSER: If he grabs the nurse he's going to be a merchant seaman.

SMITH: Second round lead off man!

KYSER: _____! The first of three Maritime Trainees
or gleeps who will do their utmost to beat those three petty
officers of our first round.

1. Henry Gregory of Rocky Mt. says he'd like to join the Maritime Service because
he thinks that in the Maritime Service (PLAY). He says, "I believe I'd
like it in the Maritime Service because I imagine I'd have a lot of (PLAY).
Well all I can say after being here on Catalina Island only one day is that
he has a terrific (PLAY).

2. You fellows here spend your time saying "aye aye" on an island, so Miss
Josephine Notti of Seattle, Washington, thinks it is appropriate to ask
you to identify these other things which begin with "I". I.O.U., hook-and-eye,
I.O.O.F., eye tooth, and eyesore (What are you looking at me for!) What
is the name of the song that goes (KAY SINGS "AY AY AY AY...")
Now we'd like you to sing some of that song for us. (CONTESTANT SINGS)
(CARD)

1/5/44

3. Cpl. Mary Nieman of Camp Hale, Colorado, tells us that a Maritime Seaman decided to hear some good music on his night off, so he took his month's savings, went to the nearest spot and dropped it all in a juke box. He wanted to hear the quartet that sounds something like this (PLAY). But he dropped his nickel in the wrong slot and instead of the Mills Bros. he got (PLAY). Now here's the theme of a nationally famous orchestra leader who is now a Lt. J.G. of the Maritime Service. You listen and tell us who it is (PLAY). That's right, Ted and all his boys are enlisted members of the Maritime Service. And they're doing a mighty fine job! (APPLAUSE)

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?" (What are you looking at me for?) In what ceremony do they use the words "to have and to hold?" In football can they penalize you for holding? What is the usual penalty? Have you ever been involved in a hold up?

CONTESTANT: Yes -- here on Catalina we're holed up for the winter! Now let's see you hold Diane Pendleton for a little jitterbugging and be sure and hold tight while the band plays "Hold Tight." (PLAY)

ATX01 0115822

5. Sergeant C. W. Coulbourne of Philadelphia, say since you're way out here on the blue Pacific, you should be able to tell us the names of these songs all of which have the word "blue" in their titles. Harry Babbitt will sing you some of each song's words and you tell us the titles.

(HARRY) "Just Molly and me, and baby makes three, we're happy in My Blue Heaven. "A woman's a two-faced, a worrisome thing who'll leave ya to sing the Blues in the Night. "The Shepherd will tend his sheep, the valley will bloom again, and Jimmy will go to sleep in his own little room again (White Cliffs of Dover.) "I hate to see that evening sun go down, I hate to see that evening sun go down" (St. Louis Blues)

6. We agree with Nick Da Finni of the Maritime Service that in order to keep our front line men supplied with food and the necessitites of war, you fellows have to work (PLAY) And we say "more power to you men who see to it that those supplies get from here to (PLAY) Because the faster you get men and supplies to the battle front the sooner our boys will make the enemy say (PLAY)

(APPLAUSE)

SOUND: CLASS BELL

SMITH: Second winner, professor!

KYSER: Peter Crumpacker! Seamen you're the second round's best
bet so enjoy a Lucky Strike Cigarette while the chillun
dance!

5. DEACON JONES PRODUCTION
(APPLAUSE)

(FROM AVALON, CATALINA ISLAND, CALIF.)

KYSER: You really did the old College proud, gang, and now
 here's your friend and mine, Basil Ruysdael ...

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: Way back in the days when Thomas Nelson fought
 alongside the Marquis de Lafayette at historic Yorktown,
 a great tradition flourished among the planters of the
 Southland ... the tradition of fine tobacco. Today,
 that tradition is carried on by Lucky Strike -- and,
 at auctions all over the South, season after season,
 the independent tobacco experts can see the makers of
 Luckies consistently select the riper, the naturally
 mellow Lucky Strike tobacco. One of these experts,
 Mr. Benjamin Cleveland Pierce, independent tobacco
 buyer of Danville, Virginia, recently put it this way:

VOICE: There's an old, old saying here in the tobacco country
 that no cigarette is better than the tobacco bought
 for it. And since I've seen Luckies buy the finer,
 lighter, milder tobacco, I know they're bound to give
 me a smoke that's better-tasting, and more enjoyable.
 So for that very good reason I've smoked Luckies for
 13 years.

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

RUYSDAEL: Ladies and gentlemen, sworn records show that among independent tobacco experts like Mr. Pierce - 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 AVALON, CATALINA ISLAND, CALIF.)

KYSER: You really did the old college proud, gang, and now
here's your friend and mine, Basil Ruysdael....

SWITCHOVER TO NEW YORK ... PICK UP COMMERCIAL NO. 3)

(RETURN CUE)

(SWITCHOVER TO CATALINA ISLAND)

6. MY IDEAL HARRY & GEORGIA

(APPLAUSE)

ORCHESTRA: KYSER MARCH

SMITH: First finalist, fess!

KYSER: Yes, and here we go with our winning petty officer competing with our winning Maritime trainee to see which wins the final round! Will it be Petty Officer or Trainee?

1. Since this is our first show of the New Year, we're going to dedicate our final round tonight to the month of January. Kenneth Kline of Coldwater, Michigan, says that January throughout most of our country is a Winter Wonderland. but the Rose Bowl Game New Year's Day was like a baseball game (PLAY). And in Florida right now, it's (PLAY). Who was Capt. Jan? Who is Lois January?

2. The Scouts and Raiders of the U. S. Navy at Camp Bradford, reminds us that the star of the picture 'Captain January' sang this song in one of her pictures. (PLAY). Who was the star of Captain January? The abbreviation for January is JAN. Can you name two orchestra leaders whose first names are Jan?

SMITH: Fess, here's the name of the winning merchant marine.

KYSER: Yes, but first, Del Sharbutt comes on the scene.

(SWITCHOVER TO NEW YORK ... PICK UP TOBACCO LAUREATE)

RIGGS: (CHANT - SOLD AMERICAN)

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

RIGGS: (CHANT - SOLD AMERICAN)

KYSER: And listen to this boys, with a perfect score all the way the winner of tonight, that trainee Peter Crumpacker of Honolulu. This is the trainees night to shine. They came through and beat the Petty Officers. Yes sir. Boy you whittled those questions down to your size, Peter. You win the \$50 bond first prize and for having a perfect score all the way you not only get a \$50 first prize but you get an additional \$25 bond for having a perfect score, or \$75 for trainee Peter Crumpacker. Second survivor gets the twenty-fiver. You other four don't get the blues, here's ten dollars each in stamps for youse. All six get a carton of Luckies. And then, AND THEN! To all you seamen for your laughin' and screamin', a package of BETTER THAN EVER LUCKY STRIKE CIGARETTES!
(CHEERS)
6. PISTOL PACKIN MAMA. SULLY & GROUP
(APPLAUSE)

ORCH: KYSER THEME

KYSER: Well, das all, chillun, until class time next week. It's been a great thrill to be here 'way out on the Pacific Ocean with the Maritime trainees at Catalina Island, and for a swell day here our thanks go to Commander Christian Schmidt, Lt. William Hamer, and Lt. Howard Esary. And let's not forget, ladies and gentlemen, that these thousands of Maritime men in this audience tonight are truly front-line fighting men. It never gets any tougher anywhere than out on America's life-lines of supply where these men face not only the torpedoes of the enemy, but mines, bombs, and shell-fire also. They will keep on delivering our troops, food, and munitions until we win this war. That's the pledge of the men of Maritime, and believe me, America, they mean it.

Next week we'll be holding class with Uncle Sam's fliers and aviation engineers at March Field. And until then, this is Kay Kyser..thinkin' of you. Thanks a lot for bein' with us ... and so long ... everybody!

(APPLAUSE)

ORCH: "THIS IS MY LUCKY DAY"

(SWITCHOVER TO CHICAGO)

KAY KYSER

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1-5-44

(FROM CHICAGO)

CHICAGO ANNOUNCER: This program was presented by Lucky Strike for the entertainment of the men of the United States Maritime Training Station.

(SWITCHOVER TO 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, 2 & 3)

RUYSDAEL: 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: The War Shipping Administration does not endorse any product, and this broadcast is not intended as an endorsement of the advertised product by the War Shipping Administration.

THIS IS THE NATIONAL BROADCASTING COMPANY.

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ATX01 0115831

FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE, NEW YORK • WICKERSHAM 2-6600

CLIENT: THE AMERICAN TOBACCO CO REVISION: NETWORK: NBC
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 10:00-11:00PM EST
DATE: JANUARY 12, 1944 - #303 REPEAT:

"KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE"

As Broadcast

ROUTINE

- | | |
|----------------------------------|---------------------|
| 1. SHOO SHOO BABY | SULLY MASON & GROUP |
| 2. PEOPLE WILL SAY WE'RE IN LOVE | HARRY BABBITT |

COMMERCIAL ONE

ROUND ONE

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

COMMERCIAL TWO

- | | |
|---------------------------------------|--------------------------------------|
| 4. DON'T BELIEVE EVERYTHING YOU DREAM | HARRY BABBITT AND
GEORGIA CARROLL |
|---------------------------------------|--------------------------------------|

STATION BREAK

ROUND TWO

- | | |
|--------------------------------|------------|
| 5. OH WHAT A BEAUTIFUL MORNING | PRODUCTION |
|--------------------------------|------------|

COMMERCIAL THREE

- | | |
|---|----------------------|
| 6. THEY'RE EITHER TOO YOUNG OR TOO OLD | ORCHESTRA |
|---|----------------------|

- | | |
|-----------------------|-------|
| 6. NO LOVE NO NOTHING | GROUP |
|-----------------------|-------|

FINAL ROUND

COMMERCIAL FOUR

- | | |
|---|-----------|
| 7. <i>They're Either Too Young or Too Old</i> | |
| 8. ON THE SUNNY SIDE OF THE STREET | ORCHESTRA |

ATX01 0115B32

WEAF

THE AMERICAN TOBACCO COMPANY

1-12-44

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #303

10:00-11:00 PM EWT

JANUARY 12, 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, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

DELMAR: You said it!

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 MARCH FIELD, CALIFORNIA)

ORCHESTRA: "THIS IS MY LUCKY DAY"

FORMAN: LUCKY STRIKE presents for the entertainment of Uncle Sam's
fighting flyers -- the Liberator bomber crews and Aviation
Engineers at March Field, California -- KAY KYSER'S COLLEGE
OF MUSICAL KNOWLEDGE!

AUDIENCE: "YEAH BOMBER COMMAND!" "YEAH ENGINEERS!" "HOORAY!"

ORCHESTRA: KYSER THEME

(AUDIENCE APPLAUSE UP BIG)

ATX01 0115833

KYSER: Evenin' folks, how y'all?

AUDIENCE: OKAY, KAY!

KYSER: Okay, Kay? Well das fine. And tonight, chillun, we're holdin' class at March Field with the pilots and crews of those giant Liberators and the men who keep 'em flying - the aviation engineers. You know these flyers here are picked pilots ... And are they pickers! During the day time they swoop down on orange groves and pick a few oranges ... and at night they swoop down on Riverside and grab off a few peaches. And those aviation engineers here are terrific here too

GEORGIA: They sure are, Professor, and I'd like to say a word about them.

KYSER: You'd like to say a word about the aviation engineers, Georgia? What is it?

GEORGIA: UM-um!

KYSER: And the aviation engineers have a word for you too, Georgia.

GEORGIA: What is it?

KYSER: BONGGGGGGGGGGG! ... They're really fast workers, and I mean literally! On a Pacific Island two aviation engineers chased a bunch of Japs into a river. The Japs started swimmin' like mad for the other shore!

GEORGIA: Did the engineers jump in after them?

KYSER: No, no! They just built a bridge across, went over and waited for 'em!

FORMAN: Fess, these men want to make their tries for the \$115 war bond prize!

KYSER: Dean, we'll get to the quizzin' soon! Meantime, here's a dancin' tune!

1. SHOO SHOO BABY SULLY
 2. PEOPLE WILL SAY WE'RE IN LOVE HARRY
- (APPLAUSE)

(FROM MARCH FIELD, CALIFORNIA)

KYSER: That was swell, Harry Babbitt, you really did a job
on that one. And now, here's our friend, Basil Ruysdael ...

(FROM NEW YORK)

RUYSDAEL: Ladies and gentlemen, here's a simple question that calls
for a simple answer. THE QUESTION: What makes a fine
cigarette? THE ANSWER: Fine tobacco. Yes, 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. Year after year, at auctions all over the
South, independent tobacco experts can see the makers
of Luckies consistently select the riper, the naturally
mellow Lucky Strike tobacco that makes a better cigarette
for you. Sworn records show that among independent tobacco
experts -- auctioneers, buyers and warehousemen - with men
who know tobacco best, it's Luckies 2 to 1. So smoke the
smoke tobacco experts smoke -- Lucky Strike!

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: It takes fine tobacco to make a fine cigarette. Remember -
(Impulse
Tag #8) Lucky Strike means fine tobacco - yes, Lucky Strike means
fine tobacco.

(SWITCHOVER TO MARCH FIELD, CALIFORNIA)

KYSER: That was swell, Harry Babbitt, you really did a job on that one. And now, here's our friend, Basil Ruysdael...
(SWITCHOVER TO NEW YORK...PICK UP COMMERCIAL NO. 1)

(Approx 1.10)

(RETURN CUE:)

RUYSDAEL: Sworn records show that among independent tobacco experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies two to one. So smoke the smoke tobacco experts smoke - Lucky Strike.

AUCTIONEER: CHANT SOLD AMERICAN

DELMAR: It takes fine tobacco to make a fine cigarette. Remember, Lucky Strike means fine tobacco - Yes, Lucky Strike means fine tobacco.

(SWITCHOVER TO MARCH FIELD, CALIFORNIA)

ORCH: KYSER MARCH

1/12/44

FORMAN: Pass, the first rounders are ready to do and dare!

KYSER: Well, Dean, then let the ^{bugle} trumpet blare!

ISH: (TRUMPET.) Ish K. Bibble's newspaper of the air!

KYSER: What? No essay?

ISH: Huh?

KYSER: I'm surprised you have no essay!

ISH: Accordin' to the girls, you ain't got so much S.A. yourself!

KYSER: Get on with your news!

ISH: Big news! March Field pilot digs up mine in Riverside!

KYSER: Ish! In the first place there are no mines in Riverside, and in the second place, if there were, an Aviation Engineer would dig it up! (Pilot digs up mine! Silly.)

ISH: Well you know them there dates for the party you got for all the fellahs except me.

KYSER: Yes?

ISH: ~~Well - a pilot dug up mine!~~

KYSER: Ish! You ought to have your head examined!

ISH: Aw, what's the use, I'll probably go in the army anyhow.

KYSER: You can't go into the army without having your head examined!

ISH: Nowdays when they take you, they don't examine your head -- they just count it to see if you got one!

~~KYSER: Ish! What will you take to go away from here?~~

~~ISH: A package of them candy life savers you got in your pocket.~~

~~KYSER: I haven't any candy life savers.~~

~~ISH: Georgia said she seen you with a whole mouth full of them.~~

~~KYSER: She said she saw me with life savers in my mouth?~~

~~ISH: Well, she said you had holes in your head!~~

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ATX01 0115837

FORMAN: First contestant, Fess!

KYSER: And he is _____ our first Liberator crewman.
Tonight we are matching three Liberator crew members from
March Field in this round against three Aviation Engineers
in our second round.

1. This one from Private Neal Smith of San Francisco is about a
general who went dancing with a beautiful gal. He left their table
for a moment and when he came back the gal was gone. The general
stood right up and screamed (PLAY) He rushed out on the street and
there was his gal with an army flyer, from March Field. The general
looked at the flyer and said (PLAY) Then he turned to the gal and
said "Explain yourself." She replied, "Well, you see it's this way,
general. You only wear stars. I go for this guy because (PLAY)

2. Some of the handsomest and most famous of the screen's masculine
stars are now Army flyers and from the following hints, Miss Irene
Burns of Cleveland, thinks you should be able to tell us who they are.
The first one, now an Army Air Force Captain, is married to Jeannette
McDonald. Who is he? Another Air Force Captain, just returned from
England where he flew photographic missions over Germany, played
Rhett Butler on the screen. Another who ~~was Mr. Smith in 'Mr. Smith~~
~~Goes to Washington'~~, is an Air Force Captain in command of a Liberator
bomber squadron now raiding the enemy from England. Who is he?

~~Another movie idol is a Navy pilot who is married to Barbara Stanwyck.~~
He is currently on the screen in
Who is he? Another screen ~~in~~ *is an Army flight instructor at March, Calif*
~~'Princess O'Rourke' and 'Flesh and~~
~~Fantasy'. Who is he?~~

-6-

3. Since we're at March Field we'd like to play some songs with "march" in their titles and jumble them up with some other songs with "parade" in their titles. You listen and pick out the ones that include the word "march" (PLAY)

*Wash. Post march song
Sweetheart's on Parade song
March of the King song
Wedding March song
Parade of the 6888 Central Postal Directory*

4. ~~ALTERNATE:~~ We've put the wrong nationalities in some song titles and ~~Jim Lees~~ *Portland* and ~~Miss Irene Burns~~ of ~~Cleveland~~, wants you to straighten them out for us. What should this be. (QUARTET) And what about this one.

(QUARTET) And this one. (QUARTET)

1. When Russian Eyes are Smiling
2. In a Little Irish Town
3. Buy a Little French Mill

-6-

v

ATX01 0115839

5. And now Ish K. Bibble comes into the spot light with the only musical instrument of its kind ... the Ishbone made out of an old music rack and a lot of nerve...alright Ish...Now see if you can tell Ruth Rossner of Allendale, New Jersey the name of this old tune.

(PLAY) (PLAY)

6. Since we're here at March Field, we're going to ~~steal a march~~ and 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

FORMAN: Fess, the winner of tonight's first round.

KYSER: Well let me know, Dean, as soon as he's found. Diane, what's that funny looking thing you're knittin' in such a hurry?

DIANE: It's a sweater for a March Field soldier I'm going out with tonight.

KYSER: But Diane! The sweater hasn't any arm holes. How can the soldier move his arms? You don't know your knittin'!

DIANE: You don't know your soldiers!

FORMAN: First winner, Fess!

KYSER: And he is _____, Liberator crewman who will tangle with the winning aviation engineer of our second round. My man, you're representing the bombers side, so light up a Lucky while the chillun glide!

3. MAIRZY DOATS GROUP
(APPLAUSE)

(FROM MARCH FIELD, CALIFORNIA)

KYSER: ... that was cute as a bug, and you cut that rug.
Thanks, gang. That was swell.

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

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

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: Horace Greeley ... Friend of Ten American Presidents

SHARBUTT: It is the hour of twilight in the vast metropolis of New
York ... the hour before darkness when every granite
skyscraper pours its multitude of people upon the streets
of the city. The wind blows cold ... the sky holds the
promise of snow ... the day is done, and the people turn
towards home. Huddled against the wind, they may not notice
the dark bronze statue standing in Herald Square -- a giant
statue ... proud, aloof, massive in its loneliness. (PAUSE)
You ... you who pass by this man in bronze ... stop a
moment ... look up at the furrowed, serious face, and read
the name carved into the base of the statue. For this is
the name of a great man.

(MORE)

Commercial #2 - (CONTD)

(Horace Greeley --- Friend of Ten American Presidents)

SHAREUTT: This is the name of ..., Horace Greeley. Go back in
(CONTD) imagination across the distance of 112 years ... go back to
the hot and sultry day in August, 1831, when this same
Horace Greeley came as a poor country boy to seek his
fortune in the bustling city at the lower end of Manhattan
Island. He had come from the stony soil of his father's
farm ... and he was jobless and without a friend in a
strange city. It has been said that "the pen is mightier
than the sword" -- and it was by the pen that Horace Greeley
lived and fought and became a power in the land. For in
1841 Horace Greeley founded the famous New York Tribune ...
and by his eloquence, courage and vision, rose to prominence
as Editor, Journalist, Lecturer, Statesman and Candidate for
the office of President of the United States. This was the
man who was the personal friend of ten American Presidents
... who helped Lincoln, Harrison and Andy Jackson ... who
was the frequent guest of James Buchanan, U. S. Grant, and
Zachary Taylor ... the friendly critic of Presidents Tyler,
Polk, Van Buren and Andrew Johnson. This widely travelled
man knew well the great tobacco planters along the James
and the Potomac Rivers in Virginia, he knew the tobacco
country of Kentucky and the fertile tobacco plantations of
the Carolinas. And so this man, Horace Greeley, through
his own writing, gave counsel to many tobacco farmers and
came to know intimately that great tradition of the
Southland ... the tradition, the romance of fine tobacco.

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

KAY KYSER
Commercial #2 - (CONTD)
(Horace Greeley --- Friend of Ten American Presidents)

- 6 -

1-12-44

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

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFT
LS - MFT

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

RUYSDAEL: A friendly suggestion: For your own greater enjoyment,
smoke the smoke tobacco experts smoke - Lucky Strike.

(SWITCHOVER TO MARCH FIELD, CALIFORNIA)

- 6 -

ATX01 0115844

KYSER: ...that was cute as a bug, and you cut that rug.

Thanks, gang. That was swell.

(SWITCHOVER TO NEW YORK...PICK UP COMMERCIAL NO.2)
(Approx. 3.30)

(RETURN CUE)

AUCTIONEER: CHANT SOLD AMERICAN

HELMER: Today, that tradition of fine tobacco continues in
Lucky Strike. For with men who know tobacco best, it's
Luckies two to one. 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.

AUCTIONEER: CHANT SOLD AMERICAN

KUYSDAEL: LS - MFT
LS - MFT

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

KUYSDAEL: A friendly suggestion - for your own greater enjoyment,
smoke the smoke tobacco experts smoke - Lucky Strike.
(SWITCHOVER TO MARCH FIELD, CALIFORNIA)

ORCH: (CARROLL INTRO) - Fanfare

KYSER: ~~Here's a blockbuster for the hearts of all you March~~
~~Field airmen... gorgeous Georgia Carroll! (APPLAUSE)~~
~~And these words are for you flyers everywhere as Georgia~~
~~and later Harry Babbitt singing this beautiful song from our~~
~~picture 'Around The World'...~~

4. DON'T BELIEVE EVERYTHING YOU DREAM . . . GEORGIA & HARRY
(APPLAUSE)

GLEE CLUB: "SONG OF THE ARMY AIR CORPS"

1/12/44

GLEE CLUB: "SONG OF THE ARMY AIR CORPS". FADE FOR:

(Appreciation)

FORMER: The College pauses..while stations far and near,
Salute these Liberator bomber men and the Air
Force engineer.

{LOCAL NBC STATION SAYS:
{"STATION X X X SALUTES THE ARMY AIR FORCES!"}

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

KYSER MARCH

ATK01 0115846

FORCLAN: First second round challenger, professor!

KYSIR: And he is _____ our first Aviation Engineer out to do his darndest to outshine those three bomber men or our first round!

1. This one from John Neilson of Pensacola Florida, is about an Indiana lad who was given leave to fly home. He headed for Indiana and said "Oh boy, pretty soon I'll be (PLAY). But he miscalculated, got lost and pretty soon he was headin' towards (PLAY). So he radioed home and said "I'll see you in Indianapolis later". Right now I'm (PLAY).

1. ~~UNKNOWN NAME~~: John Neilson of Pensacola Florida tells us about an aviation engineer who dropped a nickel into a "talkie" juke box and told the girl he'd like to hear (PLAY). The girl said she was sorry, but she'd ^{accidentally on purpose} ~~played~~ that record so many times she finally dropped it and ~~so she was~~ ^{and it was on the ground} (PLAY). ~~Well, being an engineer, he decided there was nothing he couldn't fix, so he rushed to the record room to repair Pistol Jackin' Mama. But he took one look at the beautiful operator and said "Oh boy! Let's forget all about "Talkin' Iron Totin' Tillie" and make it (PLAY).~~

2. You should know all the parts of a plane so Miss Loretta Ramsey of Denver, Colorado, wants you to point out what's wrong with the following statement. A pilot put on his wing pants climbed into the elevator went up and sat down in the engine cowling. Then he adjusted the aileron on the Upper Wing of his flying fortress, started all three of his motors going and schandelled up the runway. After he got up in the air about four hundred feet he did a few outside loops then came back and made a three point landing on the "T". Well his wing commander was so delighted with his performance that he gave him the night off. So he took his gal to the nearest dance hall and danced the stabilizer strut the rest of the evening.

You are an engineer but you should be able to
2. (ALTERNATE:) Now tell Miss Loretta Ramsey of Denver, Colorado, what kind of pilot you would think of if you heard this. HARRY: "And do you take this woman to be your lawfully wedded wife?" And what kind of pilot does this bring to mind? HARRY: "Now you're cooking with gas." How about this one? HARRY: "Testing 1 2 3 woof"? And how about the pilot that might say this .. HARRY: "Pass the buoy close aboard on your starboard hand."

3. Thomas Dunbar of Chicago thinks that several orchestra leaders would make good pilots accordin' to their thome songs. For instance Matty Malneck should be a good night flier because he knows the (PLAY) Another band leader would have no trouble keepin' warm in the cold altitude because he says, (PLAY) Is that Shuttle Busse? Now let's pretend you're Henry Busse ridin' around on a shuttle bus, playin' Hot Lips.

4. March Field has always been a great place for testing different types of equipment and from the following hints, Ensigns Scotta and Sullivan, of Naval Hospital, Key West, Florida, want you to tell us what you think they'd be testing (SOUND) ~~And if you heard this sound what would they be testing? (SOUND)~~ You'll have to listen very closely to get this one. (SOUND) And we know that this camp has one of the outstanding ranges for (SOUND). ~~(HICUPS) Pardon me, that wasn't supposed to be in there. I was just testing out one of the cook's pies.~~ Here's one maybe you haven't heard yet, it's a kind of speed test. YAHOO! (SOUND: FAST SLIDE WHISTLE AND DOOR SLAM). That was a guy with a three day pass scoon' how fast he could get to Los Angeles.

5. Here's Ish K. Bibble again draggin along his ishbone. He insists upon playing for us so see if you can tell Fred De Yager of Glen Rock, New Jersey the name of this masterpiece (PLAY) (PLAY)

6. Miss Mary Sawyer of Houston Texas 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 (PLAY). It's too bad for Tojo and Adolph when these crew members go into their dance - cause they're dancing to the (PLAY)

(APPLAUSE)

SOUND: GLASS BELL

FORMAN: Professor, shall I give you the name of the top engineer?

KYSER: Why, certainly, Dean, bring him right over here.

~~ISH: Professor, you know I was up in one of those big
refrigerators today.~~

KYSER: Ish! You mean Liberator -- not refrigerator!

ISH: I mean refrigerator....One look at it and I got cold feet!

KYSER: Ish, you might be scared, but the men here really love
~~those big B-24's.~~

GEORGIA: ~~You're right,~~ Professor. These Liberator men love those
planes so much they can't talk about anything else.

KYSER: Can't talk about anything else, Georgia?

GEORGIA: That's right ... one of them came up to me today and said,
'What an assembly! ~~And~~ what beautiful props! Come on,
Sky Queen, ~~don't B-24,~~ let's get Consolidated!'

KYSER: Georgia, the guy was only trying to get a date. You know,
Diane is having a little date trouble here too. An
engineer offered to let her drive a bulldozer and a pilot
offered to take her up in a Liberator. The pilot said, 'Don't
mess with that engineer, he's just a land lubber, a gopher.'
The engineer said, 'Don't mess with that pilot, he's just a
driver, a chauffeur.' Now Diane doesn't know whether to
chauffeur the gopher or go for the chauffeur.

FORMAN: Second winner, Professor!

KYSER: And he is _____ of the Aviation engineers! My man,
you really came through that grillin'. So light up a Lucky
and start drillin' to meet that Liberator winner in the
final round. But now, let's listen if the chillun are
willin'.

5. OH WHAT A BEAUTIFUL MORNING. PRODUCTION
(APPLAUSE)

(Key: Cue top of next page)

(FROM MARCH FIELD, CALIFORNIA)

KYSER: Nice goin', gang, I'm really proud of you. And now it's
your turn, Kenny Delmar ...

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: Horace Greeley had many distinguished friends -- men like
President Jackson, President Tyler, and President Harrison--
men who could pick a leaf of fine tobacco with the skill of
an expert, for these presidents of the United States grew
their own fine tobacco crops on their own plantations.
Today that same tobacco skill belongs to the men who spend
their lives buying, selling and handling tobacco at the
auctions down South ... men like Mr. Carl Hartfield,
independent tobacco buyer of Greensburg, Kentucky, who
recently said:

VOICE: For 25 years I've had what you might call a "front row seat
at the auctions." And when people ask me why I smoke
Luckies I usually say to them, "Come down to the auctions
and find out." For every season at the auctions, I've seen
Lucky Strike buy the finer, top-quality tobacco that really
pays off in more smoking enjoyment. That's why I've been a
Lucky smoker for 24 years.

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

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

BOONE: (CHANT - SOLD AMERICAN)

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

(SWITCHOVER TO MARCH FIELD, CALIFORNIA)

1/12/43

KYSER: *nice going, gang, I'm really proud of you. And now
it's your turn, Kenny Baker...*

(SWITCHOVER TO NEW YORK...PICK UP COMMERCIAL NO. 3)

(Approx)

(RETURN CUE:)

(SWITCHOVER TO MARCH FIELD, CALIFORNIA)

6. ~~THEY'RE EITHER TOO YOUNG OR TOO OLD~~ ORCHESTRA

7. NO LOVE, NO NOTHIN' GROUP

(APPLAUSE)

ORCH: KYSER MARCH

-17-

FORMAN: Final round, Professor. Will it be bomber man or engineer?

KYSER: Why, we'll soon find out, Dean, which to cheer. Bring 'em here and yet's get in gear!

1. Tonight we'd like to dedicate our final round to the memory of Stephen Foster and his many truly American melodies. First of all, Miss Mary Clark of Boise, Idaho, wants you to name this one (PLAY). Did he also write "Camptown Races", "Old Black Joe", "Massas in the Cold Cold Ground"?

2. Lt. Chris Harris of ^a ~~the 75th~~ Bomber Squadron, Tonapah, Nevada says you shouldn't have to hear much of this Foster melody to name it (PLAY). In the motion picture "Swanee River", which depicted the life of Stephen Foster, who sang Oh Swanee? Was it Alice Faye, Don Ameche, Eddie Cantor, Mary Martin, Al Jolson or Allen Jones? (It was a blackface comedian.) Now, who portrayed Stephen Foster?

-17-

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ATX01 0115855

3. Here's one just as well-known as "Oh Suzannah" (PLAY).

Stephen Foster was a Northerner even though he wrote many Southern songs. Tell Miss Viola Patrick of Palo Alto, was his home town New York, Chicago, Philadelphia or Pittsburgh? (I hope you pick one that suits me).

4. Here's another immortal Stephen Foster song (PLAY) Is that "Way Down Upon the Swannee River" "Swannee River" or the "Old Folks at Home"? Is the Swannee River in Kentucky?

(APPLAUSE)

SOUND: CLASS BELL

FORMAN: Fess, the winner is waiting. Let's give him a mention.

KYSER: Yes, but first, 'Lucky Logic' commands our attention.

(SWITCHOVER TO NEW YORK ... PICK UP TOBACCO LAUREATE)

(Approx.30)

AUCTIONEER: CHANT SOLD AMERICAN

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

AUCTIONEER: CHANT SOLD AMERICAN

(SWITCHOVER TO MARCH FIELD, CALIFORNIA)

(FANFARE)

FORMAN: Ten men. Professor!

KYSER: Look, it's a tie, one with a perfect score which is Sgt. Burnett Ford, and Cpl. Joy Reid tied in the final round and therefore they both get a first prize of a crisp brand new \$50 War Bond but for having a perfect score all the way, Sgt. Burnett Ford gets an additional \$25 bond or \$75 to Ford and \$50 to Reid.

~~beam, a \$25 bond.~~ The other four fightin' pilots and builders, each get war stamps worth ten guilders. All six get a carton of Luckies. And then! AND THEN! To all the fliers, ground crews and engineers, our thanks a million for your laughin' and cheers plus a package of better-than-ever LUCKY STRIKE CIGARETTES!

(CHEERS)

8.7.

~~Their first prize is a \$50 War Bond~~
ON THE SUNNY SIDE OF THE STREET. ORCHESTRA

(APPLAUSE)

ORCH: KYSER THEME

KYSER: Well, chillun, das all until class time next Wednesday. These men of March Field have given us a wonderful welcome here today, and we thank them each and every one - with special thanks to Colonel Charles R. Melin, commanding, and Major Paul J. Schissler. They don't make words good enough for these crews of the B-24's, the mighty Liberator heavy bombers. They are great teams...pilots, navigators, bombardiers, gunners...flying great ships, and their kind of teamwork is an object lesson for us all. As for you Aviation engineers, the nation is just now loarning of the page of glory your service has written for itself around the world. Building airdromes under fire in as little as 14 hours, rebuilding bombed-out fighter strips, landing in the first waves of assault with the infantry to get those fields in shape for Yank planes to land. And so to you Air Forces fighter-builders, the nation says "Thank you, too".

Next week we'll be holding class with anti-aircraft artillerymen at Camp Haan, California...and until then, this is Kay Kyser...thinkin' of you. Thanks a lot for bein' with us...and so long...everybody.

(APPLAUSE)

LUCKY DAY THEME

(SWITCHOVER TO CHICAGO)

(FROM CHICAGO)

CHICAGO
ANNCR:

This program was presented by Lucky Strike for the
entertainment of the men of March Field.

(SWITCHOVER TO 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, 2 & 3)

RUYSDAEL: LS - MFT
LS - MFT

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

NBC ANNCR: 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 IS THE NATIONAL BROADCASTING COMPANY.

FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE, NEW YORK • WICKERSHAM 2-6600

CLIENT: THE AMERICAN TOBACCO CO.

REVISION:

NETWORK: NBC

PRODUCT: LUCKY STRIKE

APPROVAL: FINAL

B'CAST: 10:00-11:00 PM EDT

DATE: JANUARY 19, 1944 - #304

REPEAT:

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

ROUTINE

1. PAGAN LOVE SONG

ORCHESTRA

2. SPEAK LOW

HARRY BABBITT

COMMERCIAL ONE

ROUND ONE

3. THEY JUST CHOPPED DOWN THE OLD APPLE TREE

SULLY MASON

COMMERCIAL TWO

4. MY HEART TELLS ME

GEORGIA CARROLL

STATION BREAK

5. HOLIDAY FOR STRINGS

PRODUCTION

COMMERCIAL THREE

~~6. PAPER DOLL~~

ORCHESTRA

6. MY IDEAL

GEORGIA CARROLL
& HARRY BABBITT

FINAL ROUND

COMMERCIAL FOUR

7. Paper Doll (faded)

Orchestra

8. CUDDLE UP A LITTLE CLOSER

ORCHESTRA

End

ATX01 0115860

- 1 -

WEAF

THE AMERICAN TOBACCO COMPANY

1-19-44

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #304

10:00-11:00 PM EWT

JANUARY 19, 1944

WEDNESDAY

Program originates at Camp Haan, 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!

ROONE: (CHANT - SOLD AMERICAN)

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

RUYSDAEL: LS - MPT

LS - MPT

DELMAR: You said it!

SHARBUTT: Why, sure!

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

ROONE: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO CAMP HAAN, CALIFORNIA)

- 1 -

ATX01 0115861

(FROM CAMP HAAN, CALIFORNIA)

ORCHESTRA: "THIS IS MY LUCKY DAY"

FORMAN: LUCKY STRIKE presents for the entertainment of Uncle
Sam's fighting gunners of the Anti-Aircraft Artillery
Training Center at Camp Haan, California -- KAY KYSER'S
COLLEGE OF MUSICAL KNOWLEDGE!

AUDIENCE: "YEAH GUNNERS!" "ZIZZ! BAA! BOOM!" "HOORAY!"

ORCHESTRA: KYSER THEME

(AUDIENCE APPLAUSE UP BIG!)

KYSER: Evenin' folks, how y'all?

AUDIENCE: TOPS, POPS!

KYSER: Tops, pops! Well, das fine. And tonight, chillun, the old college is holding class with the sharp-shooting gunners of Uncle Sam's anti-aircraft training center at romantic Camp Haan. I had a little trouble getting in here today. The sentry didn't want to let me in the gate. I said, "Look, here, I'm going to put on a show tonight at seven" - tell jokes. I'm a comedian!" He said, "A what?" I said "Comedian! You heard Bob Hope tell jokes last night at seven, didn't you?" He said, "Yes, and I'm darned if I'll listen to the same jokes again tonight!" On their time off, most of the men here go to Riverside to hunt for a date. The hunting is great there - the finding is terrible, but the hunting is great!

FORMAN: Professor, you know that isolated wilderness of despair and desolation where Camp Haan men spend part of their time?

KYSER: Oh, you mean Camp Erwin!

FORMAN: Yes...how far is Camp Erwin from here as the crows fly?

KYSER: I don't know. They've never found a crow silly enough to fly there! Oh, that Camp Erwin! What a rough, tough work farm! They call it Erwin because it shouldn't happen Rommel! I was walking around Camp Erwin with a second lieutenant yesterday. Every time a private would salute him, the second lieutenant would salute back and mutter, "The same to you!" Finally I asked the second lieutenant why he mumbled "the same to you" every time he saluted a private. He said, "I used to be a private here, and I know what they're thinking!"

FORMAN: Fess, these contestants want a crack at that one fifteen in green back flack!

KYSER: OK, Dean Forman, they can try for the buttons as soon as the chillun do some struttin'!

1. PAGAN LOVE SONG ORCHESTRA
2. SPEAK LOW FANNY BARDOT

(FROM CAMP HAAN, CALIFORNIA)

KYSER: Well done, Harry Babbitt, you really went to town on that one. And now you take it, Kenneth Delmar ...

(FROM NEW YORK)

DELMAR: Ladies and gentlemen, common sense tells us that what you get out of a cigarette depends on what goes into it. For in a cigarette it's the tobacco that counts ... the better the tobacco, the better the cigarette. So, for your own greater smoking enjoyment, it's well-worth remembering that first, last, and always, Lucky Strike means fine tobacco -- yes, Lucky Strike means fine tobacco, so round, so firm, so fully packed, so free and easy on the draw. Year after year, at auctions all over the South, the independent tobacco experts -- men who spend their lives buying, selling and handling tobacco -- can see the makers of Luckies consistently select the riper, the naturally-mellow Lucky Strike tobacco. And sworn records show that among such independent tobacco experts -- auctioneers, buyers and warehousemen -- with men who know tobacco best, it's Luckies 2 to 1.

RIGGS: (CHANT - SOLD AMERICAN)

SHARBUTT: 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 CAMP HAAN, CALIFORNIA)

KYSER: Well done, Harry Rabbitt, you really went to town on that one. And now you take it, Kenneth Delmar...

(SWITCHOVER TO NEW YORK ... PICK UP COMMERCIAL NO. 1)

(approx 1.10)

(RETURN CUE)

DELMAR: And sworn records show that among such independent tobacco experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies two to one.

ACUTIONEER: CHANT SOLD AMERICAN

SHARBUTT: Yes, Lucky Strike means fine tobacco. No wonder that with men who know tobacco best, it's Luckies two to one.

(SWITCHOVER TO CAMP HAAN, CALIFORNIA)

ORCH: KYSER MARCH

PORCARI: Pess, let's start the first round fast!

KYSER: Of course, Dean, let the starting bugle blast!

ISH: (TRUMPET ~~and TUBA~~) Ish K. Bibble's Golden thought For Today!

~~KYSER: Well, well! The Arlington Flash. Go ahead.~~

ISH: Leave us cherish our Wednesdays together.

KYSER: Give me a definition of Wednesday.

ISH: Wednesday is twenty-four hours completely surrounded by Tuesday and Thursday.

KYSER: Quick thinking. Any more golden thoughts?

ISH: Leave us resolve not to waste food this year. Food is ammunition.

KYSER: How do you know?

ISH: The camp cook hit me in the head with one of his biscuits and it darn near killed me.

~~KYSER: Proceed.~~

ISH: Tender poem in regards to love.

KYSER: By the way, Ish, this is leap year, have you received any proposals.

ISH: Oh I got one, but I didn't take her up on it. I didn't like her figure.

KYSER: What's the matter with her figure?

ISH: Well, it sort of comes out where it should go in, and where it should come out, it stays where it was.

KYSER: Bad assembly job. Read your poem.

ISH: Poem entitled "The Eternal Rectangle".

KYSER: Ish! Eternal Triangle!

ISH: Rectangle!

KYSER: Triangle!

ISH: Rectangle! This guy got tangled up with a dame and she wrecked him!

KYSER: Ish, please scram, it's time for the exam.

FORMAN: First contestant, professor!

KYSEN: And he is _____! The first of three Camp Haan privates of our first round who will tangle with three top sergeants in our second round tonight. And believe me, it's going to be a battle royal between the privates and the sergeants!

1. Sgt. Donald Hulbut of Camp Muroc, California, tells us they have women bus drivers here at Camp Haan and they're not to be trifled with. One rookie didn't realize that they are practically (PLAY) So he climbed into a bus, snuggled up to the driver and said (PLAY) The driver said, "Get away, rookie before I beat your ears off." He thought she was kiadin' and kept right on. Well as a result he's still got his ears, but he's also got (PLAY)

2. Many of the men here at Camp Haan wear the double A insignia for Anti-Aircraft. Now for Miss Barbara Barton of Grand Rapids, Michigan, can you name a famous radio team the initials of whom are A and A? *about 37 A*
Now A-1 is, a famous brand of meat sauce. Can you tell us the name of it? *Carl: That's me, boy!* If A-1 is a sauce, what is 1-A? (It's still a sauce. If you're 1-A, they pour it to you.) ~~What is a foray - F O R A Y?~~
Yes, ~~it's a military raid for spoils. Like when you men storm the~~
PX and get hash.

3. Many cities have songs named after them, but no one has ever made up a song about Riverside, the town near Camp Haan. So in honor of Riverside, Cpl. Herman Foch somewhere in Uncle Sam's Air Force, wants us to paste two songs together. One has the word "River" the other has the word "side" in its title. You tell us what they are. (PLAY) Is Riverside Drive in New York or Los Angeles? What state is on the other side of the River from New York? ~~What side of the river is Kansas City, Kansas on?~~

CONTESTANT: ~~If you were in Kansas City, Missouri, it would be on the other side.~~

4. We understand transportation outside of camp is pretty tough around here. So Bill Gargen and Webb Corwyn of Hamet, California, want you to listen to the following sound effects and tell us how many different kinds of transportation a soldier used getting to town. He started out hitching a ride from a March Field man in a (SOUND) but the plane wasn't going very far so he nabbed a ride on a (SOUND). The brakeman booted him off after a while and after waiting an hour or so he hitched a ride in a (SOUND)

CONTESTANT: A 1938 Plymouth.

KAY: You don't have to be so specific! Anyway, the 1938 Plymouth ran out of gas and he rented a (SOUND). Yes he was almost to Los Angeles when the bike had a puncture so he went the rest of the on his. (ORCH)

1/19/44

Sink Thourmaye Jack Henley of Pine Bluff, Ark.
5. ~~8. (ALTERNATE): Miss Barbara Barton of Grand Rapids, Michigan, says~~

you should be quick on the trigger and pick out five Anti-Aircraft terms in the following letter: Dear Ack; I am but a shell of my former self since your re-fuse-al. Why did you take a powder and recoil from me when I was in my prime. Oh Ack.,Ack.,you have detonated my heart until it has burst. I guess you are still making the rounds with that Pom-Pom, so I am going to sue you for breech of contact.

----- Yours, Millie Meter.

6. There are several military branches here at Camp Haan. As the band plays four tunes, Corp. Charles Roberts, somewhere in the South Pacific, wants you to pick out two tunes that fit the outfits here.

(PLAY)

(APPLAUSE)

SOUND: CLASS BELL

1-19-44

FORMAN: Fess, the winner of the private crew!

KYSER: Well, how about that! Roodle ee doot

GEORGIA: Professor, this is leap year. Has anyone proposed to you yet?

KYSER: No, Georgia, not a single girl ... and if I don't get a proposal soon, I'm going to lose facet

BOBBY: BROTHER, THE SOONER YOU LOSE THAT FACE THE BETTER!

GEORGIA: Well, Professor, I like you. Is there anything wrong with me?

KYSER: No, Georgia. In fact, you have lovely blond hair ... your lips are such a deep inviting red, your eyes are such a deep blue. In fact you're BOREEEEEENNNNNNGGG!

FORMAN: First round winner, Professor.

KYSER: And he is _____! Good for you! You'll meet the top kick winner of round two. Nice work with your ack ack, so light up a Lucky and sit back while the chillun dance!

3. THEY JUST CHOPPED DOWN THE OLD APPLE TREE . . SULLY AND GROUP
(APPLAUSE)

ATX01 0115870

Commercial #2 - (Damn the Torpedoes! Full Speed Ahead!)

(FROM CAMP HAAN, CALIFORNIA)

KYSER: Oh man, you really had us hoppin' with that choppin'!
Thanks, gang, 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. No
wonder that with men who know tobacco best, it's Luckies
2 to 1 ...

BOONE: (CHANT - SOLD AMERICAN)

VOICE: "Damn The Torpedoes! Full Speed Ahead!"

RUYSDAEL: Today the old ship is docked in the quiet waters of the
Potomac ... and her marring lines sag to the pierheads
below. Close by, the harbor of Washington is busy with
the grey, steel hulls of modern, streamlined men-of-war.
But this old ship has a hull of wood ... twin masts rise
from her timbered decks ... and on her bow, in faded gilt
lettering, you can read the famous name -- the U.S.S.
Hartford. There is something magnificent in the sight of
this historic vessel ... for this is the proudest fighting
ship in the harbor, and ... long ago ... long, long ago ...
she, too, had her day of glory. Go back in imagination ...
back eighty years to that historic day in August, 1864. The
place is Mobile Bay. It is early morning ... a heavy mist
hangs over the water ... a grey fog that is broken by
flashes of gun fire -- for a great Naval battle is in
progress. (MORE) - 4 -

ATX01 0115871

RUYSDAEL: On the bridge of the flagship U.S.S. HARTFORD stands a short, square-shouldered officer named Admiral David Farragut, who follows the strategy of the fleet through his spy glass. Suddenly ... a tremendous blast splits the air ... and Admiral Farragut sees his sloop-of-war, the Tecumseh, breaking apart ... shattered by a floating torpedo mine. Quickly he looks to his other ships ... the Octorara, the Metacomet, the Brooklyn ... and frowns as he sees them turning off-course to escape the deadly mines. With a cry of rage, he picks up his megaphone and shouts an order that is to become famous around the world ...

VOICE: Damn the torpedoes! Full speed ahead!

RUYSDAEL: It was an order that carried that fleet straight into the line of fire ... straight across the misty waters, through the torpedoes, to Victory. And when the war was over, David Farragut, Admiral of the Fleet, returned to the land he had known as a farmboy ... to the rolling Tennessee hill country where, as a planter's son, he had helped his father with the great harvests of tobacco grown in their own fertile fields. And just as Admiral Farragut became part of America's great Naval tradition ... so the hill country of his boyhood, the rich acres of his native Tennessee, have become part of another great tradition - the tradition, the romance of fine tobacco.

BOONE: (CHANT - SOLD AMERICAN) 5 - (MORE)

KAY KYSER
Commercial #2 - (CONTD) (Damn the Torpedoes! Full Speed Ahead!) 1-19-44
- 3 -

SEARBUTT: Today America's tradition of fine tobacco is carried
(Short on by Lucky Strike. Indeed, sworn records show that
Closing among independent tobacco experts - auctioneers, buyers
"E") and warehousemen - with men who know tobacco best, it's
Luckies 2 to 1. So, remember: Lucky Strike means fine
tobacco - yes, Lucky Strike means fine tobacco - so
round, so firm, so fully packed, so free and easy on
the draw.

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFT

LS - MFT

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

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

(SWITCHOVER TO CAMP HAAN, CALIFORNIA)

KYSER:oh man, you really had us hoppin' with that choppin'!
Thanks, gang, very much.

(SWITCHOVER TO NEW YORK...PICK UP COMMERCIAL NO. 2)

(Approx 3.25)

(RETURN CUE)

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

AUCTIONEER: CHANT SOLD AMERICAN

RUYSDAEL: LS - MFT
LS - MFT

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

DELMAR: A friendly suggestion for your own greater enjoyment,
smoke the smoke tobacco experts smoke - Lucky Strike.

(SWITCHOVER TO CAMP HAAN, CALIFORNIA)

ORCH: (CARROLL INTRO)

KYSER: And here's something for the eyes of you sharp-shooting
gunners...our own cover girl, gorgeous Georgia Carroll!
(APPLAUSE)

What a picture...thousands of Uncle Sam's fighting men,
and their hearts the target, as Georgia sings ...

4. MY HEART TELLS ME GEORGIA
(APPLAUSE)

GLEE CLUB & AUDIENCE: "THE CAISSONS SONG"

~~GLEE CLUB & AUDIENCE:~~ "THE CAISSONS SONG" FADE FOR:

FORMAN: *(Applause)* As these thousands of Camp Haan gunners *say hello to* ~~sing for~~ their fighting buddies on battle fronts in Italy and all over the world, the College pauses on its way, while all the local stations say

KYSER: BONGGGGGGGGGGGGGG!

LOCAL NBC STATION SAYS:

"STATION X X X SALUTES THE ANTI-AIRCRAFT AND COAST ARTILLERY!"

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

ORCH: KYSER MARCH

1-19-44

KYSER: Before the second round, chillun, we are going to do a play in honor of the Camp Haan men who are just back from Alaska. Dean, the announcement!

FORMAN: We take you now to the little theater off the Camp Erwin Cocktail lounge for a saga of the frozen north entitled "On an Icicle Built for Two." Curtain!

SOUND: WIND HOWLING, DOOR OPEN AND SHUT (WIND OUT)

KYSER: Brrrr! 'Taint fit night out for man nor Tojo.

GEORGIA: Where have you been, father?

KYSER: Out hunting....

GEORGIA: Bear?

KYSER: Yes.

GEORGIA: No wonder you're cold.

KYSER: Skip it. Is there anything to eat in the house, daughter?

GEORGIA: We haven't had any food for three weeks. And the wolf is at the door.

SOUND: KNOCK ON DOOR

KYSER: That must be the wolf now.

SOUND: DOOR OPEN

KYSER: Hello, wolf.

HARRY: (POLITELY) How do you do, Could you tell me how to get to Hollywood and Vine? (HOWL)

SOUND: DOOR SLAM

KYSER: That's no wolf....it's a California coyote!
I've got to get some food, if I have to kill that elephant that's been hanging around here.

ATX01 0115876

1/19/44

GEORGIA: That's silly. What would an elephant be doing in Alaska?

KYSER: He lives in that snow igloo up the road.

GEORGIA: That's even sillier. Why would an elephant live in a snow igloo!

KYSER: Because it's the Republican elephant and he's just trying to see how it feels to live in a "white house!"

ORCHESTRA: CHORD

FORBES: Second round contestant, professor!

WESER: And he is _____, the first of three top sergeants in this round who are going to try to really put the three privates of Round One in their place!

1. This one from Bill Hook somewhere in the South Pacific, is about one of your buddies now guarding the skies over New York and it happened to him as he was walking down (PLAY). It was there that he met a (PLAY). He lost his heart to her when she sang him a (PLAY). And now if you'll identify this radio program theme you'll know what your buddy has been on ever since he fell in love (PLAY)

2. Here's a great one from Miss Mary Renard of Ellsworth, Kansas. We want you to put the right girls in the following songs (HARRY). And now straighten us out on this one (GROUP). Now Sully Mason is a little mixed up, so straighten him out on this one (SULLY). In the song, "Frankie and Johnny" which was the girl? ~~That's right - she was the original lugger-luggin' Lassie! Now she's an Anti-aircraft~~ ~~and they call her Shrapnel-totin' Sweetie!~~

By the way, chillun, ~~we got a little mixed up~~ last week when we mentioned "March of Time" ~~and~~ we neglected to mention that the "March of Time" is a very popular radio program as well as a movie news feature. *Don't know how I could miss it - the greatest thrill I get in when Westbrook Van Osse says - Time Marches on - - Bong 99!*

1-19-44

3. Sgt. Jack Frost of Yuma, Arizona, tells us that no matter where you men are ordered to go, you just (PLAY) A famous comedian has a smile song for his theme. It's (PLAY)

4. You fellows have to aim correctly at flying planes so for Dewey Harvey somewhere in Africa, let's imagine that our orchestra is playing in an airplane. From the way the orchestra sounds, you should be able to tell when we're going up and when we're going down. (PLAY) Now listen to the orchestra and tell us what the plane is doing (TACIT) Now which way is the plane going (PLAY) You men fire tracer bullets, but what does it mean when they send a tracer thru the post office? Who is Dick Tracy? (Gee, I hope he gets the best of Flat Top!)

ATX01 0115879

1/19/44

5. Our next visiting deans tonight are a group of good old hillbilllys. Come on out here men and show your stuff. (APPLAUSE) See if you can tell Lillian MacKee what the Camp Haan Hillbilllys with Ned Davis, Dub Dixon and Ed Davis are about to play (PLAY) (PLAY)

6. For Miss Jean Pigott of Canton Ohio here's a beep beep beeper. The orchestra is going to play "The Field Artillery March", and everytime they leave out a note you say "Beep". I'll do it the first time thru to show you how it goes, then you do it. (PLAY)

(APPLAUSE)

SOUND: CLASS BELL

FORMAN: Second round winner, professor!

KYSER: And he is...

ISH: Just a second, professor. I got a love story here in regards to which I wouldst like to read same.

KYSER: Did you write it, Ish?

ISH: No, no. That there now girl I been running around with.

KYSER: Oh. You mean that Gay Fay from Monterey?

ISH: No that sad sack from Frontenac.

KYSER: Read.

ISH: Love story entitled "She loved him but he moved to Colton".

KYSER: Oh fine.

ISH: Or. "When he know he had to tell his sweetheart farewell, he starched his mustache so he could keep a stiff upper lip."

KYSER: The first chapter is a little long, but proceed.

ISH: "How can I leave you," he cried! "Your eyes! Dark and inviting, as two raisins in a bowl of P.X. hash!...Your *lips*, red and warm, like two slabs of corned beef rampant on a field of cobble stones"...A tear sprang from her eye and started to run down her nose, but when it seen how far it had to go, ran back up again. ~~"You will write to me", she queried, quietly reaching up and fracturing his skull.~~ ~~"Write?" he rejoined. "I ain't going to go to Arlington just to learn how to write".~~ "Then kiss me", she pleaded. He bent forward and just as their lips touched there was a terrible explosion.

KYSER: Explosion!?

ISH: Yeh. She was chewing bubble gum and he had a toothpick in his mounth.

MYSER: Oh, man! Where's the sergeant winner, Dean?

FOREMAN: Right here!

MYSER: And he is _____! You've done the trick, you're
our top top-kick, and you'll meet that winning private in
our final round. ~~You really brought those answers down.~~
Now here's a Lucky, light it up, while all the chillun go
to town!

5. HOLIDAY FOR STRINGS PRODUCTION
(APPLAUSE)

(Kay: Cue top of next page.)

(FROM CAMP HAAN, CALIFORNIA)

KYSER: Nice goin', gang, I'm really proud of yuh. And now,
here's Del Sharbutt!

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

SHARBUTT: In 1864, Admiral David Farragut was expert in the
knowledge of his craft just as today there are men
at the auctions down South who are expert in their
knowledge of fine tobacco and who spend their lives
buying, selling and handling tobacco. And one of
these experts, Mr. Charles L. Saunders, independent
tobacco buyer of Reidsville, North Carolina, recently
said:

VOICE: I've been an independent tobacco buyer for 24 years.
And at the markets, year after year, I've seen
Lucky Strike buy the finer, lighter tobacco -- the
kind that makes a naturally milder, better-tasting
smoke. So it's just plain common sense for me to
smoke Luckies myself. I've enjoyed 'em now for
17 years.

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

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

(SWITCHOVER TO CAMP HAAN, CALIFORNIA)

KYSER: Nice goin', gang, I'm really proud of yuh. And now,
here's Del Sharbutt....

(SWITCHOVER TO NEW YORK . . . PICK UP COMMERCIAL NO. 3)

(approx. 1.25)

(RETURN CUE)

SHARBUTT: 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 two to one.

AUCTIONEER: CHANT SOLD AMERICAN

RUYSTAHL: Next time you step up to a cigarette counter, ask for
Lucky Strike - for Lucky Strike means fine tobacco -
Yes, Lucky Strike means fine tobacco.

(SWITCHOVER TO CAMP HAAN, CALIFORNIA)

~~6. PAPER DOLL ORCHESTRA~~

~~(KAY: MENTION 'PAPER DOLL' AS #3 ON YOUR HIT PARADE LAST SATURDAY)~~

7. ME IDEAL HARRY & GEORGIA

(APPLAUSE)

ORCH: KYSER MARCH

FORMAN: Fess, sergeant meets private in final duel!

KYSER: Right Dean, the fur's going to fly in our musical school!
As our winning top sergeant meets a brainy private for
first prize! ~~And here we go.~~

1. One of the most artistic phases of musical endeavor is the opera. Therefore let's dedicate our final round tonight to the opera. Sgt. William Ringel somewhere in England says this selection is so well known you should be able to name it immediately and the opera from which it is taken. (PLAY)

If there is a (I) in (C) is there a clown in Pagliacci? And a devil in Faust? Is there a Dr. in the House? There is! How do you like the show, Doc?

2. The High School Gang of Crestwood, Ill., want you to name two opera companies in America. Who starred in the recent version of the picture "Phantom of the Opera?"

ISH: Prof - I know all about opera. Why I once had Madame Butterfly crawling at my feet.

KYSER: You once had Madame Butterfly crawling at your feet?

ISH: Yep -- of course in those days she was only a caterpillar.

3. Cpl. Arthur Meyer somewhere in England wants you to name two opera stars who have been in the movies. who were starred in the picture "A Night at the Opera?" What's a horse opera?

4. Miss Marie Plume of Lake Grove, New York, asks is there a radio program called "Metropolitan Auditions of the Air?". Now let's you and I "go slumming to the Diamond Horse Shoe of the Metropolitan" to hear a famous opera. In that Opera we'll hear the following selection, which is either the Anvil Chorus from Il Trovatore, the Sextette from Lucia or March Starve from Hunger. (PLAY) Now can you tell us the difference between an opera and an operetta? (Opera is good stuff - operetta says "Number Please".)

(APPLAUSE)

SOUND: CLASS BELL

FORMAN: Shall I name the man who was right up to par?

KYSER: Right after I call in Kenneth Delmar.

(SWITCHOVER TO NEW YORK ...PICK UP TOBACCO LAUREATE)

(approx. .30)

199-1
AUCTIONEER: CHANT SOLD AMERICAN

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

199-1
AUCTIONEER: CHANT SOLD AMERICAN

(SWITCHOVER TO CAMP HAAN, CALIFORNIA)

(FANFARE)

FORMAN: Final champ, Professor!

KYSER: And he is _____, and that means victory tonight for the (PRIVATE) (~~TOP-SERGEANT~~). My man, you were fine, so please rise and shine and accept the fifty dollar bond, first prize. The man who came to number two, here's a twenty-five dollar bond for you. The other four came through with honors, so ten each in stamps to those Camp Haaners. All six get a carton of Luckies, and then, AND THEN! To all you other anti-aircrafters, whose shouts really shook the walls and rafters, a package of better than ever LUCKY STRIKE CIGARETTES!

(CHEERS)

Vasser Wolf
8. ~~SIDDLE UP A LITTLE CLOSER~~ ORCHESTRA

(APPLAUSE)

ORCH: KYSER THEME

(REVISED) 1/19/44

KYSER:

Well chillun, the Old College takes recess until next Wednesday at this same time. We want to thank Colonel _____ Campbell and Major Leonard Stallcup and all of you men for the warm welcome you've given us here at Camp Haan. And I know you men are proud of the thousands of your buddies graduated from the Anti-Aircraft Artillery Training Center here who are this very day blasting German Messerschmidts and Jap Zeros out of the skies around the world. ~~This is one of the greatest centers of its kind in any army anywhere.~~ There are gunners ^{now} here who have filled the air with lead over Sicily and Salerno, Dutch Harbor and the Aleutians. ~~They have set world's records here, setting enormous 90 millimeter guns up ready to fire from traveling positions in as little as two minutes, four seconds.~~ And these Camp Haan men like it to be said that when enemy pilots fly over a Camp Haan gunner it means those pilots just "kiss the boys goodbye". For your expertness and your spirit, America' says to you fighting anti-aircraft artillerymen "thank you, very much".

Next week, we'll be holding class with Uncle Sam's hell-diving Navy Pilots at the United States Naval Air Stations, Los Alamitos, California. And until then... this is Kay Kyser....thinkin' of you. Thanks a lot for bein' with us...and so long.....everybody!

(APPLAUSE)

LUCKY THEME

(SWITCHOVER TO CHICAGO)

ATX01 0115889

KAY KYSER

21
- 20 -

1-19-44

(FROM CHICAGO)

CHICAGO

ANNOUNCER: This program was presented by Lucky Strike for the
entertainment of the men of Camp Haan. Defend the
Constitution! Buy War Bonds!

(SWITCHOVER TO 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, 2 & 3)

RUYSDAEL: LS - MFT
LS - MFT

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

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

THIS IS THE NATIONAL BROADCASTING COMPANY.

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ATX01 0115890

FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE, NEW YORK • WICKERSHAM 2-6600

CLIENT: THE AMERICAN TOBACCO CO. REVISION: NETWORK: NBC
PRODUCT: LUCKY STRIKE - #305 APPROVAL: FINAL B'CAST: 10:00-11 PM EWT
DATE: JANUARY 26, 1944 REPEAT:

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

ROUTINE

1. ST. JAMES INFIRMARY

ORCHESTRA

2. FOR THE FIRST TIME

HARRY BABBITT

COMMERCIAL ONE

ROUND ONE

3. SHOO SHOO BABY

SULLY MASON

COMMERCIAL TWO

4. I COULDN'T SLEEP A WINK LAST NIGHT

GEORGIA CARROLL

STATION BREAK

(FROM WASHINGTON)

(DONALD M. NELSON - FOURTH WAR LOAN DRIVE)

ROUND TWO

5. OH WHAT A BEAUTIFUL MORNING

PRODUCTION

COMMERCIAL THREE

6. DON'T BELIEVE EVERYTHING YOU DREAM

GEORGIA CARROLL &
HARRY BABBITT

FINAL ROUND

7. THEY'RE EITHER TOO YOUNG OR TOO OLD

ORCHESTRA

ATX01 0115891

WEAF

THE AMERICAN TOBACCO COMPANY

1-26-44

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #304

10:00-11:00 PM EWT

JANUARY 26, 1944

WEDNESDAY

Program originates at the U. S. Naval Air Station, Los Alamitos, California, with switchovers to NBC, New York, for commercials and closing.

(FROM NEW YORK)

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

RIGGS: (CHANT - SOLD AMERICAN)

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

RUYSDAEL: LS - MFT

LS - MFT

DELMAR: Right you are!

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

RIGGS: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO LOS ALAMITOS, CALIFORNIA)

(FROM LOS ALAMITOS, CALIFORNIA)

ORCHESTRA: "THIS IS MY LUCKY DAY"

FORMAN: LUCKY STRIKE presents for the entertainment of Uncle
Sam's hell-diving Navy pilots and crews -- the Zero
killers of the U. S. Naval Air Station at Los Alamitos,
California -- KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE!

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

ORCHESTRA: KYSER THEME

(AUDIENCE APPLAUSE UP BIG)

KYSER: Evenin' folks, how y'all?

AUDIENCE: GREAT, MATE!

KYSER: Great, mate? Well das fine, and tonight, chillun, we're holdin' class with Uncle Sam's fighting Navy fliers at Los Alamitos right in the middle of a cow pasture. But the cows love me here. Every Wednesday at this time they like to sit around the radio and listen to the bull! Los Alamitos is a gay metropolis. All a sailor has to do to see a lot of pretty girls is to go to Los Alamitos and stand on a corner for a while ... and when a bus goes by, grab it and go to Los Angeles. I was talking to a Los Alamitos sailor today. I said, "Would you like to be attached to a baby flat top?" He said, "You show me a babe and I'll go for her if her head is as square as a two-by-four!"

FORMAN: It's quiz time, Fess, for that prize money.

KYSER: And it's dance time too, so ... And here's a tune that's a real honey!

1. ST. JAMES INFIRMARY ORCHESTRA

2. FOR THE FIRST TIME HARRY BABBITT

(APPLAUSE)

(FROM LOS ALAMITOS, CALIFORNIA)

KYSER: That was nice goin', Harry Babbitt, you really went to town on that one. And now, Del Sharbutt, you take over...

(FROM NEW YORK)

SHARBUTT: Ladies and gentlemen, there are certain things everyone looks for in a cigarette ... such things as mildness ... mellowness ... better taste. Those are the qualities that make for real smoking enjoyment -- and all of those qualities depend on one basic ingredient -- FINE TOBACCO. For, in a cigarette it's the tobacco that counts. So for your own greater enjoyment, it's well worth remembering that Lucky Strike means fine tobacco -- so round, so firm, so fully packed, so free and easy on the draw -- yes, Lucky Strike means fine tobacco. At auctions all over the South, year after year, independent tobacco experts can see the makers of Luckies consistently select the riper, the naturally mellow tobacco. And sworn records show that among such independent tobacco experts -- auctioneers, buyers and warehousemen -- with men who know tobacco best, it's Luckies 2 to 1.

BOONE: (CHANT - SOLD AMERICAN)

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

(SWITCHOVER TO LOS ALAMITOS, CALIFORNIA)

KYSER: That was nice goin', Harry Babbitt, you really
went to town on that one. And now, Del Sharbutt,
you take over ...

(SWITCHOVER TO NEW YORK ... PICK UP COMMERCIAL 1)

(SWITCHOVER TO LOS ALAMITOS, CALIFORNIA)

ORCH: KYSER MARCH

FORMAN: First contestant for the flyin' navy!

KYSER: And he might be the one to grab the gravy!

ISH: (TRUMPET) A day in radio with Ish K. Bibble! First program, news events. Berlin, Germany! Germans dreading the great hour.

KYSER: What hour?

ISH: Eisenhower! Sportin' events. Famous golfer, Ish K. Bibble, shoots eighteen hole match with Bobby Jones for a dollar a hole!

KYSER: How did you come out?

ISH: Eighteen dollars in the hole!

KYSER: Oh, fine! Second program ... a morning serial.

FORMAN: And now we bring you to Ish K. Bibble, cub pilot who today is flying Kay Kyser to Los Alamitos.

SOUND: AIRPLANE

KYSER: Look out, Ish, you can't land there, there's a cow in your way!

ISH: I'll land underneath her!

KYSER: You can't land underneath a cow!

ISH: I can't?

SOUND: AIRPLANE LANDING AND SQUIRT SOUND

ISH: Want a glass of milk?

FORMAN: Fess, den't you think that's about enough?

KYSER: Yes! Yet's get on with the things and stuff! And, the first contestant is _____, the first of three flying seamen in our first round tonight, who will tangle with three petty officers in our second round.

1. Here's a story from Pvt. Harold Klein somewhere overseas, about a Los Alamitos man on leave who was so infatuated with a certain gal that he didn't realize what time it was. The gal said, "You'd better get going or you'll never get past the gates on time." He said, "Don't worry about me" (PLAY). She said, "I'm warning you for the last time, you'd better get out of here, you'd better" (PLAY) "Nope," said the Casanova. "I'm staying awhile because here with you I've got love and everything. Well, he stayed too long so now he's in the brig with (PLAY).

2. What is another name for an aircraft carrier? Can you tell Anita Ryan of Nashville, Tennessee, what detective of the cartoon comics is on the trail of flat top? What's the big top? Can you rub your stomach and pat your flat top at the same time? Try it!

3. Sgt. Kenneth Swartz somewhere in North Africa, asks what famous sports announcer on the radio has the following theme. Listen and tell us who the star of the show is (QUARTET) What is Stern-O? What's the stern of a ship?

4. We agree with Ben Grauer an N. B. C. top announcer of New York that you fellows learn to fly planes with two hands - one hand and no hands at all. Lyman Gandee can't play the piano with no hands at all, but we want you to listen and tell us whether you think he's using one or two hands. (PLAY) Now listen again (PLAY). Now listen once more (PLAY) Now we want you to play Lyman's piano and use as many hands as you can scrape up. But just play when the orchestra stops (PLAY)

5. Our first Visiting Dean to make his appearance tonight in our College of Musical Diversity is one of your boys Ray Weaver, Jr., of Cumberland, Maryland, who plays a mean oboe. Yet's get him out here! (APPLAUSE) Ken Ross of Glendale, California, wants to see if you can name this song. (PLAY) (PLAY). (APPLAUSE)

6. We've taken the number one, two and three songs from last Saturday's Hit Parade and scrambled them up. Pvt. Antonio Cutalo somewhere in Italy wants you to listen and name two of the three songs and tell us which you think was number one (PLAY)

(APPLAUSE)

SOUND: CLASS BELL

FORMAN: First round winner, Professor!

KYSER: And he is ... wait a minute. Georgia, I saw one of these Navy flyers talking to you this afternoon. What did he say?

GEORGIA: He walked up to me and said, "So help me I'll kiss you!"

KYSER: What did you say?

GEORGIA: I said, "So kiss me, I'll help you!"

KYSER: You certainly make a hit with the sailors, Georgia, what do you have that so many other girls don't have?

GEORGIA: Oh, I don't know, Professor. I guess the Greeks had a word for it.

KYSER: Yes, and the sailors have a word for it, too!

GEORGIA: What is it?

KYSER: ... BOREENNNNGGG!

DIANE: Professor you should talk about sailors liking girls. I saw you out with six girls last night!

KYSER: Just my regular quota.

DIANE: But why so many? What's a girl ... just a rag, a bone and a hank of hair.

KYSER: Is that so?

DIANE: Of course.

KYSER: Diane, shake hands with a very happy junk dealer.

FORMAN: First winner, Fess!

KYSER: And he is _____, winner of our seamen's round! My man, you made a wonderful showin'! Smoke a Lucky, get set for the final goin' while the chillun do some heelin' and toin'! Yet's do it.

3. SHOO SHOO BABY SULLY MASON
(APPLAUSE)

KAY KYSER
Commercial #2
(They Called Him Kit Carson ... "Hero.")

- 4 -

1-26-44

(FROM LOS ALAMITOS, CALIFORNIA)

KYSER: Wh man thanks gang, for that nice blendin' and solid
sendin'.

(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: They called Him Kit Carson ... "Hero."

DELMAR: He has long been the hero of every American boy. For he
was schooled -- not in the dull routine of the classroom,
but schooled in the wilderness ... on the open prairie and
in the murmuring forest and over the brawling rivers of
the Western lands. He knew all the sounds of the earth ...
the strange music of wild birds ... the croaking of
bull-frogs in the long night ... the roar of the buffalo
herd stampeding on the plain. He had small knowledge of
becks, but he could set a beaver trap ... break a wild
horse ... paddle a canoe through swirling rapids. His
tools were rifle and powder horn, hunting knife and
tomahawk -- for this man was a hunter, a trail-blazer, an
Indian fighter, and his name was ... Christopher "Kit"
Carson.

(MORE)

- 4 -

ATX01 0115902

DELMAR:
(CONTD) Go back across the distance of 105 years ... back to the camp of Kit Carson, along the headwaters of the Arkansas, on a September evening in the year 1839. Dressed in fringed hunting shirt, deerskin trousers and moccasins ... Kit Carson sits on a log before the glowing embers of his campfire. He seems disappointed ... for tonight he was expecting a visitor - a Scotch gentleman and sportsman named Sir Harry Stuart - a visitor who already is hours late. But suddenly, Kit Carson jumps to his feet ... rushes to the road leading into the camp ... and meets Sir Harry Stuart driving in with a heavily-loaded wagon. With a whoop of joy, Kit Carson greets the driver and yells out a strange question ...

VOICE: "Hey! You old razorback, tell me now -- did you bring it? Didja?"

DELMAR: The Scotchman dismounts with a smile, lifts a tarpaulin cover from the wagon, and invites Kit Carson to take a look ...

VOICE: "Well, bless yer flinty old heart -- if that ain't the prettiest lookin' tobacco I've ever seen."

(MORE)

KAY KYSER
Commercial #2 (CONTD)
(They Called Him Kit Carson ... "Hero.")

- 6 -

1-26-44

DELMAR: Yes, there in the wagon ... come from the good rich acres of the Kentucky frontier ... was a basket of fine, mild burley tobacco. And that night Kit Carson sat with his friend before the campfire, smoking the fragrant leaf ... the fragrant leaf of Kentucky where the first early frontier plantations were beginning to contribute their story to the tradition, the romance of fine tobacco.

RIGGS: (CHANT - SOLD AMERICAN)

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

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFT
LS - MFT

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

SHARBUETT: 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 LOS ALAMITOS, CALIFORNIA)

- 6 -

ATX01 0115904

KYSER: Thanks gang, for that nice blendin' and solid
sendin'.

(SWITCHOVER TO NEW YORK ... PICK UP COMMERCIAL No. 2)

(SWITCHOVER TO LOS ALAMITOS, CALIFORNIA)

ORCHESTRA: (CARROLL INTRO)

KYSER: What a picture. A girl with golden hair to match the
golden wings of you Navy pilots. It's gorgeous Georgia
Carroll. (APPLAUSE) Georgia, I know you can make the
hearts of these Navy airmen soar, as they listen to you
sing ...

4. I COULDN'T SLEEP A WINK LAST NIGHT GEORGIA
(APPLAUSE)

GLEE CLUB: "ANCHORS AWEIGH"

GLEE CLUB: "ANCHORS AWEIGH"

FORMAN: To Navy airmen around the world, in torrid or in wintry
climes, we say hello and happy landings as we listen to
our station chimes.

SLIM: BONGGG!

HARRY: BONGGG!

KYSER: BONGGG!

LOCAL NBC STATION SAYS

"STATION X X X SALUTES NAVAL AVIATION!"

KYSER MARCH:

KYSER: And now, chillun, before we begin the second round with Uncle Sam's Navy fliers here at the United States Naval Air Station at Los Alamitos, California, the College is honored to present the chairman of the War Production Board, Mr. Donald M. Nelson, speaking on the Fourth War Loan Drive from Washington, D. C.

(SWITCHOVER TO WASHINGTON, D. C. . . . PICK UP NELSON SPEECH)

(RETURN CUE)

NELSON: And the appeal I want to make to you tonight is simply this. Just as the production obligation has to be met, so does the financial obligation that goes with it. As patriotic Americans, we want this war won in the shortest possible time. Therefore, we must back the attack with our pocketbooks to the limit of our ability.

(SWITCHOVER TO LOS ALAMITOS, CALIFORNIA)

(APPLAUSE)

KYSER: Thank you Mr. Donald M. Nelson. And now here's our second round as we hold class with Uncle Sam's Navy fliers at the United States Naval Air Station at Los Alamitos, California.

FORMAN: And here's your first contestant professor, the first of three petty officers who want to outshine those three seamen of our first round.

1. This one from Lt. John Woodley of March Field, California, is the story of a bashful Navy pilot. 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 blackout 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. These are days of abbreviations and initials, so for Emogene Stony of Merigold, Mississippi, we'd like you to distinguish between COD,^{SBD}/NBC, BVD and RSVP.

3. You men here like to go to dances in Long Beach and Jack Martin of Camp Crowder, Missouri, 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 fitterbug like you try it right here on the stage. (PLAY)

4. Our second Visiting Dean is one of your own boys, Harry Baker, playing a Hammond organ. Harry, take a bow. (APPLAUSE) See if you can tell Genevieve Muir of Stockton, Kansas, the name of this (PLAY) (PLAY).

5. Pvt. Lee Broughton of Pittsburg, California, has twisted up a few proverbs and wants you to straighten them out. For instance, what's the correct wording of this old adage ... "Never calculate upon your juvenile poultry until the proper process of incubation has fully materialized!" "A revolving solid substance doesn't accumulate vegetation of the parasite family!" "A too numerous number of competitive culinary artists frequently impair the quality of the soup au jour." Can you think of another way of saying "his face would stop a clock?" What are you looking at me for?

6. As Mr. Nelson told us earlier tonight, a week ago yesterday at noon, Uncle Sam started his Fourth War Loan Drive. Yes, once more, Uncle Sam is saying (PLAY). Pvt. Caleb O'Connor of the English Battalion, says rest assured Uncle Sam, your nieces and nephews will keep buying and saying, "I've got plenty of Bonds," until we make the enemy say (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

FORMAN: Fess, the winner of the petty officer crew!

KYSER: Well, bring him out, Dean, roodle--ee-doo!

FORMAN: Second winner, Professor.

KYSER: And he is _____. My man, you've won your final
chance, so light up a Lucky while the chillun dance!

5. OH WHAT A BEAUTIFUL MORNING PRODUCTION

(APPLAUSE)

(FROM LOS ALAMITOS, CALIFORNIA)

KYSER: That was smooth, gang, and really in the groove.
And now, it's your turn, Basil Ruysdael ...

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: When Kit Carson hunted on the Western plains, back in the 1830's, there were many tobacco planters along the Kentucky frontier who were expert in their knowledge of fine tobacco. Today that same expert knowledge of tobacco belongs to the men at the tobacco auctions down South ... the independent tobacco experts like Mr. Leroy Bishop of Springfield, Kentucky, who recently said ...

VOICE: For the last 21 years I've operated a tobacco warehouse. And in all those years I've noticed Lucky Strike maintain the same high standard of quality in buying tobacco. Season after season, they select the choice leaf that makes a finer cigarette ... a cigarette that smokes cooler and tastes milder. That's why I've been smoking Luckies now for 8 years.

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

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

BOONE: (CHANT - SOLD AMERICAN)

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

(SWITCHOVER TO LOS ALAMITOS, CALIFORNIA)

KYSER: That was smooth, gang, and really in the groove. And now,
it's your turn Basil Ruysdael ...

(SWITCHOVER TO NEW YORK ... PICK UP COMMERCIAL 3)

(SWITCHOVER TO LOS ALAMITOS, CALIFORNIA)

7. DON'T BELIEVE EVERYTHING YOU DREAM GEORGIA

(APPLAUSE)

ORCH: KYSER MARCH

FORMAN: Fess, our two first round winners are in formation.

KYSER: Yes, our final exam will test their education.

1. This week our President will celebrate his birthday, and so tonight the old college is going to dedicate the final round to birthdays in general. Sgt. P. Rief somewhere in Italy, says all over the world it's always somebody's birthday and that's the time their friends say (PLAY) Is the President's birthday January 29, 30th, or 31st? What famous American General observed a birthday this week? He's a hero of the South Pacific.

And by the way, next Tuesday marks a birthday for the College of Musical Knowledge. On February first, 1938, we went on the air for Mr. Lucky Strike ... and thanks to your loyal support, we are looking forward to starting our 7th year on the air next Wednesday.

3. Here's one from Capt. C. L. Campbell of San Antonio. According to the Committee for the President's Birthday Ball, the following songs are among his favorite. See if you can name 2 out of 3 (PLAY). What President's birthday is observed February 12th? What do you get if you blow out all the candles on your birthday cake?

CONTESTANT: If you'd blow all yours out you'd get winded.

FORMAN: Fess, shall I name the winner of the final fray?

KYSER: Well, right after this 'Lucky Logic', okay!

(SWITCHOVER TO NEW YORK ... PICK UP TOBACCO LAUREATE)

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 LOS ALAMITOS, CALIFORNIA)

(FANFARE)

FORMAN: High flier, Professor!

KYSER: The winner with a perfect score is Petty Officer Weldon Bowan of Boyce, La. The Petty Officers won this week. Weldon Bowan, you're the top man, #1, so here's the prize that you have won. Not only a first prize of a crisp brand new \$50 War Bond but for having a perfect score all the way an additional \$25 bond or \$75 for Weldon Bowan of Boyce, La. To man number two ... second prize to you ... a twenty-five dollar bond! All the rest of you four flying champs, ten dollars each in War Bond stamps. All six get a carton of Luckies, and then. AND THEN: To each and every member of our studentbody, for those hoots and toots and stompin' of boots a package of better than ever LUCKY STRIKE CIGARETTES! (CHEERS)

8. THEY'RE EITHER TOO YOUNG OR TOO OLD ORCHESTRA

KYSER: Well chillun, das about all until class time next Wednesday. And we want to extend thanks to Lt. Commander J. P. Kraft, Lt. E. E. Tullis, Ensign J. E. White and all you men for making our visit so enjoyable. Ladies and gentlemen, from this field at Los Alamitos have come many hundreds of the Navy pilots and crews which have made the blue waters of the Pacific a graveyard of Jap ships... Los Alamitos men were aloft when the Navy air might first struck at the Gilbert and Marshall Islands. They flew in the slashing Coral Sea engagement, took terrific toll of Jap planes and shipping in the Bismarck Sea, and members of these squadrons had their proud share in the historic destruction of the Japanese sea and air armada off Midway on June 5th and 6th, 1942. Today as our great new carriers take the sea, these men here, trained to the superb efficiency of Navy Air Tradition, help man them in a steady procession of pilots and crews. So to you Navy fliers, as you join your comrades now at sea, America says "good hunting ... and thank you very much." Next week we'll be holding class with Uncle Sam's fighting infantrymen at Camp San Luis Obispo. And until then, this is Kay Kyser thinkin' of you. Thanks a lot for bein' with us ... and so long everybody.

(APPLAUSE)

LUCKY THEME:

(SWITCHOVER TO CHICAGO)

KAY KYSER

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1-26-44

(FROM CHICAGO)

CHICAGO

ANNOUNCER: This program was presented by Lucky Strike for the
entertainment of the men of the U. S. Naval Air Station.
Defend the Constitution! Buy War Bonds!

(SWITCHOVER TO 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, 2 & 3)

RUYSDAEL: LS - MFT
LS - MFT

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

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

THIS IS THE NATIONAL BROADCASTING COMPANY.

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- 21 -

ATX01 0115919

ASV HARRIS

FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE, NEW YORK - WICKERSHAM 2-6600

CLIENT THE AMERICAN TOBACCO CO.

REVISION:

NETWORK: NBC

PRODUCT LUCKY STRIKE

APPROVAL: FINAL

B'CAST 10:00-11:00 PM. EWT

DATE FEBRUARY 2, 1944 - #306

REPEAT:

"KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE"

ROUTINE

1. ALWAYS

ORCHESTRA

2. SPEAK LOW

HARRY BABBITT

COMMERCIAL ONE

ROUND ONE

3. MAIRZY DOATS

GROUP

COMMERCIAL TWO

4. BESAME MUCHO

GEORGIA CARROLL

STATION BREAK

ROUND TWO

5. HOLIDAY FOR STRINGS

PRODUCTION

COMMERCIAL THREE

7. PAPER DOLL *Ladies*

ORCHESTRA

6. CANDLELIGHT AND WINE

GEORGIA CARROLL
& HARRY BABBITT

FINAL ROUND

COMMERCIAL FOUR

8. ~~CUDLE UP A LITTLE CLOSER~~

ORCHESTRA

ATX01 0115921

WEAF

THE AMERICAN TOBACCO COMPANY

2-2-41

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #306

10:00-11:00 PM EWT

FEBRUARY 2, 1941

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

BOONE: (CHANT - SOLD AMERICAN)

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

RUYSDAEL: LS - MFT

LS - MFT

DELMAR: You said it!

SHARBUTT: Why, sure!

RUYSDAEL: Yes, sir!

DELMAR: 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 SAN LUIS OBISPO, CALIFORNIA)

(FROM SAN LUIS OBISPO, CALIFORNIA)

ORCHESTRA: "THIS IS MY LUCKY DAY"

FORMAN: LUCKY STRIKE presents for the entertainment of the
fighting infantrymen of the United States Army now in
battle training at Camp San Luis Obispo, California --
KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE!

~~GLEE CLUB: "WHAT DO YOU DO IN THE INFANTRY" (AFTER FOUR LINES HUM~~
UNDER:)

FORMAN: To the American foot-soldier, the unsung son of battle
and to his great role in the Victory to come!

AUDIENCE: YEAH ARMY! YEAH INFANTRY! HOORAY!

ORCHESTRA: KYSER THEME

(AUDIENCE APPLAUSE UP BIG)

(FROM SAN LUIS OBISPO, CALIFORNIA)

KYSER: Ah, that was great, Harry -- you really put your heart into that one. And now, you take over ... Basil Ruysdael!

(FROM NEW YORK)

RUYSDAEL: The other day, an old friend of mine said to me: "Basil, why do you keep talking about tobacco -- fine tobacco. After all, you're not selling tobacco -- you're selling cigarettes." Well, ladies and gentlemen, the answer to that is plain as day. Just take your own cigarette -- strip off the paper -- and what do you see? Tobacco -- just tobacco. Yes, the plain fact is that whenever you buy cigarettes, you're buying tobacco -- and the better the tobacco, the better the cigarette. So for your own greater smoking enjoyment remember ... 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. No wonder sworn records show that among independent tobacco experts -- auctioneers, buyers, and warehousemen -- with men who know tobacco best, it's Luckies 2 to 1.

RIGGS: (CHANT - SOLD AMERICAN)

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

(SWITCHOVER TO SAN LUIS OBISPO, CALIFORNIA)

(REVISED) 2/2/44

KYSER: Oh, that was great, Harry ... you really put your heart
into that one. And now, you take over Basil Ruysdael.
(SWITCHOVER TO NEW YORK ... PICK UP COMMERCIAL NO. 1)

(approx. 1.05)

(RETURN CUE)

RUYSDAEL: No wonder sworn records show that among independent
tobacco experts - auctioneers, buyers and warehousemen -
with men who know tobacco best, it's Luckies two to one.

AUCTIONEER: CHANT SOLD AMERICAN

DELMAR: Yes, Lucky Strike means fine tobacco. So smoke the smoke
tobacco experts smoke - Lucky Strike.
(SWITCHOVER TO SAN LUIS OBISPO, CALIFORNIA)

ORCH: KYSER MARCH:

FORMAN: Fess, we're ready for the first round spree!

KYSER: Well, announce first man for the infantree!

ISH: (TRUMPET) Ish K. Bibble's interestin' items and timely topics!

KYSER: First timely topic!

ISH: Famous Birthdays! Tonight, February second, Kay Kyser's College of Musical Knowledge starts its seventh year on the air. It was founded February 1, 1938 ... before M.D.

KYSER: Ish, what do you mean before M.D.?

ISH: Before 'Mairzy Doats'!

KYSER: Oh, fine!

ISH: When informed of this unusual record, musical critic, Dreams Trailer remarked.....

HARRY: (A GREAT BIG SLEEPY YAWN)

ISH: On the other hand, in honor of the occasion, the Philadelphia Symphony Orchestra played.....

JOE: (AS IN LIFEBOUY) BEEEEEEEEEEEEOOOOOOOOOOOOOO

ISH: When informed that Mr. Kyser intended to be on the air for at least another seven years, music lover, Mozart Welt, said...

B. J. J.

~~HARRY:~~ (SCREAMS A DEATHLY SCREAM)

SOUND: SHOT AND THUD

KYSER: Quite an ovation.

ISH: And last but not least, last Sunday was the birthday of our president. Poem in regards to same.

Ohhhhhhhhhhhh, Morgenthau is in the counting house,
Eisenhower is where the strife is.

The President's in Washington

But Heaven knows where his wife is!

FORMAN: First contestant, professor!

KYSER: And he is _____! The first of three
Buck Privates of this round whom we're matching against
those wildcat Rangers in our second round.

1. Madge Hunter of Middleton, Ohio, tells us of two infantry privates
who were facing one of those long 24 hour hikes which are so popular
here. The morning of the hike one of the privates woke up and said
(PLAY) The others said, "Are you kidding? Why, from just thinking
about the miles ahead of us (PLAY)." "I know," said the first
private, but I've laid out my foot powder, my corn plasters, my back
liniment and my aspirin bottle and, pal, I'm saying to all of them
(PLAY). *You know what an infantryman is -- corn
plaster commander!*

2. Let's see if you men of San Luis Obispo can name some other Looies.
For Lt. Robert Pyle of March Field, California, tell us what Looie
What do Louis Armstrong, Louis Braille, Louis Pasteur have in
this is (PLAY). ~~And who is the Looie in the cartoon comics?~~ The kings
of what country were Louis'? What is a second Louis? *Common*

CONTESTANT: (Whispers to Kyser)

KYSER: Ladies and gentlemen, the War Department has just consored
this soldier's answer!

You know the 2nd Lieutenants get kidded a lot but that's a compliment
to them 'cause you don't kid folks who aren't good Joos -- besides if
you look at the casualty lists, the great number of 2nd Lieutenants
show you who's in the front leading the way.

3. San Luis Obispo gets its name from the historic Mission San Luis Obispo de Tolosa, founded ~~by Father Junipero Serra~~ in 1772, and Seamen John Evans somewhere with Uncle Sam's fleet, says if you name this song you'll name another of California's ancient Spanish missions founded about the same time (PLAY). That's right the _____. What is Mission Orange? Here's a song that has the same names as a book and a picture and it has 'mission' in its title. What is it? (PLAY)

4. For Helen Brouen of Washington D. C., once more we delve into the mystery of radio mystery programs. From the following theme see if you can tell us what program this is (PLAY) And by the way, our announcer, Bill Forman, plays the role of the whistler on the air. Who is Sherlock Holmes on the radio?

here is something we don't want to be a mystery
KYSER: By the way, chillun, next Tuesday, at the Pasadena Civil Auditorium, the Wacs, Waves, Spars and the girl Marines are sponsoring a big show. Our whole gang will be there .. so will the Groaner, brother Bing of the Crosby clan. Also Alan Ladd, Fred. Astaire and Haypo Mearns. Admission is restricted to 'women only' and tickets are available free at any Wac, Wave, Spar or Marine recruiting station in Pasadena and ~~at all Navy recruiting stations in the~~ Southern California area. ~~Also at a special ticket office at~~ 235 East Colorado Blvd., Pasadena and at the District Naval Office of Procurement, 411 West 5th Street, Los Angeles.
don't forget next Tuesday
-6-

5. Our Visiting Dean is a boy from Camp San Luis Obispo -- Sgt. Lloyd Perryman. Lloyd's been in Uncle Sam's army for eight months. And before that he was with the Sons of the Pioneers. Take bow Sgt. (APPLAUSE) See if you can name this old western tune that was written by Bob Noland, also one of the Sons of the Pioneers. (PLAY) Now what's this one Lloyd's going to sing for us in Mexican? (PLAY) (PLAY)

6. Sgt. Sid Weiss of New York City says in the landing below Rome the Yanks and the British really took the Germans by surprise. In fact, the 'krouts' were caught napping so badly they yelled (PLAY) Yes, and in the Rome landing as at most of our fighting fronts, it was the infantry that was in there holding the beachhead and beating the enemy in individual combat. And for that battle and for the ^{infantry's} big ~~big~~ *big* push to come, the whole world will be saying to the American Infantrymen! (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

FERDY: (SINGING) Oh, shoo shoo baby...roodlee doo...shoo shoo baby...

KYSER: Hey, Ferdy Froghammer, where did you get a voice like that?

FERDY: It's a throw-back to my great grandfather.

KYSER: Well, they didn't throw it back far enough.

FERDY: You great big nasty! Your family isn't so much!

KYSER: I spring from a very fine family tree!

FERDY: Yeah! Anybody would know that!

KYSER: They would?

FERDY: Yeah. Only birds and monkeys live in trees, and you ain't got any feathers.

KYSER: Get out of here. Dean, who's the winner?

GEORGIA: Just a moment, Professor. I'm in a very uncomfortable dilemma.

KYSER: Why, Georgia? I didn't know you could even buy those things any more.

GEORGIA: No, no - I mean I have a social problem. I'm to be introduced to General Miller tonight, and I don't know what to say when I meet him.

KYSER: Just say, "How do you do, General."

GEORGIA: Then what will the general say when he meets me?

KYSER: BOINNNGGG!

FORMAN: First round winner, Professor.

KYSER: And he is Pvt. Ralph Giddens. My man, you're the pride of the infantry, so light up a Lucky, get set for round three while the chillun dance!

3. MAIRZY DOATS GROUP
(APPLAUSE)

KAY KYSER
Commercial #2
(Never Give Up the Attack -- Never!)

- 4 -

2-2-44

(FROM SAN LUIS OBISPO, CALIFORNIA)

KYSER: ... thanks, gang, for that swell song and swell singin'.

(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.

MOONE: (CHANT - SOLD AMERICAN)

VOICE: "Never Give Up the Attack -- Never!"

SHARBUTT: The time ... June, 1860. The place ... a small classroom, high in a Gothic tower, at the Virginia Military Institute ... in Lexington, Virginia. A shaft of golden sunlight pours in through the open windows ... and lights up the youthful faces of the cadets who sit, row on row, in straight maple chairs. They are members of the graduating class ... and this is their last lecture. Before them stands a black-bearded giant of a man, an officer in the uniform of an Institute major ... an officer who, within a few years, will be known to the world as ... General Stonewall Jackson. Suddenly, the campus bell begins to strike the hour of five -- but the students do not move ... they sit as if rooted to their chairs ... waiting ... waiting for one last word of instruction from their great teacher ...

- 4 -

(MORE)

ATX01 0115931

VOICE: "Gentlemen, wherever the battle may lead you, remember this ... when you strike -- never give up the attack -- never!"

SHARBUTT: Those were the words of Stonewall Jackson to his class at the Virginia Military Institute. And the echo of those words would resound on a hundred battlefields down through the years. They were heard ... above the booming of cannon on the plains of Manassas ... in the seven endless days of war before Richmond ... and in the bullet-scarred forest beyond Chancellersville.

VOICE:
(FILTER) "Never give up the attack -- never!"

SHARBUTT: All through the long years ... nothing stilled that voice ... yes, even at Chateau Thierry ... at St. Mihiel ... along the muddy waters of the Marne ... in the fury of the Argonne Forest ... the command of Stonewall Jackson was still remembered ...

VOICE:
(FILTER) "Never give up the attack -- never!"

SHARBUTT: And today ... in the jungles of Guadalcanal ... on the beaches of Tarawa and Bougainville ... along the mountain trails of Italy ... in the murderous skies over Berlin ... wherever the sons of the Virginia Military Institute are fighting -- that battle-ory is still heard ...

VOICE:
(FILTER) "Never give up the attack -- never!"

SHARBUTT: Thus, on a day of June almost a hundred years ago, to a graduating class at Virginia Military Institute ... Stonewall Jackson spoke the words that were to inspire generation after generation of American soldiers. And so here at Lexington... here in the heart of the Virginia tobacco country ... a great military tradition was born ... within sight of the historic Virginia plantations where for a long time another great tradition has flourished -- the tradition, the romance of fine tobacco.

BOONE: (CHANT - SOLD AMERICAN)

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

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFT
LS - MFT

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

RUYSDAEL: (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 SAN LUIS OBISPO, CALIFORNIA)

KYSER:thanks, gang, for that swell song and swell singin'.
(SWITCHOVER TO NEW YORK...PICK UP COMMERCIAL NO. 2)

(approx. 3.35)

(RETURN CUE)

AUCTIONEER: CHANT SOLD AMERICAN

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

AUCTIONEER: CHANT SOLD AMERICAN

RUYSDAEL: LS - MFT
LS - MFT

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

RUYSDAEL: Yes, Lucky Strike means fine tobacco. No wonder that with men who know tobacco best, it's Luckies two to one.

(SWITCHOVER TO SAN LUIS OBISPO, CALIFORNIA)

ORCH: CARROLL INTRO:

KYSER: America, here's a picture...massed thousands of Uncle Sam's Infantrymen with one girl as their objective.... gorgeous Georgia Carroll! (APPLAUSE) Say Georgia, they call the Infantry Queen of Battle, I'm sure they'll call you queen of hearts as you sing

4. BESAME MUCHOGEORGIA

(APPLAUSE)

GLEE CLUB: "SONG OF THE INFANTRY"

2/2/44

GLEE CLUB: "SONG OF THE INFANTRY", . . . FADE FOR:

FORMAN: Across America and on short wave around the world, we salute Uncle Sam's fighting footsoldiers. And you local announcers...pleast get on your toes, your cues coming up, and here's how it goes.

(LYMAN: ARPEGGIO)

SLIM: BONGGG!

HARRY: BONGGG!

KYSER: BONGGG!

LOCAL NBC STATION SAYS:

"STATION XXX SALUTES THE UNITED STATES INFANTRY!"

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

KYSER MARCH

2/2/44

FORMAN: Fess we're ready for the round two inquirin'!

~~KYSER: Well, bring on the artillery and we'll start firin'!~~

ISH: Just a second professor, I got some nature notes in regards to which I wouldst like to read same.

KYSER: Oh. Did you gather your notes at random?

ISH: No -- at Pismo Beach. -- First study -- the clam.

KYSER: Go ahead, Chowderhead.

ISH: Okay, the clam. Now they are many kinds of clams, including the clam, the Pismo clam, the razor clam and the sportin' announcer clam.

KYSER: Sporting announcer clam?

ISH: Yeah. Clam McCarthy. Now a clam has what is called a foot to dig in the sand with.

KYSER: Only one foot -- too bad.

ISH: Not so bad. When a soldier gets back from of of them hikes, he ain't got any.

KYSER: (HE'S FINALLY GOT ISH) Tell me, Ish, does a clam have a right foot...or a left foot!

ISH: Now the way....you say does a clam have a right foot or a left foot?

KYSER: That's right.

ISH: No, it's left.

KYSER: How....do you know!

ISH: (A LITTLE SORE) Well, if he's only got one foot, he must have lost one, so the one he's got is the foot that's left! Left foot!

KYSER: I'm sorry.

ISH: Now all clams are republicans.

2/2/44

FORMAN: ~~First contestant, professor:~~

KYSER: _____! The first of three Wildcat Rangers, the Army Commandos, who are going to try to claw up those three buck privates of our first round.

1. In this one from Charles Fisher of Norton, Kansas, a rookie infantryman newly arrived here, came up to an old timer and said, "What do you do here?" "Do", said the old timer (PLAY) "Yes", said the old timer, you march - and brother, when you take your first one, you'll realize (PLAY) "Why? Is it really far?" said the rookie. And the old timer answered, "I ain't saying how far it is, pal, but when you get back you'll be a (PLAY).

2. You infantrymen pack plenty of different weapons, so Corp. Charles Lazkoskie of Portsmouth, Virginia, wants us to read this letter from a pal in which there are concealed the names of a number of different kinds of guns. Listen to the letter and pick out 4 kinds of guns. 'Dear Chester, I'm having a garand time. This spring fields so good I'm like a savage young colt. Speaking of the war, I know howitza going to turn out, Chester. We're bound to win, Chester, ~~so in the meantime let's grin-ade and bear it.~~ So long, signed Rookie Remington.'

ATX01 0115937

3. History tells us that three flags flew over San Luis Obispo before the Stars and Stripes were ever unfurled here, and Jeanie Godwin of New Orleans, says that by listening to this medley of three songs you should be able to tell us what flags they were. (PLAY) Who is James Montgomery Flagg?

4. Since you fellows at Camp San Luis Obispo see a lot of gold braid you should have no trouble in identifying majors. No we have a lot of different majors here so first tell us what major this is. 'All right, all right, all right ^{Be it} And what kind of major would this be? (PLAY) In the newspaper cartoon comics, what major lives in 'Our Boarding House'? Who was the major in 'The Major and the Minor'? ~~What is a Sargeant Major? What is a college major?~~

ISH: Professor, I've heard that you were a major.

KYSER: Me? A major, Ish???

ISH: Yes, my paw says that listening to you major head tired!

4. Here at San San Luis Obispo they have the Wildcat Rangers, one of the newest groups in the infantry service, known as the Commandos of the Army. Speaking of the Wildcat Rangers, what's a Forest Ranger? What's a range-finder? Let's see if you're a good ranger. We want you to sing 'Home on the Range' while the quartet sings 'Deep in the Heart of Texas'. And we not only want you to keep singing your song while they sing theirs but we want you to put in the hand-clapping to their song while you sing yours. All right, here are the words to 'Home on the Range' - and don't forget your hand claps. (PLAY)

KYSER: We'll be seeing lots of other of Uncle Sam's men in uniform this weekend. We're looking forward to seeing all the boys at Blythe Air Field in the desert this Saturday. Sunday we'll be ~~at~~ _____ in Arizona, and next Wednesday we'll be holding class with Uncle Sam's fighting antiaircraft artillerymen at Camp Callan.

6. Naomi Gibson of Tulsa, Oklahoma, says when you're in the infantry whether you hear it or not, America is saying to you (PLAY). And when victory is here, all America will know that, thanks to the infantry, we can still say (PLAY)

(APPLAUSE)

SOUND: CLASS BELL

FORMAN: Shall I announce the Wildcat Ranger's best guesser?

KYSER: Why, yes, Dean....

ISH: Just a second, professor! I got a novel here in regards to which I wouldst like to read same.

KYSER: Did you write it, Ish?

ISH: No no. That there new girl I been running around with.

KYSER: Oh you mean that fair-faced May from ~~Marro Bay~~ ^{Mar Tere}?

ISH: No, that clam-puss leech from Pismo beach.

KYSER: ~~Oh, what's the title?~~

ISH: ~~Love in Pismo Beach - or - when does the next bus leave for San Francisco.~~

KYSER: Read.

ISH: In a quiet corner of Nellie's Mussel and Clam Chowder Emporium, two lovers were seated over a bowl of mussels and clam chowder.

KYSER: Seated over a bowl of clam chowder?

ISH: Yeah - but pretty soon, the steam from the clam chowder got pretty hot, so they got up and sat down on some chairs. So you have come back to me, she smiled, biting a fox hole in a clam with her buck tooth. His hand slid across the table, but she nailed it down with a fork before he could swipe her butter. Did you think of me while you were working on the farm, she queried, ~~in a teasing mood, by this time toying with her clams.~~ Think of you, he rejoined, ~~testing his mussels,~~ every morning when I looked at the crimson dawn, your face was always before me. In the afternoon when I looked at the meadows and the trees, your face was always before me. Even at night, when I fed the hogs, your face was before me. A happy spark sprang from her eye and lit up her face, but when it seen what it had lit up, quickly blew itself out. Oh, she cried, I'm so happy I think I'm going to burst.

SOUND: BIG BALLOON POP

ISH: Well, she certainly called that one, he chuckled, helping himself to her butter.

FORMAN: Second winner, Fess!

KYSER: Yes! And he is _____! Nice goin', stranger. You're number one of the Wildcat Rangers. Have a Lucky and listen to George Duning's arrangement of David Rose's "Holiday for Strings" which we play with no strings.

5. HOLIDAY FOR STRINGS. PRODUCTION
(APPLAUSE)

(Kay: Cue top of next page)

-15A-

(FROM SAN LUIS OBISPO, CALIFORNIA)

KYSER: That was real diggin', gang, you did a swell job.
And now, here's an old friend -- Kenneth Delmar!

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: Almost 100 years ago, through actual war experience, Stonewall Jackson became one of the world's great military experts. And today, at the auctions down South, there are men whose year-in year-out experience in buying, selling and handling tobacco have helped them to become the world's outstanding experts in tobacco. Yes, these are the independent tobacco experts.-- men like Mr. James M. Ball of Winston Salem, North Carolina, who recently said --

VOICE: In 27 years of auctioneering, I've seen Lucky Strike buy the finer tobacco. And when I see the milder, lighter tobacco that Lucky Strike buys -- it's only natural for me to pick Luckies for my own cigarette. I've been smoking 'em now for 25 years.

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

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

RIGGS: (CHANT - SOLD AMERICAN)

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

(SWITCHOVER TO SAN LUIS OBISPO, CALIFORNIA)

KYSER: That was real diggin' gang, you did a swell job. And now, here's an old friend, Kenneth Delmar!

(SWITCHOVER TO NEW YORK ... PICK UP COMMERCIAL NO. 3)

(approx. 1.25)

(RETURN CUE)

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

AUCTIONEER: CHANT SOLD AMERICAN

SHARBUTT: Next time you step up to a cigarette counter, ask for Lucky Strike - for with men who know tobacco best, it's Luckies two to one.

(SWITCHOVER TO SAN LUIS OBISPO, CALIFORNIA)

6. ~~PAPER DOLL ORCHESTRA~~

7. CANDLELIGHT AND WINE GEORGIA & HARRY
(APPLAUSE)

ORCHESTRA: KYSER MARCH

FORMAN: Final exam, Fess! Will it be Wildcat Ranger or G.I. Joe.

KYSER: Well I'm simply fizzin' with quizzin', Dean, we'll soon know.

1. Just for fun let's assume that your bugle calls were played for you not by a bugle, but by a dance orchestra here at Camp San Luis Obispo. Tell WAC Pvt. Virginia James of Randolph Field, Texas, which call this is and what you do when you hear it (PLAY). If you had to put the Army mascot to bed, what kind of a blanket would you use? Was Gunga Din a bugle boy or a water boy?

2. Let's see how quickly you recognize this syncopated bugle call (PLAY). Now what would you do if you heard that? Sgt. Anthony Suruda and the rest of the boys at Camp Iron Mountain, California, ask what's the difference between a bugle and a beagle? What's the difference between a buck private and a colonel? ~~Well, there isn't much difference between a colonel and a private because...~~

A COLONEL IS A NUT.

A NUT HAS A SHELL.

A SHELL CONTAINS POWDER.

POWDER IS A CHARGE.

A CHARGE HAS FORCE.

FORCE IS A FOOD.

FOOD IS A NECESSITY.

NECESSITY IS THE MOTHER OF INVENTION.

INVENTION IS AN IDEA.

AN IDEA IS A THOUGHT.

A THOUGHT IS WORTH A PENNY.

ONE HUNDRED PENNIES MAKE A BUCK.

AND A BUCK IS A PRIVATE.

Contentant: About \$350

(Applause)

Sound: Class Bell

FORMAN: Fess, shall I name the man who really came through?

KYSER: First, Basil Ruysdael, let's hear from you.

(SWITCHOVER TO NEW YORK...PICK UP TOBACCO LAUREATE)

(Approx. .30)

Page 1
AUCTIONEER: CHANT SOLD AMERICAN

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

Page 2
AUCTIONEER: CHANT SOLD AMERICAN

(SWITCHOVER TO SAN LUIS OBISPO, CALIFORNIA)

(FANFARE)

FORMAN: Fess! High man on the winning team.

KYSER:

Yes sir, & it is absolutely a tie between Pvt. Ralph Isidore (WILDCAT RANGER) (INFANTRY PRIVATE) & Sgt. Arnold Bachman & so they're both entitled to a
~~Well sir, you have the true winner's stamp. You're the first prize of a \$50 War Bond each. 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 Luckies you all get. And then. AND THEN! To all you men so eager and willin' our thanks from all the college chillun, and a package of better than ever LUCKY STRIKE CIGARETTES!~~

(CHEERS)

8. ~~CUDDLE UP A LITTLE CLOSER~~ *Page 3* ORCHESTRA
(APPLAUSE)

ORCH: KYSER THEME

KYSER:

Well chillun, class is out until this same time next Wednesday. We've been treated royally here at Camp San Luis Obispo ~~and it's a treat to come when you meet~~ ^{by} ~~men like~~ Major General Paul J. Mueller, commanding the 81st ^{William} Division, Colonel P. H. Sperati, Commanding this Camp, Captain C. S. Clinton, and all you men before me. ^{Sober + gentle} ~~The Infantry has been called the Queen of Battle -- and~~ ~~it's well for us at home to have the figure of the American~~ ~~Infantrymen before our eyes in these days when the great~~ ~~invasions of enemy territory lie just ahead.~~ No longer is the Infantryman merely a footsoldier with a rifle in his hand. In our Army he's a trained expert, schooled in rocket weapons, flame ^{throwing} ~~throwers~~, automatic arms, and in every trick of ^{attack} ~~assault~~ and defense. He's the in-fighter who storms the pill-boxes, the rugged American fighting man who took on tanks the other day in Italy with knives, grenades, and his bare hands. He is the soldier who will bear the really big job in the massive ^{invasions to which he} ~~land battles of~~ ^{just started} ~~the global war.~~ Let's none of us forget to say "hats off" and "thank you" to the American infantryman.

Next week we'll be holding class with more of Uncle Sam's fighters, the sharp-shootin' anti-aircraft artillerymen of Camp Callan. Until then, this is Kay Kyser...thinkin' of you. Thanks a lot for bein' with us...and so long...everybody.

(APPLAUSE)

ORCH: LUCKY THEME

(SWITCHOVER TO CHICAGO)

KAY KYSER

- 21 -

2-2-44

(FROM CHICAGO)

CHICAGO

ANNOUNCER: This program was presented by Lucky Strike for the
entertainment of the men of Camp San Luis Obispo.
Defend the Constitution! Buy War Bonds!

(SWITCHOVER TO 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, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

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

NBC

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

THIS IS THE NATIONAL BROADCASTING COMPANY.

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ATX01 0115948

FOOTE, CONE & BELDING

Advertising

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CLIENT: THE AMERICAN TOBACCO CO. REVISION: _____

NETWORK: _____ NBG

PRODUCT: LUCKY STRIKE

APPROVAL: FINAL

B'CAST: 10:00-11 PM EDT

DATE: FEBRUARY 9, 1944 - #307

REPEAT: _____

"KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE"

1st Broadcast

ROUTINE

1. I NEVER KNEW

ORCHESTRA

2. I LOVE YOU

HARRY BABBITT

COMMERCIAL ONE

ROUND ONE

3. SHOO SHOO BABY

SULLY MASON

4. NO LOVE NO NOTHIN'

COMMERCIAL TWO

GROUP

STATION BREAK

(FROM WASHINGTON)

(MR. TED GAMBLE - FOURTH WAR LOAN DRIVE)

ROUND TWO

5. PALE MOON

PRODUCTION

COMMERCIAL THREE

6. FOR THE FIRST TIME

GROUP

FINAL ROUND

COMMERCIAL FOUR

7. THEY'RE EITHER TOO YOUNG OR TOO OLD

ORCHESTRA

ATX01 0115949

WELF

THE AMERICAN TOBACCO COMPANY

2-9-44

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #307

10:00-11:00 PM EWT

FEBRUARY 9, 1944

WEDNESDAY

Program originates at Camp Callan, 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, 2 & 3)

RUYSDAEL: LS - MPT

LS - MPT

DELMAR: Why, sure!

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

RIGGS: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO CAMP CALLAN, CALIFORNIA)

(FROM CAMP CALLAN, CALIFORNIA)

ORCHESTRA: "THIS IS MY LUCKY DAY"

FORMAN: LUCKY STRIKE presents for the entertainment of Uncle
Sam's fighting anti-aircraft artillerymen at Camp Callan,
California -- KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE!

AUDIENCE: (SINGS) Over hill, over dale
We will hit the dusty trail as those Caissons
Go rolling along
Countermarch! Right about!
Hear those wagon soldiers shout!
While the Caissons go rolling along!

(AUDIENCE HUMS)

FORMAN: To fighting sons 'o guns and their great role in the
Victory to come -- the Anti-aircraft Artillerymen!

AUDIENCE: "YEAH ARMY!" "GUNNERS!" "HOORAY."

ORCHESTRA: KYSER THEME

(AUDIENCE APPLAUSE UP BIG)

KYSER: Evenin' folks, how y'all?

AUDIENCE: BUZZIN, COUSIN!

KYSER: Buzzin', cousin! Well das fine. And tonight, chillun we're holdin' class with Uncle Sam's fighting Anti-aircrafters at Camp Callan, California. Camp Callan is situated on a high cliff overlooking the sea. The fellows call it Shavetail Heights because it's just a lot of bluff. The training is really rough here. This morning I saw a soldier standing on the edge of the cliff. He had a pistol pointed at his head. In the other hand he had a glass of arsenic. Just as he was about to jump off the cliff, I said, "Wait a minute, soldier, why try to get rid of yourself at your age?" He said, "Get rid of myself nothing! I'm just practising up for the obstacle course!" I went over the obstacle course this morning with an instructor. We scaled walls, jumped over ravines, climbed under barbed wire fences, and ran for miles with full packs. Believe me, it was great fun...until he made me get down off his shoulders.

FORMAN: Oh, you can't take it, eh, Professor?

KYSER: What do you mean I can't take it? I was only kidding! I've got a fine physique! I've got a wiry frame ... muscles of iron...and nerves of cold steel!

BOBBY: WHAT KEEPS YOU OUT OF THE SCRAP DRIVE?

FORMAN: Foss, let's quiz the chillun for that war bond prize!

KYSER: Yes, but first, Dean, here's a tune for the gals and guys!

1. I NEVER KNEW ORCHESTRA

2. I LOVE YOU. HARRY BABBITT

(APPLAUSE)

(FROM CAMP CALLAN, CALIFORNIA)

KYSER: Well done, Harry Babbitt! That was a beautiful song -- sung in a beautiful way. And now chillun, here's Kenneth Delmar...

(FROM NEW YORK)

DELMAR: Ladies and gentlemen, people may disagree about a great many things, but one simple fact is so plain and so true that there can be no argument about it. That fact is simply this ... in a cigarette it's the tobacco that counts. The better the tobacco, the better the cigarette. So for your own greater smoking enjoyment, it's well-worth remembering that Lucky Strike means fine tobacco -- yes, first, last and always, Lucky Strike means fine tobacco, so round, so firm, so fully packed, so free and easy on the draw. At auctions all over the South, independent tobacco experts can see just who buys what tobacco. At market after market they can see Lucky Strike consistently select fine tobacco - the ripper, naturally mellow Lucky Strike tobacco. And sworn records show that among such independent tobacco experts -- auctioneers, buyers and warehousemen -- with men who know tobacco best, it's Luckies 2 to 1.

BOONE: (CHANT - SOLD AMERICAN)

SHARBUTT: It takes fine tobacco to make a fine cigarette. Remember --
(Impulse
Tag #8) Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco.

(SWITCHOVER TO CAMP CALLAN, CALIFORNIA)

KYSER: Well done, Harry Babbitt! That was a beautiful song -
sung in a beautiful way. And now, chillun, here's
Kenneth Delmar.....

(SWITCHOVER TO NEW YORK ... PICK UP COMMERCIAL NO. 1)

(approx. 1.15)

(RETURN CUE:)

DELMAR: At market after market they can see Lucky Strike
consistently select fine tobacco - the riper, naturally
mellow Lucky Strike tobacco. And sworn records show that
among such independent tobacco experts - auctioneers,
buyers and warehousemen - with men who know tobacco best,
it's Luckies two to one.

AUCTIONEER: CHANT SOLD AMERICAN

SHARBUETT: It takes fine tobacco to make a fine cigarette.
Remember, Lucky Strike means fine tobacco - Yes, Lucky
Strike means fine tobacco.

(SWITCHOVER TO CAMP CALLAN, CALIFORNIA)

ORCH: KYSER MARCH

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2/9/44

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

KYSER: Well, Dean let's hear the bugle call!

ISH: (TRUMPET) Ish K. Bibble's Funny Jokes, for human bein's
and people and folks!

KYSER: First funny joke:

ISH: Did you hear about the two Camp Callan soldiers who got a
seventy-two hour pass, went to La Jolla, found two beautiful
blondes, married 'em, settled down and got honorable
discharges from the army?

KYSER: No. I didn't hear about them.

ISH: You didn't!?

KYSER: No!

ISH: And what's more you never will!

KYSER: Second funny joke!

~~ISH: Did you hear about the two soldiers who were standing on
a corner in La Jolla?~~

~~KYSER: What happened?~~

~~ISH: What ever happens in La Jolla!~~

~~KYSER: Third funny joke.~~

ISH: Now wait a minute, you got to ask me a question so I can
spring the funny answer.

KYSER: All right, Mr. ^{Salvach} ~~Pembroke~~, use the word "mechanize" in a
sentence.

ISH: Mechanize, eh?

KYSER: Yes!..

ISH: You know Lana Turner don't you?

KYSER: Of course!

ISH: Well wouldn't she "mechanize" date for a soldier!?

ATX01 0115955

FORMAN: First contestant, professor!

KYSER: And he is _____! Tonight we have contestants drawn from the separate gun battalions of Camp Callan and each man is really pitching tonight to make his battalion come out on top.

1. Bob Zimmeringer of Camp Haan, says here at Camp Callan things are different from other camps. Here, the bosses don't shout orders. They all (PLAY). And if a recruit keeps doing 'left face' instead of 'right face', the drill sergeant doesn't get mad and scream. He gets down on one knee and very pleadingly sings (PLAY).

2. Since Camp Callan is at Torrey Pines, Jean Charles of Wilmington, Delaware, is sure you can distinguish between Pine Ridge, Pinecone, pining for you and Alpine. If apples come from apple trees, do pineapples come from pine trees? Where do they come from?

5. It's Visiting Dean time and our guests in the old College tonight are Jimmy Selvo, Arman Gwarini, Buddy Hays, and Russ Cuenee. They're all in Khaki and stationed right here at Camp Callan. They call themselves the Flack Happy Hillbillies. On the double, men! (APPLAUSE) See if you can tell Marilou Saz of Hollywood the names of the songs the boys are going to play. (PLAY) (PLAY) (PLAY)

KYSER: By the way, chillun, last week the Army Nurse Corps celebrated its 43rd year of service. We all know the courage and devotion with which the Army Nurses have served the troops on Bataan, Corregidor, Tunisia, Italy and around the world. So let's all say 'happy birthday' with a big hand for the Army Nurses on their 43rd anniversary.

6. The first duty of Camp Callan men is to guard our own coasts and great air bases so that over our America there will always be (PLAY). From those posts we know you men of Camp Callan will go overseas and we know that Johnny Doughboy will be safer in his foxholes and all our men more safe from enemy attack because the guns of you men of Camp Callan will be ~~standing guard and~~ saying (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

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RTX01 0115958

(To ... the Honorable Thomas Jefferson ... President of the United States)

RUYSDAEL: Yes, this is Robert Fulton ... this is Robert Fulton describing that great event of his life -- the first ship driven by steam. He writes of his ship that was moored along the docks on the Hudson River -- a strange wooden craft with frail side paddles ... single iron smoke stack ... and crude steam boiler ...

VOICE: "There was no one ... among the great crowd on shore ... no one who believed my boat would ever move (FADE) ... and as I prepared to cast off ..."

RUYSDAEL: Yes, they called it new-fangled, impractical, ridiculous ... they called it "Fulton's Folly" ... and there were many among the crowd who thought the Clermont's inventor must be mad ... but suddenly ... the tiny ship's bell clanged out a warning ... her two crude paddlewheels churned the murky water ... and slowly -- the Clermont backed out into the Hudson ... and headed upstream. And all at once a great cheer rose toward the heavens.... Leaving a trail of black smoke ... the Clermont plowed on ... on beyond West Point ... Newburgh ... Poughkeepsie ... and finally into the harbor at Albany ...

VOICE:
(OVER PEN) "And so, Mr. Jefferson ... the use of steam power is now fully proved. It will provide cheap and fast transportation to the planters on the Mississippi ... The Missouri (FADE) ... and the other great rivers of America."

(MORE)

FORMAN: Fess, the winner of round one!

KYSER: Well, bring him out, Dean, and we'll have some fun!

HARRIS: (FEMALE BOYER) Pardone, Monsieur, but I love you very much
so I have come to join your program.

KYSER: You have?

HARRIS: Oui, oui!

KYSER: You mean you want to be on my program?

HARRIS: Oui, oui!

KYSER: You've come to the wrong program. You ought to be on We,
We, the People!

HARRIS: Monsieur, why don't you come with me to La Jolla?

ISH: Don't do it, it'll annoy ya! I've got a poem about what
happened to a friend of mine in La Jolla.

KYSER: Read it!

ISH: Ohhhhhhhh a soldier in La Jolla named Sawyer,
Met a beautiful girl in the foyer,
He asked for a date, she told him to wait,
Sawyer's still in the foyer at La Jolla.

HARRIS: I do not care for all this, Monsieur. I care only for you.
Moncheri, I adore you! (SHORT BURST OF FRENCH, INCLUDING
CHET ADORE)

KYSER: Ok! Shut the door!

SOUND: DOOR SLAM!

HARRIS: (MORE FRENCH-SLOW DOWN TO EXASPERATION) Monsieur, Monsieur!
I'm making love to you. I'm saying you're wonderful! Can't
you answer me? Isn't there something you can say about me?

KYSER: There sure is! ... BOINNNGGG!

FORMAN: First round winner, Professor!

KYSER: And he is . So far, you're the leading anti-
airerafter, but it's the third round money you're really
after, so light up a Lucky and sit back while the chillun
enjoy some musical flack!

3. SHOO SHOO BABY SULLY MASON

(APPLAUSE)

KAY KYSER
Commercial #2

- 4 -

2-9-44

(To ... the Honorable Thomas Jefferson ... President of the United
States)

(FROM CAMP CALLAN, CALIFORNIA)

KYSER: thanks for that diggin'. You really had us jiggin'.
Thanks gang, very much.

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

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

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: "To ... the Honorable Thomas Jefferson ... President of
the United States"

RUYSDAEL: The scene ... a hotel room in Old New York. A tall,
broad-shouldered man sits at his desk before the open
window, writing a letter

(SCRATCH PEN ... FADE UNDER AND OUT)

VOICE: "August 21st, 1807. The Honorable Thomas Jefferson ...
President of the United States. Dear Sir ... Five days
ago, I stood on the deck of my steamship -- the Clermont
(FADE) in New York harbor ..."

(MORE)

- 4 -

ATX01 0115961

(To ... the Honorable Thomas Jefferson ... President of the United States)

RUYSDAEL: Thus ... on a day in April -- 1807 ... the great inventor, Robert Fulton, wrote to his esteemed friend, Thomas Jefferson, and prophesied a 19th Century miracle. And that prophecy was to come true -- for within a few short years ... the great inland rivers of America ... the Mississippi ... the Missouri ... the Ohio ... would be dotted with steam-driven ships...ships that carried great cargoes of mild, mellow tobacco from the plantations of the Southland -- the historic plantations that contributed to the tradition, the romance of fine tobacco.

RIGGS: (CHANT - SOLD AMERICAN)

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

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFT

LS - MFT

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

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

(SWITCHOVER TO CAMP CALLAN, CALIFORNIA)

KYSER:thanks for that diggin'. You really has us jiggin'.
Thanks gang, very much.
(SWITCHOVER TO NEW YORK...PICK UP COMMERCIAL NO. 2)

(approx 3.20)

(RETURN CUE:)

AUCTIONEER: CHANT SOLD AMERICAN

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

AUCTIONEER: CHANT SOLD AMERICAN

RUYSDAEL: LS - MFT
LS - MFT

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

DELMAR: Yes, Lucky Strike means fine tobacco. No wonder that with men who know tobacco best, it's Luckies two to one.

(SWITCHOVER TO CAMP CALLAN, CALIFORNIA)

ORCH: CARROLL-INTRO

KYSER: Here's a sight for you sharpshootin' gunners. It's our own cover girl, gorgeous Georgia Carroll! (APPLAUSE)
Georgia, I know that the hearts of these thousands of men in Army tan are your targets for tonight as you sing....

4. ~~MY HEART TELLS ME~~ GEORGIA
Have no other
(APPLAUSE) *Georgia*

GLUE CLUB: CAISSONS SONG

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GLEE CLUB: CAISSONS SONG FADE FOR:

FORMAN: For hard word and straight shooting, our nation salutes
the Anti-aircraft Artillery ... And here's a 21 gun salute
from the Anti-aircraft Artillery to the nation.....

SLIM: BONGGGG!

SULLY: BONGGGG!

HARRY: BONGGGG!

FERDY: BONGGGG!

MAX: BONGGGG!

KYSER: BONGGGG!

(LOCAL NBC STATION SAYS:)

"STATION X X X PAYS TRIBUTE TO THE ANTI-AIRCRAFT ARTILLERY."

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

ORCH: KYSER MARCH

KYSER: And now, chillun, before we begin the second round with Uncle Sam's sharp shooting anti aircraft artillerymen at Camp Callan, on the California coast, we switch you to Washington, D.C. for the latest word on the progress of the Fourth War Loan Drive. It's my pleasure to introduce ^{Director} ~~Mr. Ted Gambol~~ ^{Director of the War Finance} ~~Committee~~, speaking from Washington.

(SWITCHOVER TO WASHINGTON, D.C.....PICK UP GAMBOL SPEECH

(APPROX 1.00)

(RETURN CUE:)

GAMBOL:Now back we go to Kay Kyser, entertaining Uncle Sam's fighting anti aircraft artillerymen on the California coast at Camp Callan.

(SWITCHOVER TO CAMP CALLAN, CALIFORNIA)

(APPLAUSE)

KYSER: Thank you, Mr. Ted Gambol. And here's our first contestant in round two. _____, the first of ~~the~~ three more gunners each representing a different battalion here at the camp -- and every battalion gunner is out to win for his battalion buddies.

1. Here's one about meat rationing from Sarah Stone of Nocona, Texas. She says for some time ^{for civilians} now good steaks and roasts have been (PLAY). But the other day she saw a sign in a butchershop which read 'All the meat you want - no ration card needed - no limit'. She rushed in, ordered 8 roasts, 24 steaks, 50 pounds of hamburger, and said, 'Deliver it. You can because out the window I see your (PLAY). The butcher replied, 'Yes, I have the wagon, but I still can't deliver it because you just bought the (PLAY).

2. Pfc. Denzel Holland of Phoenix, Arizona says, you fellows fire guns of different calibers. The abbreviation for caliber is c-a-l. So we would like to have you distinguish between Cal-Ship, calcimine, calliope and calaboose.

3. Dorothy Kuhn of Gloversville, New York, asks how many days does February have this year? ~~What does thirty for tonight mean?~~
Here's a song about two months. Name the months in the song and tell us how many days each one has. (PLAY).

4. Some of radio's outstanding comedians are closely associated with certain towns, so for Howard Moody of St. Louis, Missouri, tell us which one you would associate with Waukegan. And what well known comedy team would you expect to see if you went to Wistful Vista? ^{and Van Buren Ark.} And while we're visiting ^{in Ark.} we might as well stop off at Pine Ridge, ~~Arkansas~~ to see whom? ~~And now for our last stop - it's Summerfield.~~

2/9/44

5. Our next visiting Dean tonight is not a man -- it's a girl! She's a popular radio actress and a swell impersonator of Hollywood stars - Edna Harris. (APPLAUSE). Miss Harris is going to sing a little song that is driving America away these days and as she sings it she will impersonate various screen stars. For Lt. Ed King of Patament River, Maryland, you listen and tell us the names of the stars she impersonates. (PLAY) (PLAY) (PLAY)

6. ~~22~~. According to Walter Neeb and the boys of the Station Hospital somewhere in the Pacific, you men are great shots, but one of the greatest shots in music was (PLAY). He shot a what off a what? Now we'd like to see if you're a good shot with the beep beeps. We'll play that song again and every time the orchestra misses a note, you put in a beep. (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

2-9-44

FORMAN: Fess, the battalion winner is on the line.

KYSER: Well, Dean, that's fine!

ISH: (TRUMPET) Ish K. Bibble's war bond proclamation for the people.

KYSER: Leave us hear it!

ISH: Dig in your sack and bring out your jack to help buy flack to back the attack so we won't have another attack in the back!

(APPLAUSE)

FORMAN: Second winner, Professor.

KYSER: And he is _____. My man, you've won your final chance, so light up a Lucky while the chillun dance.

5. PALE MOON. PRODUCTION
(APPLAUSE)

ATX01 0115969

(FROM CAMP CALLAN, CALIFORNIA)

KYSER: Oh, brother! That was terrific, gang, you really had us diggin'. And now it's your turn, Del Sharbutt ...

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

SHARBUTT: Back in 1807, through long experience in his field -- steamship engineering -- Robert Fulton became the world's outstanding expert. Today, through long years of experience in buying, selling and handling tobacco, the men at the auctions down South have become the world's outstanding experts in tobacco. These are the independent tobacco experts ... men like Mr. Edwin Lee Moore of Greenville, North Carolina, who recently said --

VOICE: I've been in the tobacco business for 33 years. In all this time, I've seen the kind of tobacco Lucky Strike has been buying -- the lighter, naturally milder leaf that makes a more enjoyable smoke. That's why I've been a Lucky Strike smoker for 16 years.

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

SHARBUTT: 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)

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

(SWITCHOVER TO CAMP CALLAN, CALIFORNIA)

KYSER: Oh, brother! That was terrific, gang, you really had us diggin'. And now it's your turn, Del Sharbutt....

(SWITCHOVER TO NEW YORK .. PICK UP COMMERCIAL NO. 3)

(approx 1.20)

(RETURN CUE)

AUCTIONEER: CHANT SOLD AMERICAN

SHARBUTT: 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 two to one.

AUCTIONEER: CHANT SOLD AMERICAN

RUYSDAEL: A friendly suggestion, for your own greater enjoyment, smoke the smoke tobacco experts smoke - Lucky Strike.

(SWITCHOVER TO CAMP CALLAN, CALIFORNIA)

~~6. G.I. GIVE.....GULLY & GROUP~~

7. ~~NO LOVE, NO NOTHING.....GROUP~~
To the First Time *Harry Baskitt*
(APPLAUSE)

ORCH: KYSER MARCH

2/9/44

FORMAN: Fess, it's Final Exam to decide which battalion will be the winner!

KYSER: Well then, bring the contestants on, you old sinner!

1. Since next Monday is St. Valentine's day, I'm going to be Dan Cupid and discuss sweethearts in our final round. Paratrooper Donald Bignall somewhere in England, says when you fellows go walking with one of the pretty girls in La Jolla, it's really (PLAY) Will you distinguish between love bird, loveseat, a love set and a loving cup?

2. Louretta Wilson of Chicago is sure that many a San Diego sweet patootie has winked at you anti-aircraft artillerymen and said (PLAY) Was 'I Love You Truly' written by Carrie Jacobs Bond? Is this statement right or wrong - 'Heart balm is an ointment used by sunburned sweethearts'? Who is Popeye's sweetheart? Who wants to be Lil Abner's sweetheart and never gets a chance?

2/9/44

3. They tell me girls are so scarce in La Jolla, not one of them can say (PLAY). Sgt. W. G. McCleave of Camp San Luis Obispo, says love has inspired some of our best-known axioms. I'll start a few, and you finish them. 'It's better to have loved and lost than _____.' 'Paint heart never _____.' 'When poverty comes in the door _____.'

4. Naomi Gibson of Tulsa, Oklahoma says sweethearts look forward to St. Valentine's because that's the day that's dedicated to (PLAY). Love has played an important role all through history. I'm sure you can complete the names of the following immortal love birds. Anthony and --

~~BOBBY:~~ ADVERSE!

KYSER: Napoleon and Bobby Bonaparte! Sampson and _____.

(APPLAUSE)

SOUND: CLASS BELL

FORMAN: Shall I name the man who won the test?

KYSER: First, 'Lucky Logic', then we'll see who was best.

(SWITCHOVER TO NEW YORK ... PICK UP TOBACCO LAUREATE)

(Approx. .30)

AUCTIONEER: CHANT SOLD AMERICAN

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

BUYSDAEL: Remember, with men who know tobacco best, it's Luckies two to one.

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

AUCTIONEER: CHANT SOLD AMERICAN:

(SWITCHOVER TO CAMP GALLAN, CALIFORNIA)

(FANFARE)

FORMAN: Here's the man that's tops, pops!

KYSER: It's a tie between Pvt. Gordon Jutner of Battery D, 54th Bn. from Chicago and Pvt. Harry Brown of Battery B, 53rd Bn., from Detroit. Both of them therefore entitled to a first prize of a brand new \$50 War Bond each. Yes sir, they were really in there pitchin'.

For some super
brainin' to those four remainin', ten each in stamps to
the ack ack champs. All six get a carton of Luckies.
And then. AND THEN! To all you men for your high shootin'
your laughs and oheers and your rootin' tootin', a
package of better than ever LUCKY STRIKE CIGARETTES!

(CHEERS)

8. THEY'RE EITHER TOO YOUNG OR TOO OLD. . . . ORCHESTRA

(APPLAUSE)

ORCH: KYSER THEME

KYSER: Well, chillun, das all until class time next Wednesday. We want to thank Brigadier General O. B. Bucher, Colonel George F. Humbert, Major James P. Westerfield, and all you men for giving us such a wonderful welcome here at Camp Callan.

Ladies and gentlemen, these anti-aircraft artillerymen before me have a motto. It's "Keep 'em Falling", and they ^{live on this} ~~make it stick~~...from the relayers, fuse cutters and gunners who make up the crews to the ammunition passers who feed the 40 and 90 millimeter guns. At the telescope sights other men watch the tracer stream hurling into the sky. Others ~~man remote control directors, tracking the target.~~ ^{track the target with remote control directors,} Others master the electrical brains that solve fantastic mathematical problems. ^{To point whole} ~~And then the snouts of the wicked 90s move in unison.~~ ^{batteries as one gun.} ~~Whole batteries pointing as one gun.~~ to lace the sky with steel. At night, 60-inch mobile searchlights roll in, each light throwing 350 million candlepower. These are the men and the weapons that will go on "Keepin' 'em Falling". And for all that...~~for the shield of steel that protects American bases and American lives,~~ the nation says to you anti-aircraft artillerymen "Thank you very much".

Next week we'll be holding class with the fighting men of Uncle Sam's Navy at the Navy Section Base, San Pedro, California. Until then...this is Kay Kyser...thinkin' of you. Thanks a lot for bein' with us...and, so long, everybody.

(APPLAUSE)

ORCH: LUCKY THEME

(SWITCHOVER TO CHICAGO AT 7:57:20)

(FROM CHICAGO)

CHICAGO

ANNOUNCER: This program was presented by Lucky Strike for the
entertainment of the men of Camp Callan, California.
Defend the Constitution! Buy War Bonds!

(SWITCHOVER TO NEW YORK)

SOUND: (GONG) (GONG) (GONG)

SHARBUTT: And now, Ladies and Gentlemen, we have an interesting
announcement to make. This Friday night, yes, the day
after tomorrow, over this same network, we -- "have for
you something new" -- on YOUR ALL-TIME HIT PARADE. For a
full year now from Carnegie Hall YOUR ALL-TIME HIT PARADE
has given you "The Best Songs Of All." This Friday night
from Carnegie Hall, YOUR ALL-TIME HIT PARADE will give
you "The Best Songs Of All - For You To Recall."

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

SHARBUTT: And ... an exciting new game!

DELMAR: And that game is (GONG) "JUST NAME THE SONG BEFORE THE
GONG!"

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

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

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

DELMAR: Yes, this Friday night, the day after tomorrow, tune in
YOUR ALL-TIME HIT PARADE and see if you can --

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

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

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

RUYSDAEL: LS - MFT
LS - MFT

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

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

THIS IS THE NATIONAL BROADCASTING COMPANY.

FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE, NEW YORK • WICKERSHAM 2-6600

CLIENT: THE AMERICAN TOBACCO CO. REVISION: NETWORK: NBC
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 10:00-11:00 PM EST
DATE: FEBRUARY 16, 1944 - #308 REPEAT:

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

ROUTINE

1. IT HAD TO BE YOU
2. STAR EYES

ORCHESTRA
HARRY BABBITT

COMMERCIAL ONE ROUND ONE

3. THERE'LL BE A HOT TIME
IN THE TOWN OF BERLIN

SULLY MASON

COMMERCIAL TWO

4. I COULDN'T SLEEP A WINK LAST NIGHT

GEORGIA CARROLL

STATION BREAK ROUND TWO

5. MAIRZY DOATS

PRODUCTION

COMMERCIAL THREE

6. PAPER DOLL
7. MY IDEAL

ORCHESTRA
GEORGIA CARROLL
& HARRY BABBITT

FINAL ROUND COMMERCIAL FOUR

8. CUDDLE UP A LITTLE CLOSER

ORCHESTRA

RTX01 0115979

WEAF

THE AMERICAN TOBACCO COMPANY

2-16-44

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #308

10:00-11:00 PM EWT

FEBRUARY 16, 1944

WEDNESDAY

Program originates at the Navy Section Base, San Pedro, California,
with switchovers to NBC, New York, for commercials and closing.

(FROM NEW YORK)

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

BOONE: (CHANT - SOLD AMERICAN)

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

RUYSDAEL: LS - MFT

LS - MFT

SHARBUTT: You said it!

DELMAR: Yes, sir!

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

BOONE: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO SAN PEDRO, CALIFORNIA)

(FROM SAN PEDRO, CALIFORNIA)

ORCHESTRA: "LUCKY DAY"

FORMAN: LUCKY STRIKE presents for the entertainment of the
fighting men of the world's most powerful Navy --
the United States Fleet -- from the Navy Section
Base, San Pedro, California, KAY KYSER'S COLLEGE OF
MUSICAL KNOWLEDGE!

AUDIENCE: "YEAH NAVY!" "SECTION BASE!" "HOORAY!"

ORCHESTRA: KYSER THEME

(AUDIENCE APPLAUSE UP BIG)

KYSER: Evenin' folks, how y'all?

AUDIENCE: FIRST RATE, MATE!

KYSER: First rate, mate! Well, das great! And tonight, chillun, the old college is educatin' in San Pedro, California, at the Naval Section Base! Section Base ... that's a booby trap with a mess hall! I got a kick out of the fence they have around the base. There's a sign on the outside that says "Keep Out". "Keep Out"? ... You can't even GET OUT! But the men are very patriotic here. In their spare time they work on defense. Defense, all ready they've got a hole in it big enough for six guys to sneak through! They do a lot of repair work here. I brought my girl with me to show her the place. I asked the head man if this was the place where they repaired old tubs. He said, "Yes, just stick her under the wharf and we'll get around to her as soon as we can!"

FORMAN: Fess, the men are ready to try, sir, for that \$115 war bond prize, sir!

KYSER: Dean, you're keen, I always knew it. But first we dance, so let's get to it!

1. IT HAD TO BE YOU ORCHESTRA

2. STAR EYES HARRY BABBITT

(APPLAUSE)

(FROM SAN PEDRO, CALIFORNIA)

KYSER: Thanks for a beautiful song, Harry Babbitt. And now, Del Sharbutt, you take over ...

(FROM NEW YORK)

SHARBUTT: Fine tobacco makes a fine cigarette -- That common sense rule, ladies and gentlemen, has been true ever since cigarettes were first made. For everything you want out of a cigarette -- all the enjoyable qualities of mildness and better taste -- depends on the quality of the tobacco that goes into the cigarette. Yes, in a cigarette it's the tobacco that counts. So for your own greater smoking enjoyment it's well worth remembering that Lucky Strike means fine tobacco -- yes, first, last and always, Lucky Strike means fine tobacco. At markets all over the South the 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: Yes, Lucky Strike means fine tobacco. So smoke the smoke
(Impulse
Tag #1) tobacco experts smoke -- Lucky Strike.

(SWITCHOVER TO SAN PEDRO, CALIFORNIA)

KYSER: Thanks for a beautiful song, Harry Babbitt. And now, Del Sharbutt, you take over....

(SWITCHOVER TO NEW YORK ... PICK UP COMMERCIAL NO. 1)

~~(Approx 1.00)~~

(RETURN CUE:)

SHARBUITT: At markets all over the South the independent tobacco experts present at the auctions can see just who buy 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 two to one.

AUCTIONEER: CHANT SOLD AMERICAN:

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

(SWITCHOVER TO SAN PEDRO, CALIFORNIA)

ORCH: KYSER MARCH:

FORMAN: First contestant, Professor!

KYSER: And he is

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

KYSER: Well, good! Where do we go first?

ISH: To Bali Bali.

KYSER: What for?

ISH: For a couple of Bali laughs! Now leave us leave Bali Bali and head for Haiti, land of the zombies and voo doo. While in Haiti, we pick up a couple of Zombies.

KYSER: What for?

ISH: To bring 'em back and relieve some local masters at arms for more essential duty. While in Haiti we must not mention the word voo doo. Very dangerous.

KYSER: No kidding!

ISH: There's only one thing more dangerous for a man to say than voo doo.

KYSER: What's that?

ISH: I DO!

KYSER: Leave us leave old Haiti....

ISH: But first a poem about a sailor on leave....
Ohhhhhhhhhhhh a sailor on leave named Keyes.
Was the sheik of the seven seas.
He went into a dive and came out with five...
Not girls, as you thought, but S.P.'s (PAUSE)
Now leave us leave!

2/16/44

KYBER: Just leave us alone! Where's our first contestant,

FORIAN: Right here, fess!

KYBER: And he is _____! The first of three sea
in our first round who will tangle tonight with our
tough second round contestants -- three wild and wooly
Navy masters-at-arms!

1. In this one from Seaman Harry McCrea of Los Alamitos, California,
a San Pedro sailor made a date with a girl in town. She asked him
how he was going to ^{call} ~~come~~ for her, so he used the first words of the
following song and said (PLAY) That's right. He said, "I'll be
down to get you in a honey." But what she didn't know was, it
was a water taxi. Well, the sailor steered right out into the middle
of the harbor and when he got there he turned to the girl and said
(PLAY). " _____", the girl said. "Why that means
kiss me much! Of course I won't!" "Okay," the gob replied, "but if
you don't, sister, you'll walk back singin' (PLAY)

2. Ruth Martiny of Sheboygan, Wisconsin, wants you to tell us the
name of the number three song on Your Hit Parade. Here's a little
hint. (KAY HUMS) Now according to that Hit Parader, what do mares
eat? What do does eat? What do little lambs eat? What do kids eat?
~~What's the difference between a nightmare and a charlie horse?~~

3. We know you men are interested in leaves, so Sgt. Charles Allen of Fort Jackson, South Carolina, wants you to tell us the name of this song (PLAY). Who were the first people to wear leaves? Now there is a 20 day leave and a 5 day leave. What's the difference? QUARTET: You don't get either one so what's the difference?

Hearts here from the pier?

4. Can you name three kinds of uniforms you fellows wear? Mary Girard of Philadelphia, ^{so we can} ~~knows how fast~~ you can get into your G.I. rigging *for it* 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)

KYSER:

By the way, chillun, we want to add our congratulations to the many others received by the Marine Corps Women's Reserve who on Sunday celebrated the anniversary of their entrance into the Marine Corps. How about it, Navy, let's give a hand to those good-looking girl Marines on their first birthday! (APPLAUSE)

ATX01 0115987

5. ~~Announcer~~. For Frances Temple of Detroit, we're going to form an orchestra of bandleaders. And since this is the Section Base, when we tell you the orchestra leaders names we want you to tell us what section of the orchestra they'd be playing in - like the brass section, the rhythm section, or the sax section. Now ready ... let's go! If Louis Armstrong, Charlie Spivak and Jack Teagarden sat down together, what section would they be in? And if Alvino Rey, Skinnay Ennis, and Carmen Cavallero got together, what section would they be? And what about Jimmy Dorsey, Dick Stabile and Freddie Martin, in what section of the band do they belong?

has come to
6. The Fourth War Loan Drive ~~is reaching~~ its climax across the nation and Pvt. George Eller of Camp Haan, California, says if everybody has dug down in his pocket to buy that extra \$100 bond, Uncle Sam ~~will be able to~~ *can* say (PLAY). Buying war bonds is ~~the best~~ *just one* way we civilians can match the spirit of you men. Let's ~~put the~~ *keep buying* ~~Fourth War Drive across~~ *War Bonds* so that every American boy in uniform will say The folks back home are (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

2-16-44

FORMAN: First round winner, Professor!

KYSER: And he is _____! Seaman, you were really on
an answerin' spree, so light up a Lucky, have a puff or
three, while the chillun dance - hibble I beel

3. THERE'LL BE A HOT TIME IN THE TOWN OF BERLIN...SULLY MASON
& GROUP
(APPLAUSE)

ATX01 0115989

KAY KYSER
Commercial #2
(Benjamin Franklin -- Master of Arts)

- 4 -

2-16-44

(FROM SAN PEDRO, CALIFORNIA)

KYSER: that's really kickin' it out. Thanks for a swell song and a swell performance.

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

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

BOONE: (CHANT - SOLD AMERICAN)

SHARBUTT: "Benjamin Franklin -- Master of Arts."

DELMAR: He was ... at first ... a man of local importance, a provincial celebrity -- nothing more. He had been poor, and now he was rich. He had been a struggling printer, and now his newspaper was the most popular in all the colonies. He had come up the hard way ... he was a success now. But the man was restless and full of wonder, he was hungry for knowledge, and beyond words, rich in a simple homespun wisdom that touched the minds of men everywhere. So one day he began to write a strange book ... a collection of homey proverbs ... and soon, all over the world, people were talking about it ...

(MORE)

- 4 -

ATX01 0115990

VOICE I: Listen to this, Alice -- it's from Poor Richard's Almanack ... "Does thou love life? Then do not squander time, for that is the stuff life is made of." And here's a stinger ... "Fish and visitors smell in three days." And (FADE) another one ...

DELMAR: Perhaps his greatest achievement came on a stormy night, when he attached a brass key to a kite and sent it swirling into the heavens. And soon, in the chambers of the Royal Society of England ...

(SOUND OF GAVEL)

VOICE II: Gentlemen, I have the privilege to read a brilliant paper, entitled "Experiments and Observations on Electricity, Made at Philadelphia in America, by Mr. Benjamin Franklin."

DELMAR: Yes, this was Benjamin Franklin ... printer, scientist, inventor, statesman, American. And so it was altogether fitting that on a day of early Spring, in the year 1756, this same Benjamin Franklin should stand in the Great Hall at the College of William and Mary ... in the historic city of Williamsburg, Virginia ... and receive from his own countrymen the first honorary degree of Master of Arts ...

VOICE III: " ... And so, we confer all honor, all praise, upon this man and pronounce him Benjamin Franklin, Master of Arts."

(MORE)

DELMAR: Thus it was that here in the heart of the Virginia tobacco country ..., here at the College of William and Mary, on the second day of April, 1756, the first honorary degree was conferred upon Benjamin Franklin -- beginning a long academic tradition in that same historic Southland where another great tradition has flourished across the centuries to this day -- the tradition, the romance of fine tobacco.

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: And Lucky Strike today carries on that tradition of fine tobacco. For your own enjoyment, remember: In a cigarette it's the tobacco that counts ..., and first, last and always Lucky Strike means fine tobacco -- yes, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw, No wonder that with men who know tobacco best, it's Luckies 2 to 1.

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFT

LS - MFT

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

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

(SWITCHOVER TO SAN PEDRO, CALIFORNIA)

KYSER:That's really kickin' it out. Thanks....for
a swell song and a swell performance.
(SWITCHOVER TO NEW YORK...PICK UP COMMERCIAL NO. 2)
(Approx. 3.55)

(RETURN CUE)

AUCTIONEER: CHANT SOLD AMERICAN

RUYSDAEL: And Lucky Strike today carries on that tradition of fine
tobacco. For your own enjoyment, remember, in a cigarette
it's the tobacco that counts..and first, last and always
Lucky Strike Means fine tobacco - Yes, Lucky Strike means
fine tobacco - so round - so firm, so fully packed, so
free and easy on the draw. No wonder that with men who
know tobacco best, it's Luckies two to one.

AUCTIONEER: CHANT SOLD AMERICAN

RUYSDAEL: LS - MFT
LS - MFT

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

SHARNUTT: A friendly suggestion - for your own greater enjoyment,
smoke the smoke tobacco experts smoke - Lucky Strike.

(SWITCHOVER TO SAN PEDRO, CALIFORNIA)

ORCH: CARROLL INTRO:

KYSER: For the Navy's fighting men in blue, it's our stop, look
at, and listen to girl...gorgeous Georgia Carroll!
(APPLAUSE) Georgia, I'm certain you'll be the only
sailor's sweetheart in this port when you sing the
words to

4. I COULDN'T SLEEP A WINK LAST NIGHT.....GEORGIA
(APPLAUSE)

GLEE CLUB: "ANCHORS AWEIGH"

2/16/44

-10-

GLEE CLUB: "ANCHORS AWEIGH"FADE FOR:

FORMAN: ^(Applause)
To our battle fleet, our task forces, the anti-submarine
patrol, and the submarine service of Uncle Sam's mighty
navy, the old College pays proud tribute as we pause for
station identification.

LOCAL NBC STATION SAYS

"STATION X X X SALUTES THE NAVY!"

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

ORCH: KYSER MARCH:

-10-

f

ATX01 0115994

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

KYSER: Well, bring the first contestant around.

FERDY: (SINGING) I'm gonna buy a paper bag that I can call my own....

KYSER: Ferdy Froghammer! Where have you been.

FERDY: At the mess hall. And boy! Was that food fit for a king!

KYSER: Fit for a king, eh?

FERDY: Yeah - King Henry the Eighth. He's dead and nothing can hurt him!

DIANE: Professor! I wish you'd punish Ferdy. He called me a naughty word!

KYSER: Why, Diane! Ferdy! You should never say naughty words!

FERDY: Well she tried to kiss me and you'd say something too if she tried to kiss you.

KYSER: I certainly would...I'd say BOINNNNNGGGGG! Diane is a very beautiful girl! Look at that beautiful throat!

FERDY: Beautiful! Her neck is so long her Adam's Apple can only make two trips a day!

KYSER: QUIET! I'll settle this thing once and for all! Diane, why did you try to kiss Ferdy?

DIANE: It was a bet! I lost two out of three games of gin rummy with Georgia, so I had to kiss Ferdy Froghammer!

KYSER: Gee, that's pretty terrible.

FERDY: It could have been a lot worse.

KYSER: How?

FERDY: If she'd lost three games she'd of had to kiss you!

FORMAN:

Second round, professor!
~~Then let's get the second exam under way.~~

KYBER:

And first second rounder is _____!

The first of our three tough Navy Masters - at -arms, out to show up the three seamen of our first round.

1. Here's a cute little story from Corp. Ben Prock of Denver, Colorado, It's about Davey Jones going to visit (PLAY). Davey had just arrived at Minnie's sea-shell shack when there was a loud knock on the door. He yelled, "Who's there?" And a voice yelled back, "I'm (PLAY.) Davey and Minnie said, "Go away". Barnacle Bill hollered, "Minnie, I brought you a nice fur coat." She opened the door, threw Davey Jones out and let Barnacle Bill in. As Davey went home, he said to himself, "She's not Minnie the Mermaid, she's (PLAY).

2. For Ruth Steen of Toledo, Ohio, let's assume that you're on your ship in the China Seas and a big wind comes up. Would it be a tycoon, or a typhoon? If a typhoon is a big wind storm on the China Sea, what's a buffoon?

BOBBY: A BIG WINDBAG ON THE NBC!

KYBER: Of course, your tankers, liberty ships and other cargo vessels are motor driven, but in the days of the sailing vessels, they had to depend a lot on what kind of winds? Were those sailing vessels called wind-jammers, Katzenjammers, or silk pajamas?

2/16/44

3. As long as you are stationed at the Section Base, L.R. O'Neil of New York City, would like to see if you can get to first base with this question about bases. A famous band leader with the word 'base' in his name has a theme song something like this. See if you can tell us who he is (PLAY). Which instrument sounds bassie to you? Well as long as you know what it is, let's see how well you can play one. (PLAY)

4. ~~4.~~ Of course you men of the Navy know all about powder magazines, but ~~Eather Shanklin of York, Maryland,~~ ^{Heaven Dunn of York Lee, Va.} wonders if you can pick out the names of four news-stand magazines in the following letter from her Section Base Casanova. He writes, "Am having a great adventure here. ~~I've read book after book, cause my time is my own.~~ The Saturday Evening Post Exchange Dances are good fun. I just look around and take my pick of the mademoiselles. Four have asked me to be their woman's home companion, but ~~my life belongs to you.~~ ^{I am} Your loving yank, ~~Joe~~ ^{for life} ~~Decker, equine.~~" P.S. "Will get liberty soon and will collier when I get in."

2-16-44

5. As you know, there are many kinds of rhythms. Gene Rohmer of Los Angeles, wants you to distinguish between these three rhythms. First let's listen to the ... (PLAY). And now ... (PLAY). And now ... (PLAY). Well how about that! That lowdown boogie woogie was played by one of your own boys - John Wesley Billingslee of Chicago. (APPLAUSE)

KYSER: By the way, next week we'll be with the fighting Leathernecks at the Marine Corps Base in San Diego. It was there in February 1941, we did our first service show for the late General Upsher. And every year we go back on an anniversary party. We look forward to starting our fourth year of being with Uncle Sam's armed forces and we'll try to launch it in good shape with the devildogs at the Marine Base in San Diego, next Wednesday.

6. According to Sergeant Albert Sayre of Jacksonville, Florida, fighting ships are named in various ways. Battleships are named after states, aircraft carriers for battles, cruisers for cities, destroyers for famous men, and submarines for fish. From the following medley you pick out the three types of ships represented. (PLAY). ~~no~~ ~~matter what type they are, they make our Navy (PLAY).~~

(APPLAUSE)

SOUND: CLASS BELL.

RTX01 0115998

2/16/44

FORMAN: Fess, here's the winner of the master's crew!
KYSER: Well, the second pride of the boys in blue!
ISH: Just a second, professor. I got a dramatized story here
in regards to which I'd like to perform same.

~~KYSER: Fine! Did you write it, Ish?~~

~~ISH: No that there now girl I used to run around with.~~

~~KYSER: Oh you mean that fair faced peach from Manhattan Beach?~~

~~ISH: No -- goat faced Lena from Catalina.~~

~~KYSER: Oh. What's the name of the opus?~~

~~ISH: "She was Gracie from Long Beach on the Bay, and he was
Greasy from Batingham on Bay."~~

KYSER: *Head!* Head!

ISH: The two lovers were strolling along the Long Beach pier.
Suddenly she turned to him and said:

DIANE: I am hungry. Leave us go to some joint for some French
fried pigtails.

ISH: No. He replied, leave us go someplace where we can eat
farther front on the hog. Grasping the humor of the
remark, her face broke into a rose hue.

MARRY: Hiya, Rosy!

GEORGIA: Hiya, Hugh!

ISH: I love you, he shot at her. With that a tear sprang from
her eye and started to run down her cheek, but got caught
in a wrinkle and detoured around to the back of her neck.

DIANE: No, I cannot marry.

ISH: She rejoined, dallying with a petty officer she had plucked
off a blonde's arm.

2-16-44

DIANE: I got to have a career! I'd like to get out of working
in this hamburger stand on the dock!

HARRY: Hello, Stant

BOBBY: HI DOCK!

DIANE: I'd give every cent I have if I could get off this dock.

ISH: And with that, he took every cent she had and shoved her
off the dock.

SOUND: BIG SPLASH

FORMAN: Second winner, Fess!

KYSER: And he is _____! My fine 'arms master! you
couldn't have answered any faster. You're on the beam for
the home team, light up a Lucky while we dance to a tune
that's a scream.

5. MAIRZY DOATS PRODUCTION
(APPLAUSE)

ATX01 0116000

(FROM SAN PEDRO, CALIFORNIA)

KYSER: Great goin', gang. You really did the old Kollege proud.
And now, let's call on Basil Ruysdael ...

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: As an expert himself, Benjamin Franklin was wise enough to value the experience of experts -- and in his time he knew experts in science, in statecraft -- and, yes, experts in the knowledge of fine tobacco. Today, that expert tobacco knowledge belongs to the men at the auctions down South ... the men who spend their lives buying, selling and handling tobacco ... independent tobacco experts like Mr. Charles W. Jenkins of Bowling Green, Kentucky, who recently said --

VOICE: I've been in the tobacco warehouse business now for 32 years. I know, from experience, the kind of tobacco that is bought by Luckies -- the top quality leaf. And that's why I've been enjoying Luckies for the last 24 years.

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

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

RIGGS: (CHANT - SOLD AMERICAN)

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

(SWITCHOVER TO SAN PEDRO, CALIFORNIA)

KYSER: Great goin', gang. You really did the old college proud,
And now, let's call on Basil Ruysdael....

(SWITCHOVER TO NEW YORK ... PICK UP COMMERCIAL NO. 3)

(Approx. 1:30)

(RETURN CUE)

AUCTIONEER: CHANT SOLD AMERICAN

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

AUCTIONEER: CHANT SOLD AMERICAN

DELMAR: Next time you step up to a cigarette counter, ask for
Lucky Strike - for Lucky Strike means fine tobacco - Yes,
Lucky Strike means fine tobacco,

(SWITCHOVER TO SAN PEDRO, CALIFORNIA)

6. PAPER DOLL. *Cat* ORCHESTRA

7. MY IDEAL GEORGIA & HARRY

(APPLAUSE)

ORCHESTRA: KYSER MARCH

AUDREY: Professor.

KYSER: What is it, little Audrey?

AUDREY: What do they call those things the boats tie up close to?

KYSER: It's a wharf.

AUDREY: A what?

KYSER: Wharf.

AUDREY: Yeah, but what do you call that thing a boat ties..

KYSER: Wharf! wharf! WHARF! WHARF!

AUDREY: Gee whiz, what are you barkin' at -- there's no girls here

KYSER: Oh, skip it, Final round!

ISH: Just a second professor, I got a poem I wouldat like to read same entitled, "The Seaman's Reply!"

KYSER: Ish. Do you feel all right?

ISH: Well, when I got up this morning I felt tired, run down and wore out up till noon -- then I felt terrible.

KYSER: Read your poem.

ISH: Okay -- the Sailor's Reply.

Ohhhhhhhh a beautiful blonde stopped a sailor.

And said "hello, dear, where you going?

If you've nothing to do, why don't I go with you?"

KYSER: And what did the sailor say?

ISH:BOING!

FORMAN: Final round, professor!

FORMAN: FESS, there's the final¹⁷ round alarm!

2/16/44

KYSER: Will it be sailor or master at arms?

1. Next Tuesday, February 22nd, is George Washington's birthday. So we'd like to dedicate our final round tonight to the Father of our Country. Donald Muir of Stockton, Kansas, wants us to tell you our song story version of that famous legend - you know the one. Well, first of all, the orchard was situated right near a (PLAY). Well, when George's father saw what had happened, you know - the cherry tree, the hatchet, and little George - ^{dad} ~~the old man~~ went into a (PLAY) Before we go on with the story, tell us, was Washington's home at Monticello, Mount Vernon or Hyde Park?

2. Continuing our cherry tree story for Eunice Stebbins of Albuquerque, George's dad went to little George and said, "George, I'm going to ask you a question, and I want you to (PLAY). He said to his son, "Did you cut down the cherry tree?" George replied, "I know it's going to hurt to tell you the truth, but I must say I did, because (PLAY). Is George Washington's face on a one dollar bill, a five dollar bill, or a ten dollar bill?

(Applause)
Sound: Class Bell

FORMAN: Shall we add up the scores and see who's who?

KYSER: First, Del Sharbutt, let's hear from you.

(SWITCHOVER TO NEW YORK...PICK UP TOBACCO LAUREATE)

(Approx. .30)

AUCTIONEER: CHANT SOLD AMERICAN

SHARBUUTT: Ladies and gentlemen, in a cigarette it's the tobacco that counts and Lucky Strike means fine tobacco. Remember - with men who know tobacco best, it's Luckies two to one, so smoke the smoke tobacco experts smoke - the cigarette that means fine tobacco - Lucky Strike.

AUCTIONEER: CHANT SOLD AMERICAN

(SWITCHOVER TO SAN PEDRO, CALIFORNIA)

(FANFARE)

FORMAN: Fess, here's the top man!

KYSER: The top man, well look, it's a tie. One of them has a perfect score all the way and the other tied in the final round and therefore they're both entitled to a first prize. Cox. Charles Berry gets a first prize of a \$50 war bond and Bosn's Mate 2/c Wilfred LeBrun gets a first prize of a \$50 war bond and, and in addition for having a perfect score all the way Bosn's Mate 2/c Wilfred LeBrun gets an additional \$25 bond or \$75 to Wilfred and \$50 to Charlie.

Will Another four of the fightin' crew, ten each in War Bond

Stamps to you. All six get a carton of Luckies. And then.

AND THEN! To all you scrappy sea-goin' Yanks, please accept our heartiest thanks and a package of better than ever LUCKY STRIKE CIGARETTES!

(CHEERS)

8.

CUDDLE UP A LITTLE CLOSER. . *faded* . . . ORCHESTRA

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

~~(N.B. No applause or fanfare if number is played)~~

FORMAN: Now at the request of the United States government, and speaking for the United States Government, Kay Kyser brings you the following message. Time, about a minute and a half. Subject, black market gasoline. Mr. Kyser...

KYSER: Uncle Sam says there is simply not enough gasoline to supply the needs of our armed forces plus the unlimited wants of civilians. So there is far less gasoline available for civilians because first call on our production of crude oil and gasoline goes to our armed forces and war plants.

Uncle Sam says the only way we can fairly and squarely distribute this limited ^{civilian} supply is through gas rationing. And the only way gas rationing can work is to stamp out the black market. The way to stamp out the black market is for everyone to say, first, I will always endorse my gas coupons. Second, I will never buy without giving up my gas coupons. And third, I will never buy or accept gas coupons that are not rightfully my own.

Uncle Sam says that we can handle this emergency and still keep the wheels turning on the home front if we all play square with gas rationing. So what about it, America?

(APPLAUSE)

ORCH: KYSER THEME

(REVISED) 2/16/44

KYSER: Well chillun, das all until next Wednesday. For a swell welcome here at the Navy Section Base, we want to thank the Commander of the San Pedro Section, M. K. Kirkpatrick, the Commanding Officer of the San Pedro Section Base, Lt. ^{Lt. Kirkpatrick} Commander Anthony Praska, and all you men. Bluejacket buddies of you men from this base are aboard nearly every ship of war in our Pacific Fleet. Your flotillas of minesweepers, patrol craft, and subchasers ~~have kept our~~ ^{our} ~~home waters safe and this~~ coast secure from the enemy. You serve long hours of ~~duty at scores of stations and~~ ^{this} ~~posts along this shoreline and on shore islands,~~ on continuous alert. For a great responsibility ~~and your~~ fighting spirit; the whole nation says "Thank you very much".

Next week we'll be holding class with the fighting Leathernecks at the U. S. Marine Corps Base, San Diego. ~~It was there in February 1941, we did our first service~~ show, so we're going back for our third anniversary ~~of playing for Uncle Sam's fighting men next Wednesday.~~ Until then ... this is Kay Kyser, thinkin' of you. Thanks a lot for bein' with us ... and so long ... everybody.

(APPLAUSE)

ORCH: LUCKY THEME

(SWITCHOVER TO CHICAGO) (AT 57:30)

KAY KYSER

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2-16-44

CHICAGO

ANNOUNCER: This program was presented by Lucky Strike for the
entertainment of the men of the Navy Section Base.

Defend the Constitution! Buy War Bonds!

(SWITCHOVER TO NEW YORK)

SOUND: (GONG) (GONG) (GONG)

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

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

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

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

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

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

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

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

- 14 -

ATX01 0116009

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

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

RUYSDAEL: LS - MFT

LS - MFT

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

THIS IS THE NATIONAL BROADCASTING COMPANY.

FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE NEW YORK • WICKERSHAM 2 6600

CLIENT: THE AMERICAN TOBACCO CO.

REVISION:

NETWORK: NBC

PRODUCT: LUCKY STRIKE

APPROVAL: FINAL

B'CAST: 10:00-11:00 PM EWT

DATE: FEBRUARY 23, 1944 - #309

REPEAT:

"KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE"

ROUTINE

1. FIVE FOOT TWO

ORCHESTRA

2. A LOVELY WAY TO SPEND AN EVENING

HARRY BABBITT

COMMERCIAL ONE

ROUND ONE

Shirley Lee Babbitt
3. ~~G. I. JIVE~~ 0

SULLY MASON & GROUP

COMMERCIAL TWO

4. BESAME MUCHO

GEORGIA CARROLL

STATION BREAK

ROUND TWO

5. HOLIDAY FOR STRINGS

PRODUCTION

COMMERCIAL THREE

6. ~~SHOO SHOO BABY~~

GROUP

7. I LOVE YOU

HARRY BABBITT

FINAL ROUND

COMMERCIAL FOUR

8. PUSHIN' SAND

ORCHESTRA

ATX01 0116011

WEAF

THE AMERICAN TOBACCO COMPANY

2-23-44

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #309

10:00-11:00 PM EWT

FEBRUARY 23, 1944

WEDNESDAY

Program originates at the Marine Base, 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, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

DELMAR: Yes, sir!

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

RIGGS: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO SAN DIEGO, CALIFORNIA)

(FROM SAN DIEGO, CALIFORNIA)

ORCHESTRA: "LUCKY DAY"

FORMAN: LUCKY STRIKE presents for the entertainment of Uncle Sam's
island winning leathernecks, the fighting marines of the
United States Marine Corps Base, San Diego, California ...
KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE!

AUDIENCE: (SINGS) "FROM THE HALLS OF MONTEZUMA
TO THE SHORES OF TRIPOLI
WE WILL FIGHT OUR COUNTRY'S BATTLES
IN THE AIR, ON LAND AND SEA"
(HUMMING)

FORMAN: To the corps that fights 'til they drop, and will never
stop 'til they clean the last living Jap from the entire
Pacific ... the victory bound U. S. Marine Corps.

AUDIENCE: "YEAH MARINES" "LEATHERNECKS" "HOORAY!"

ORCHESTRA: KYSER THEME

(AUDIENCE APPLAUSE UP BIG)

KYSER: Evenin' folks, how y'all?

AUDIENCE: OKAY, KAY!

KYSER: Well das fine! And tonight chillun, from the Marine Corps Base in San Diego, the old College is celebrating its third anniversary of doing shows for the service men. The first one was at this base in February 1941, and believe me a lot of things have happened in three years. Then it looked like everything in the South Pacific was going to the dogs - now it's going to the devil dogs! (APPLAUSE) I was over at boot camp this afternoon and things were a little wet! Of course, the Chamber of Commerce wouldn't want me to tell you it's been raining in California! But that San Diego dew was so thick that the boys don't call it the boot camp anymore - they call it the hip boot camp. Rain, rain, rain! Some people even got washed-out of their homes. I know cause last night in Pacific Square I picked up a couple of washed out blondes. But the cooperation is wonderful here. This morning a tough drill sergeant fell in a great big deep mud puddle. 16 boots jumped in after him, but they couldn't hold him under! You know I get a kick out of these boots here. When they first arrive in San Diego they're so busy they don't get a chance to even look at a girl. About seven weeks later when they see one they start whistling. But from then on when they see a girl they go.... BOINNNGGGGG.

FORMAN: Fess, now that we've had our jokes, how about these contestant folks! You know, that \$115 in war bond prizes?

KYSER: Yes, Dean, but first let's have some musical surprises. What I mean is...chillun, yet's dance!

1. FIVE FOOT TWO ORCHESTRA
2. A LOVELY WAY TO SPEND AN EVENING HARRY BABBITT
(APPLAUSE)

(FROM SAN DIEGO, CALIFORNIA)

KYSER: Ah, that was swell, Harry -- you really did a job on that number. And now, chillun, here's Basil Ruysdael ...

(FROM NEW YORK)

RUYSDAEL: Every smoker wants a fine cigarette. That's only natural. But the big question is -- what makes a fine cigarette? And the answer to that is plain enough, for it takes fine tobacco to make a fine cigarette. Yes, ladies and gentlemen, in a cigarette it's the tobacco that counts -- and the better the tobacco, the better the cigarette. So in choosing a cigarette for your own 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. At markets all over the South, independent tobacco experts present at the auctions can see just who buys what tobacco. And sworn records show that among such independent tobacco experts -- auctioneers, buyers and warehousemen -- with men who know tobacco best, it's Luckies 2 to 1.

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: It takes fine tobacco to make a fine cigarette. Remember -
(Impulse
Tag #8) Lucky Strike means fine tobacco -- yes, Lucky Strike means fine tobacco.

(SWITCHOVER TO SAN DIEGO, CALIFORNIA)

KYSER: Ah, that was swell, Harry. You really did a job on that number. And now, chillun, here's Basil Ruysdael....
(SWITCHOVER TO NEW YORK ... PICK UP COMMERCIAL NO. 1)

(Approx. 1.15)

(RETURN CUE:)

RUYSDAEL: And sworn records show that among such independent tobacco experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies two to one.

AUCTIONEER: CHANT SOLD AMERICAN

DELMAR: 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)

ORCH: KYSER MARCH

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

KYSER: Well, Dean, let's hear the bugle sound!

ISH: (TRUMPET) Ish K. Bibble's hour of stuff! Leave me know when you've had enough! First stuff -- joke. Pat and Mike were walking down the street.

KYSER: (PAUSE) Well, what happened?

ISH: Nothing. They were in San Diego. Second stuff, Kay Kyser leads a carefree life.

KYSER: Kay Kyser leads a carefree life?

ISH: Yeah, he don't care as long as it's free.

KYSER: Let's do a funny joke.

ISH: Okay. I an' you are a couple of Marines walking through the jungle. We got our heads camouflaged like tree stumps.

KYSER: That's good.

ISH: No, that's bad!

KYSER: Why?

ISH: Listen.

ORM: RAT-TAT TAT TAT TAT TAT TAT....

KYSER: What's that?

ISH: Woodpeckers.

KYSER: That was a bird!

ISH: Yeah. Now for a classy finish with a humorous poem.

KYSER: Read!

ISH: Okay....Ohhhhh, my girl is exceedingly fat,
But I can't tell exactly where at!
Although if I may, I think I can say,
It's between her shoes and her hat!

(REVISED) 2/23/44

FORMAN: First man for the first exam, professor!

KYSER: And he is! _____, the first of the
Marine recruits in our first round tonight who will tangle
with the tough contenders of our second round -- three
big Marine drill instructors.

~~1. This same week in February three years ago, right here at the
Marine Base, we held our first class session for the armed forces.~~
The following is the first question we ever asked a service man, and
now three years later for old times sake, we're going to ask that
same question all over again. Pharmacist Mate Marshall Pederson
somewhere in the South Pacific, asks do you know what the chassis song
is? Well, the chassis song is (PLAY). Do you know what the jackpot
song is? Well, the jackpot song is (PLAY). Did Morgenthau write
"It All Comes Back to Me Now"? No, but he'll sing it March 15th!

2. Since you're a leatherneck, Frances Jones of Detroit, is sure you
can distinguish between rubber neck, neck and neck and Matty Malneck.
Now, where is Grest Neck?

CONTESTANT: About 20 feet from here!

KYSER: No, I don't mean those girls, I mean the town.

ATX01 0116018

(REVISED) 2/23/44

3. Corporal Leo Walezak somewhere in China, is sure you like mystery programs on the radio, so from the following theme it should be no mystery to tell us what program this is. (PLAY) ^{there a program} Is ~~that program~~ ^{mystery program} called "Mr. and Mrs. North, South, East or West? Now just for fun, give us your impression of one of those blood-curdling laughs on a mystery program.

4. ~~(SECOND ALTERNATE)~~ You marine boots should know all about shoes so in this one from PFC Joe Brewer of Blythe Army Air Base, tell us in what fairy story did they try shoes on a lot of gals to find out which one could wear a certain slipper? In a certain nursery rhyme a certain woman lived in a shoe. What did she have so much of -- she didn't know what to do? Name a lucky kind of shoes, ~~Who is Fu Manchu?~~ Since you know so much about shoes, here's a pair size 18 $\frac{1}{2}$. We want you to put 'em on and see how well you can dance with Diane Pendleton.
(PLAY)

ATX01 0116019

5. Here's a preview of that tough competition you recruits will meet tonight in our second round, because our first visiting Dean tonight is a rough, tough drill instructor, Cpl. Sidney Slappey of the Marine Corps. Base.....one of your boys! (APPLAUSE) For Howard Benning of Minneapolis, Corporal Slappey is going to give out with some of the weird sounding drill commands that are heard at drill here at the Marine Base. We want you to listen as the Corporal barks instructions and translate them into civilian English. Here's the first ^{set of} Command (BARK OF ORDER) Here's some more drill instructions. (BARK OF ORDER) Here's another order. (CPL. ENDS COMMAND WITH "AT EASE, COLLAPSE, FALL DOWN")

KYSER: Hey, wait a minute, you didn't have to take him literally!

6. You Marines have had a lion's share of the Pacific fighting and your island victories ~~v. Guadalcanal, Viti, Rendova, Bougainville, Tarawa, and not in the Marshalls reads like a page of glory.~~ ^{if you} ~~Marines~~ Keep it up, Mr. Jap will soon have nothing in the Pacific but (PLAY) And when you finish that job, I know that every Marine in uniform is itching for the day when he hits the Nips in their home islands and the Marine Corps says to Tojo, "Here we are (PLAY).

(APPLAUSE)

SOUND: CLASS BELL:

FORMAN: Second winner, Fess!

KYSER: And he is Contestant Number _____

Well congratulations, my fine fellow, your answers were really mellow. You're goin' to be a final round vet, so light up a Lucky Strike cigarette while we play a tune that's a G.I. pet.

3. ~~G.I. JIVE~~ *Shoo. Shoo. Baby* SULLY & GROUP
(APPLAUSE)

(Kay: Cue top of next page.)

KAY KYSER
Commercial #2
(We Hold These Truths To Be Self-Evident)

- 4 -

2-23-44

(FROM SAN DIEGO, CALIFORNIA)

KYSER: I was sorry to hear the endin' cause you were really
sendin'. Thanks a million.

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

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

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: "We Hold These Truths To Be Self-Evident"

SHARBUTT: The date was May 10th. The year, 1776. The place --
Independence Hall at Philadelphia. In the historic meeting
room sat a group of America's most distinguished men ...
representatives to the Second Continental Congress --
representatives who were debating a momentous question ...

(SOUND OF GAVEL)

VOICE I: "I am pleased to announce the delegate chosen ... as
(ECHO) chairman of the committee to draft our Declaration of
Independence ... Mr. Thomas Jefferson!"

(MORE)

- 4 -

ATX01 0116022

SHARBUTT: And on that same historic night ... the tall figure of young Thomas Jefferson sat before a bare mahogany table in his room at a Philadelphia lodging house. Before him was a sheet of parchment ... and in his fingers, he held a quill pen. Slowly ... Thomas Jefferson began writing words that were to live forever ...

VOICE II: "When, in the course of human events, it becomes necessary
(OVER PEN) for one people (FADE) to dissolve the political bands ..."

SHARBUTT: Beside him in the small, furnished room ... the massive clock ticked off the passing minutes. From time to time ... Jefferson paused in his work ... ran his long fingers through his thick, sandy hair ... as he searched for the stirring phrases that would rouse all America to the cause of freedom -- the phrases that would become our nation's Declaration of Independence ...

VOICE II: "We hold these truths to be self-evident ... that all men are
(OVER PEN) created equal ... that they are endowed by their Creator
with certain unalienable rights (FADE) that among these
are ..."

SHARBUTT: Day after day ... the lean wiry form of Thomas Jefferson was seen ... seated at his desk by the second-story window in the small, red brick house. And each night, the candles in Jefferson's room burned late ... as he kept on ... writing and rewriting the eloquent phrases of his document.

KAY KYSER
Commercial #2 (CONTD)
(We Hold These Truths To Be Self-Evident)

- 6 -

2-23-44

VOICE II: "We mutually pledge to each other our lives, our fortunes
(OVER PEN) and our sacred honor."

SHARBUTT: At last the great work was finished and America had found her testament of liberty. And soon Thomas Jefferson returned to the shaded grounds of his Virginia plantation at Monticello. There Jefferson found peace and solace among the acres of his beloved farmlands and, as a tobacco planter, continued the tradition of his ancestors -- the tradition, the romance of fine tobacco.

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: Today America's tradition of fine tobacco is carried on by
(Closing
E) Lucky Strike. Indeed, sworn records show that among independent tobacco experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1. So, remember: Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFT

LS - MFT

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

RUYSDAEL: 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 SAN DIEGO, CALIFORNIA)

- 6 -

ATX01 0116024

KYSER:I was sorry to hear the endin' 'cause you were really sendin'. Thanks a million.

(SWITCHOVER TO NEW YORK...PICK UP COMMERCIAL NO. 2)

(Approx. 3.45)

(RETURN CUE)

AUCTIONEER: CHANT SOLD AMERICAN:

DELMAR: Today America's tradition of fine tobacco is carried on by Lucky Strike. Indeed, sworn records show that among independent tobacco experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies two to one. So, remember - Lucky Strike means fine tobacco - Yes, Lucky Strike means fine tobacco, so round so firm, so fully packed, so free and easy on the draw.

AUCTIONEER: CHANT SOLD AMERICAN:

RUYSDAEL: LS - MFT
LS - MFT

PICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: Yes, Lucky Strike means fine tobacco. No wonder that with men who know tobacco best, it's Luckies two to one.

(SWITCHOVER TO SAN DIEGO, CALIFORNIA)

ORCH: CARROLL INTRO:

KYSER: If you saw her in the number we do in the picture .
"Thousands Cheer", you know I'm not exaggerating when I

say here comes gorgeous Georgia Carroll! (APPLAUSE)

As far as these Marines are concerned you have Georgia, I know these Marine boots will get a boot out of her. And have the situation well in hand. you singing "Besame Mucho."

4. BESAME MUCHO.GEORGIA
(APPLAUSE)

GLASS CLUB: MARINE HYMN (ASAPPLA)

GLEE CLUB: MARINE HYMN (~~ACAPPELLA~~).....FADE FOR:

(APPLAUSE)

FORMAN: To the verses of that fighting hymn,
We should add another rhyme,
For the deeds at Roi and Tarawa
And next, the Carolines.
We'll need Tokyo in the chorus
And a lot more fighting scenes
To sing the battle glory
Of Uncle Sam's Marines.

LOCAL NBC STATION SAYS:

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

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

ORCH: KYSER MARCH

FORMAN: As the second exam comes to Kyser College here at the San Diego Marine Base, we find the Professor and Ish K. Bibble in a crash boat...

MAX: (MOTOR BOAT - PUT PUT PUT)

KYSER: Ish, this boat is camouflaged good, but why did they paint that horrible looking face on the side?

ISH: That ain't painted. That's a drill instructor looking out of the port hole.

KYSER: Ish, scram! We've got to start the second exam.

FERDY: Hey, Professor!

KYSER: What do you want, Ferdy?

FERDY: Is this the third time you've been here?

KYSER: Yes, and I can't begin to tell you what these Marines think of me.

FERDY: Yeah, but you keep coming back anyway!

DIANE: He insulted me too, Professor. He's always making remarks about my figure.

FERDY: Ah, she's bugs!

KYSER: Ferdinand, you apologize!

FERDY: Okay, I'm sorry - your figure is ship shape!

KYSER: Ship shape ... that's better.

FERDY: Yeah, it's shaped like a tug boat.

FORMAN: Come, come, Professor, back to classes to see who wins the round two molasses!

2/23/44

KYSEN: Right, Dean, its our second round with three tough drill instructors up to compete against those three Marine recruits of Round One. And our first D.I. is _____.

1. Sgt. Del Circo of Camp Davis, North Carolina, wants me to tell you what happened to me last night. Hedy Lamarr rushed up to me and said; "Kay, I love you ... you're my ^{"ma"} (PLAY) She threw her arms around me and gave me a big kiss." I said, "Hedy, this is wonderful; so (PLAY). She said, "I'm afraid this Marine I'm with would resent it." This Marine was about 6 feet 8 - and all muscle. But that didn't frighten me - I walked right up, punched him in the nose and gave him a 1-2 to the jaw! I gave that Marine the beating of his life. You know (PLAY);

2. (~~ALTERNATE~~) It's tonight's right or wronger. Sgt. Richard Davis somewhere in the South Pacific, wants you to say right or wrong in a hurry to the following statements.

1. The Marines get their nickname 'the Leathernecks' from the leather collar which was formerly a part of their uniform.
2. A Marine who serves four hitches is called an Ancient Mariner.
3. The Marine motto is 'Semper Fidelis' and means 'Always Faithful'.
4. Commissioned Officers get no straight salary - but work on a commission;

ATX01 0116028

3. Three years ago, on February 26th, 1941, when we did our first service broadcast for Uncle Sam's fighting men, this song was number one on Your Hit Parade. Listen and tell us what it is (PLAY). Man, how things have changed! In 1941 lovesick Marines were crooning

But the week's #1 song on Your Hit Parade
~~Today with many many girls crazy for you~~
~~Take the time to love me, of 1944 - They got their mind on~~
~~Leathernecks, you guys are so bored your theme is the number one song~~
~~on the Hit Parade this week~~ *Shoo-Dee Baby* (PLAY).

4. For Diana Blum of Atlantic City, New Jersey, tell us what popular Friday night program comes on the air like this. (PLAY) Can you tell us the real-life names of Amos and Andy? Can you tell us two of the other famous characters they portray on their program besides Amos and Andy? Now I'm going to imitate Amos, but I want you to imitate Andy - and we'll hold a little conversation. (IMITATIONS BY KAY AND CONTESTANT) By the way, chillun, this Friday Harry Babbitt and I will be dropping in on Amos and Andy and the Kingfish, so we hope you'll be listening in Friday night.

5. I know it's hard to imagine Marines as gypsies, but our next Visiting Deans are a swell group of gypsy instrumentalists in uniform -- four of your own boys from here at the Marine Base. (APPLAUSE) They are PFC's Billy Starkel, Robert Grissette, Morris Perolmutor and Cpl. O. J. Wissel... For Terry Lang of the Seabees, listen to their gypsy melodies and tell us what they are playing. (PLAY) (PLAY) (PLAY)

6. ~~As I look out into the class room tonight, I see there are only a few faces we saw here last February.~~ We agree with John Spaulding of Chicago, that only a handful ^{here tonight} can look back to our last class session here and say (PLAY). But we want all of you Marines who might be listening short wave tonight to know that we're certainly (PLAY). Yes sir, one hundred and thirty-two million Americans are thinking of you and rooting for you wherever you may be (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

FORMAN: Profess, that second round was really a honey.

KYSER: Well, in a minute, Dean, we'll find out who's in the money.
Say, Ish, the Marines really gave us a great anniversary party, didn't they? That wonderful cake...and what a chicken dinner we had! What chicken! I had the breast.

ISH: Yeah! Sully got the wings, Harry got the neck, Orm Downes got the drum sticks.

KYSER: What part did you get, Ish?

ISH: Being a Marine at heart, I established a beach head on the lower peninsula!

DIANE: Professor, will you tell me why Marines call soldiers dogface?

KYSER: Because they lead a dog's life, they eat hot dogs, sleep in pup tents, wear dog tags around their necks, and whenever a girl passes they bark.

DIANE: Well, Professor, I'm certainly glad that when girls pass you, you don't bark.

KYSER: No, Diane....I go, BOINNNNNNNGGGGGGGG!

FORMAN: The drill instructor winner, Professor!

KYSER: And he is contestant number three _____
My man, congratulations to youse. The way you answered you couldn't lose. Light up a Lucky and wait for your final round cues while all the chillun get on their dancin' shoes, and listen to George Dunning's great arrangement of "Holiday for Strings."

5. HOLIDAY FOR STRINGS PRODUCTION
(APPLAUSE)

(FROM SAN DIEGO, CALIFORNIA)

KYSER: Gang, I'm proud of you. You really grooved that one. And now, you take over, Kenneth Delmar ...

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: In 1776, Thomas Jefferson -- America's greatest expert in political writing -- drafted the Declaration of Independence. Today, at the auctions down South, there are experts in another field that Jefferson knew -- fine tobacco. One of these independent tobacco experts, Mr. George Swinebroad of Lancaster, Kentucky, recently said:

VOICE: Over a period of fourteen years as a tobacco auctioneer, I've seen Lucky Strike go after the finer quality tobacco. And I know this naturally milder leaf means more, all-around smoking enjoyment. That's the reason I've smoked Luckies for seventeen years.

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

DELMAR: Yes, ladies and gentlemen, sworn records show that among independent tobacco experts like Mr. Swinebroad -
suctioneers, 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 SAN DIEGO, CALIFORNIA)

KYSER: Gang, I'm proud of you. You really grooved that one. And now, you take over, Kenneth Delmar...

(SWITCHOVER TO NEW YORK ... PICK UP COMMERCIAL NO. 3)

~~(Approx 1.20)~~

(RETURN CUE:)

AUCTIONEER: CHANT SOLD AMERICAN

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

AUCTIONEER: CHANT SOLD AMERICAN

SHARBUTT: A friendly suggestion - for your own greater enjoyment, smoke the smoke tobacco experts smoke - Lucky Strike.

~~(SWITCHOVER TO SAN DIEGO, CALIFORNIA)~~

6. ~~SHOO SHOO, BABY.~~ GROUP

7. I LOVE YOU. HARRY

(APPLAUSE)

ORCH: KYSER MARCH

FORMAN: Final round, Fess. Will it be drill instructor or
Marine recruit?

KYSER: Fine Dean, let's see which one wins the loot.

1. There's no question about it, the Marines are really in the swing
of things, so we're devoting our final round tonight to swing.

Private Aaron Immerman of Camp Callan, California, says all the swing
bands say (PLAY). Who is known as King of Swing?

2. Here's a beautiful spiritual with 'swing' in its title, and
Stella King of Taylor, Pennsylvania, wants you to name it. (PLAY)
I'm sure the swing shift is a very familiar expression around these
parts, so tell us, what is the swing shift? Who was Swingshift Maizie?
In what sport does the announcer say 'he went down swinging'?

*Answered /
Leland H. Bell*

FORMAN: Fess, shall we add up the scores and see who was wise?

KYSER: Yes, after this Lucky Logic, let's award the prize.

(SWITCHOVER TO NEW YORK ... PICK UP TOBACCO LAUREATE)

(approx. .30)

AUCTIONEER: CHANT SOLD AMERICAN

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

SHANBUTT: Remember - with men who know tobacco best, it's Luckies two to one.

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

AUCTIONEER: CHANT SOLD AMERICAN

(SWITCHOVER TO SAN DIEGO, CALIFORNIA)

(FANFARE)

FORMAN: Top devildog, Professor!

KYSER: The top devildog, and he is *PFC Matthew S. Sweeney*
that little instructor from Chicago
Nice goin' Leatherneck! Your answers were all correct!

So you win the \$50 War Bond, first prize. And to the second devil dog, you weren't exactly in a fog, so you get the \$25 Bond. You other four in the Marine Corps each get ten dollars in war stamps. All six get a carton of Luckies and then.....AND THEN! To all you island winnin' Yanks, for your cheerin' please accept our thanks and a package of better than ever LUCKY STRIKE CIGARETTES!

(CHEERS)

8. PUSHIN' SAND ORCHESTRA

(APPLAUSE)

ORCH: KYSER THEME

KYSER: Well chillun, das about all until class time next Wednesday.
We've had a grand ~~welcome here from~~ ^{3rd Anniversary here with} Colonel William G.

James, Major Harry Maynard and all you men. ~~It's a great~~
Believe me, it's been a real thrill and we're proud to
start our 4th year entertaining the service boys tonight.
Hope we'll see you again real soon.

at the Marine Corps Base, San Diego, the focal point of
Marine Corps Training in the West. The same tough,
efficient training you men are going through made the
hard-as-nails Marine Divisions who are winning immortal
fame in the Pacific and on our other fighting fronts
around the world. Your specialty schools here, Radio,
Motor Transport, Telephone, and Sea School equip you to
do an expert's job in the complex fighting organization
your corps has become in this war. Like the Marine
reconnaissance crews who took a thousand-to-one chance
and photographed Truk, we know that you, too, will typify
the name that has become a synonym for gallantry -- the
U. S. Marine Corps. For that spirit, the whole nation
~~says "thank you very much."~~ Next Wednesday we'll be
holding class with the daredevil round-the-world fliers
of the Ferrying Division Army Air Transport Command, at
Long Beach. And until then, this is Kay Kyser, thinkin'
of you. Thanks a lot for bein' with us...and so long....
everybody.

~~(APPLAUSE)~~

~~ORCH: LUCKY THEME~~

(SWITCHOVER TO CHICAGO AT 57:50)

(FROM CHICAGO)

CHICAGO

ANNOUNCER: This program was presented by Lucky Strike for the
entertainment of the men of the Marine Base. Defend
the Constitution! Buy War Bonds!

(SWITCHOVER TO NEW YORK)

SOUND: (GONG) (GONG) (GONG)

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

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

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

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

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

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

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

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

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

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

KUYSDAEL: LS - MFT
LS - MFT

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

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

THIS IS THE NATIONAL BROADCASTING COMPANY.



FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE NEW YORK • WICKERSHAM 2-6666

CLIENT: THE AMERICAN TOBACCO CO. REVISION: NETWORK: NBC
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 10:00-11:00 PM EDT
DATE: MARCH 1, 1944 - #310 REPEAT:

As Broadcast

"KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE"

ROUTINE

- | | |
|----------------------------|---------------|
| 1. DON'T SWEETHEART ME | SULLY MASON |
| 2. WHEN THEY ASK ABOUT YOU | HARRY BABBITT |

COMMERCIAL ONE

ROUND ONE

- | | |
|------------------------|-------|
| 3. NO LOVE, NO NOTHIN' | GROUP |
|------------------------|-------|

COMMERCIAL TWO

- | | |
|---------------------------------------|-----------------|
| 4. I COULDN'T SLEEP A WINK LAST NIGHT | GEORGIA CARROLL |
|---------------------------------------|-----------------|

STATION BREAK

ROUND TWO

- | | |
|-----------------|------------|
| 5. MAIRZY DOATS | PRODUCTION |
|-----------------|------------|

COMMERCIAL THREE

- | | |
|------------------------|------------------------------------|
| 6. SWEET GEORGIA BROWN | ORCHESTRA |
| 7. MY IDEAL | HARRY BABBITT &
GEORGIA CARROLL |

FINAL ROUND

COMMERCIAL FOUR

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

ATX01 0116041

WEAF

THE AMERICAN TOBACCO COMPANY

3-1-44

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #310

10:00-11:00 PM EST

MARCH 1, 1944

WEDNESDAY

(Program originates at the Army Air Transport Command, Long Beach, California, with switchovers to NBC, New York, for commercials and closing.)

(FROM NEW YORK)

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

BOONE: (CHANT - SOLD AMERICAN)

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

RUYSDAEL: LS - MFT

LS - MFT

DELMAR: Why, sure!

SHARBUTT: Yes, sir!

RUYSDAEL: 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 LONG BEACH, CALIFORNIA)

KAY KYSER

- 2 -

3-1-44

(FROM LONG BEACH, CALIFORNIA)

ORCHESTRA: LUCKY THEME

FORMAN: LUCKY STRIKE presents for the entertainment of the daredevil
'round-the-world fliers of the ^{6th Ferrying Group} Ferrying Division, ~~Army~~ Air
Transport Command, at Long Beach, California, KAY KYSER'S
COLLEGE OF MUSICAL KNOWLEDGE!

AUDIENCE: "YEAH AIR CORPS" ^{Ferrying Division} "~~TRANSPORT COMMAND~~" "HOORAY."

ORCHESTRA: KYSER THEME

(AUDIENCE APPLAUSE UP BIG)

- 2 -

ATX01 0116043

KYSER: Evenin' folks, how y'all?

AUDIENCE: KEEN, DEAN!

KYSER: Keen, Dean! Well das fine. And tonight chillun, the old college is holding class with the men who deliver our fighting planes from the factory to the front, the flyers and ground crews of the Ferrying Division. They do everything with planes here. They even welcomed me here by skywriting "Hello Kay Kyser"! the only trouble was the anti-aircraft guns kept shooting the "o" out of "hello". These fellows have to be reckless, flying all over the world like they do. I know a sergeant who flew a plane over the Burma Road. They promoted him to a second lieutenant. Now he's a Burma-shave-tail. They have peculiar expressions here. Like "hit the silk" means to bail out. One of the men told me I wouldn't have any trouble hitting the silk...all it takes to open a parachute is a jerk. Always kidding. But getting back to our welcome here...what accommodations we had. Last night I slept in the swanky Hotel de Gink. It's the only hotel in the world with venetian blinds over the mouse holes. We've been here several times before ... When I walked in the Colonel said, "How have you been?" When Ish and Harry and Sully walked in the Colonel said, "How have you been?" When Diane and Georgia walked in the Colonel said, "How have you..... BOINNNNNNGGGGG!"

FORMAN: Fess, what do you say we take off the runway for that \$115 War Bond pay day!

KYSER: Yes, Dean, the men will all get a chance, as soon as all the chillun dance!

1. DON'T SWEETHEART ME SULLY MASON
 2. WHEN THEY ASK ABOUT YOU. GEORGIA CARROLL
- (APPLAUSE)

(FROM LONG BEACH, CALIFORNIA)

KYSER: Ahh, well done, Harry Babbitt! That boy sure knows how
-- and now here's our good friend, Kenneth Delmar ...

(FROM NEW YORK)

DELMAR: What does it take to make a fine cigarette? The answer,
ladies and gentlemen, can be given in two words -- fine
tobacco. For in a cigarette, it's the tobacco that
counts -- and the better the tobacco, the better the
cigarette. Remember that all-important fact next time
you step up to a cigarette counter. And remember that
Lucky Strike means fine tobacco -- yes, first, last and
always, Lucky Strike means fine tobacco. At markets all
over the South, independent tobacco experts present at
the auctions can see 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: 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 LONG BEACH, CALIFORNIA)

ARR: Ahh, well done, Harry Babbitt! That boy sure knows how!

And now here's our good friend, Kenneth Delmar....

~~(SWITCHOVER TO NEW YORK....PICK UP COMMERCIAL NO. 1)~~

~~(approx. 1.00)~~

(RETURN CUE)

DELMAR: And sworn records show that among such independent tobacco experts - auctioneers, buyers and warehousemen - with men who know tobacco best - it's Luckies two to one.

AUCTIONEER: CHANT SOLD AMERICAN

SHARBUTT: There's fine smoking pleasure in fine tobacco. And remember, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

(SWITCHOVER TO LONG BEACH, CALIFORNIA)

ORCH: KYSER MARCH

FORMAN: Fess, here's the first contestant to try for the hay!

KYSER: Well, sound the trumpet and we'll get under way!

ISH: (TRUMPET) The life of Ish K. Bibble, page one!

KYSER: Oh, fine ... go ahead! Page one!

ISH: I'll never forget the day the stork brought me. He was flying high over Hangnail, Michigan, when suddenly he said:

KYSER: BOOOOOOOOOOOOOMBBS AWAAAAAAAAAY!

SOUND: DESCENDING BOMB AND EXPLOSION

ISH: Mother, thinking I was a bomb, started running. Then when she looked at me, she kept on running. But I'll never forget my father's first glimpse of me. Lifting the blanket and peeking in the crib, he whispered:

BREEZE: SCREAMS

SOUND: GUN SHOT AND THUD

ISH: When I was only seventeen I was in the sixth grade. But when I was eighteen I had skipped two grades.

KYSER: You had skipped two grades?

ISH: Yeah, I was back in the third. (PAUSE) Here I took up writing poetry. Typical third grade poem entitled "The Barn Owl's Delight".

KYSER: Read the poem!

ISH: Ohhhhhh a downy young barn owl named Lou
With a P-38 started to bill and to coo.
Said Lou, "A plane makes a nice feller,
But when you neck a propeller,
Woo-woo, Woo-woo, WOO-WOO-WOO!"

DELAN: Pess, let's cease with this G.I. jest!

Here's lead off man in the first contest!

LEER: And he is _____! ~~The first of three~~
~~ground crew guys in our first round who are competing~~
~~tonight against three air crew members in our second round.~~

1. In this one from Eileen Olson of Minneapolis, a girl was talking
to her boy friend, a pilot in the ~~Transport Command~~ *Ferrying Division*. She said,

"This is a fine romance. One day you're with me and the next time

I hear about you, you're with a little Hindu babe watching the (PLAY)

The ~~Transport Command~~ pilot said, "Honey, when I'm away from you,

it's (PLAY). "Oh, no", the gal replied, "I know you ~~Transport Command~~ *Ferrying Division*

guys, and by the way, didn't you ever hear that (PLAY).

2. You flyers have quite a time at Long Beach. But there are a lot
of other famous beaches, so for Pvt. James Bates of March Field, can
you distinguish between Beach head, beachcraft, beachcomber and
Rex Beach.

Elsie Parker of Dallas, is sure you can name this popular song from the last war. (PLAY) Yes, _____ in those days meant France. Today it might mean any number of places, so from the these different ways the band plays _____ you tell us what countries you think "Over There" refers to (PLAY)

4. Here's a gal who has been pushed around by all the would-be singers in the world. Listen and tell us who it is (QUARTET) Pvt. Louis Chaffin somewhere in England is sure that you're the only fellow who could do justice to that melody. So our quartet is going to sing _____ and we want you to put in the echoes. For instance, they'll sing "Sweet Adaline" and you say 'My Adeline'. Here are the words and now go ahead. (QUARTET.)

3-1-44

5. An instrumental trio takes the first Visiting Dean spot tonight. The trio is made up of 3 of your own boys -- Wilfred Smith, Larry Rink, and Bob Barrish. Yet's get them out here. (APPLAUSE) For Ruth let's see if you can tell us the name of this first number.
(PLAY) (PLAY)

6. When the Axis first heard that the Ferrying Division ~~of the Air Transport Command~~ was delivering thousands of American planes to the fighting fronts, they told Hitler, "Don't you believe it".....It's (PLAY) But you ~~Ferrying Division~~ fliers weren't kidding. The planes you delivered are dropping so many bombs from Berlin to Rabaul that Hitler and Tojo are (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

ANNOUNCER: First winner, Fess!

ANNOUNCER: And he is _____!

My man you're in line for your master's degree, so light
up a Lucky, get set for round three while the chillun
dance! Hiddle-i-bee!

NO LOVE NO NOTHINGGROUP

(APPLAUSE)

(Kay. Cue top of next page.)

KAY KYSER
Commercial #2 (George Washington Lays Down His Sword)

- 4 -

3-1-44

(FROM LONG BEACH, CALIFORNIA)

KYSER: ... A swell song, and swell singing. Thanks, gang 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 - No wonder that with men who know tobacco best, it's Luckies 2 to 1...

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: George Washington Lays Down His Sword!

RUYSDAEL: The date ... December 23rd, 1783. The great Revolutionary War is over -- the countryside is quiet now, the hills no longer echo the crash of cannon, the weary soldiers are going home. The land is at peace ... and on this day a great general, George Washington, has gone before Congress to lay down his sword -- and to say farewell ...

VOICE I: "The great events on which my resignation depended having at length taken place, (FADE) I have now the honor ..."

RUYSDAEL: George Washington, Commander-in-Chief of the Continental Army, stands on a small dais in the State House at Annapolis and speaks to the Colonial delegates. The delegates sit with their hats on, definitely to indicate the sovereignty of the states they represent ...

(MORE)

- 4 -

ATX01 0116052

VOICE I: " ... I have now the honor of offering my sincere congratulations to Congress (FADE) and to surrender the trust ..."

RUYSDAEL: The room is crowded ... the gallery is filled to overflowing ... but every eye is fixed on the figure of George Washington and his voice rings out clearly, eloquently ...

VOICE I: "To surrender the trust committed to me and to claim the indulgence of retiring from the service of my country."

RUYSDAEL: Now the General places his sword on the desk of the presiding officer of Congress. It is a time of great emotion. There is a moment of unbroken silence. And then ...

VOICE II: "The United States and Congress assembled, receive with deep emotion the solemn resignation of the authority under which you have led their troops with success through a perilous and doubtful war ..."

RUYSDAEL: All is over now. The delegates rise in a body and now solemnly remove their hats definitely in honor to a great Commander. Too overcome to speak, General Washington bows to the Congress and hurries from the room ... hurries to a waiting carriage that will take him home at last to his beloved Mount Vernon. And here, at Mount Vernon, after an absence of eight long years, George Washington will settle down again to the peaceful life of a planter ... and out of the earth of his own farmlands he will harvest many great crops of mild Virginia tobacco -- the golden harvests that contributed to the tradition, the romance of fine tobacco.

BOONE: (CHANT - SOLD AMERICAN)
(MORE)

KAY KYSER

- 6 -

3-1-44

Commercial #2 - (George Washington Lays Down His Sword) - (CONTD)

SHARBUTT: Tobacco is both a tradition and a business for the
(Closing
"A") independent tobacco experts ... auctioneers, buyers,
warehousemen - and sworn records show that with these
men who know tobacco best, it's Luckies 2 to 1. So,
take a tip from the experts, for Lucky Strike means fine
tobacco -- yes, Lucky Strike means fine tobacco -- so
round, so firm, so fully packed, so free and easy on
the draw.

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFT

LS - MFT

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

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

(SWITCHOVER TO LONG BEACH, CALIFORNIA)

- 6 -

ATX01 0116054

KYSER:A swell song, and swell singin'. Thanks, gang, very much.

(SWITCHOVER TO NEW YORK.....PICK UP COMMERCIAL NO. 2)

(Approx. 3.30)

(RETURN CUE)

AUCTIONEER: CHANT SOLD AMERICAN

SEARBUIT: Tobacco is both a tradition and a business for the independent tobacco experts - auctioneers, buyers, warehousemen - and sworn records show that with these men who know tobacco best, it's Luckies two to one. So, take a tip from the experts, for 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.

AUCTIONEER: CHANT SOLD AMERICAN

RUYSDAEL: LS - MTF
LS - MTF

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

DELMAR: Next time you step up to a cigarette counter, ask for Lucky Strike - for with men who know tobacco best, it's Luckies two to one.

(SWITCHOVER TO LONG BEACH, CALIFORNIA)

ORCH: CARROLL INTRO:

KYSER: You ~~Air Transport~~ ^{Ferrying} fliers see a lot of beautiful scenery, so I know you'll appreciate seeing gorgeous Georgia Carroll. (APPLAUSE) Georgia, let these men who deliver the planes hear you deliver a beautiful song.

4. I COULDN'T SLEEP A WINK LAST NIGHTGEORGIA

(APPLAUSE)

GLEE CLUB: ~~"SONG OF THE ARMY AIR CORPS."~~ ^{Air Transport Command}

3/1/44

Air Transport Command
BREEZ CLUE: ~~"SONG OF THE ARMY AIR CORPS"~~ FADE FOR:

FORMAN: As we take time out for station identification, the old College pauses to pay proud homage to the men who help deliver the supplies and the planes that will help deliver victory --- the globe-girdling pilots and crews of the Army Air Transport Command!

LOCAL NBC STATION SAYS

"STATION X X X SALUTES THE ARMY AIR FORCES AND
THE AIR TRANSPORT COMMAND!"

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

ORCH: KYSER MAROE

3-1-44

FORMAN: Fess, the second round is due.

KYSER: Get the contestants ready Dean, please do. Say, Georgia, the planes they have here really fly! They have those PBY's and those SBD'S....

GEORGIA: Yes, Professor, but the best flyers are PBC'S!

KYSER: I see... private first class. Georgia, did you know I was a PFC?

GEORGIA: You're a private first class?

KYSER: No, ... a poor frightened civilian!

AUDREY: Professor, when can we go see the man who trains hot dogs here?

KYSER: Little Audrey! That's silly! They don't train hot dogs here!

AUDREY: Well, the man said they had a link trainer.

KYSER: Oh, my! Little Audrey, a link trainer is a device for training students how to operate an instrument panel.

AUDREY: Oh! Did you know they lost it?

KYSER: Lost the link trainer?

AUDREY: Yeah, but they found it again today.

KYSER: Well das good, How do you know?

AUDREY: When you walked in here, the man said, "Here comes that missing link.

KYSER: That's not true!

FERDY: Yeah...she's bugs!

KYSER: Ferdy Froghammer, you're a little uncomplimentary, but thank you.

FERDY: Gee whiz, the fellahs here all like you. They even named an airplane after you ... the S. S. Kyser.

KYSER: Oh now, Ferdy. I don't think they'd name an airplane S. S. Kyser, S. S. stand for steamship.

FERDY: Not always. In this case it stands for Sad Sack!

KYSER: Dean, where is our first second rounder?

ATX01 0116057

FORMAN: Right here, Fess.

KYSER: And he is _____! ~~The first of our three Air Crew members of this round who will try to outshine those ground crew guys of our first round.~~

1. According to Signalman Carl Doss of Uncle Sam's Navy, a transient pilot arrived at Long Beach, and he didn't know it was only a name for certain barracks, so he registered at the Hotel de Gink. He said to the man in charge, (PLAY) So I think I'll have a room with a nice soft oversized bed, private shower and radio. And, oh yes, before I retire, you might send me one of your special deluxe dinners. The clerk said, "~~My (PLAY)~~ but if that's what you're looking for, you'd better just climb back in your plane and (PLAY)

2. Since ~~both~~ Flyers make use of fields, can you tell Betty Cabbell of Indianapolis, ~~what Fields has a red nose?~~ What Fields has an orchestra? What Fields has boxing gloves? What Fields is the Old Minstrel Man? ~~What Fields is a lady?~~
CONTESTANT: Yes sir, and so is Betty Fields!

Ferrying Division
3. One of the ~~Transport Command~~ pilots here was telling us about his flights all over the world and he said, 'I wish I could show you all the things I have (PLAY).' From this list of his souvenirs, Corporal William Winterbaum somewhere in the South Pacific, wants you to guess the countries the pilot might have visited on his last flight. A kangaroo. A shamrock, a bagpipe, ~~a woodoo-drum~~, a serape, a coffee bean, ~~an elephant tusk~~, a grass skirt. Say, we'd like to make an international jitter-bug out of you. Put on this grass skirt and this serape, and ^{put} ~~play~~ this bagpipe ^{around your neck & do the hula hula} ~~while you hop up and down like a~~ kangaroo (PLAY)

4. ~~Now~~ In this one we're going to discuss song titles and ~~Put~~ ^{Bobbie Miller of Liffie Ohio} ~~James Bates of March Field~~, says the following might have been the titles of these songs if a high-brow had named them. Here's the high-brow's version of the title and you tell us the real name of it.
1. It isn't my desire to ignite a planetary conflagration. 2. Fumes penetrate one's ocular orbits. 3. Scram, scram, infant. Now here's a title and we want you to give us a high brow version of it....I Want a Girl Just Like the Girl That Married Dear Old Dad.

KYSER: And by the way, you folks listening at home - there must be somebody you know in uniform who's a long, long way from home. There's nothing that he would appreciate quite so much as a letter full of news from you. Let's all of us take our pens in hand for the guys who've got gups in their hands for us.

5. Now our next Visiting Dean in the Old College is the boy who was chosen number one trumpeter in the country by Downbeat magazine! The one and only Sgt. Ziggy Ellman! (APPLAUSE) It goes without saying that Ziggy can really toot that trumpet and George Maine of Camp San Luis Obispo, wants you to tell us what he's about to toot. (PLAY) (PLAY) (PLAY) Yes sir! That's "And The Angles Sing" played only the way Ziggy Ellman can play it!

6. ~~You~~ ^{The} sky-girdling fliers of the Air Transport Command are hanging up records of freight moved and vital supplies and personnel carried all over the world. In your biggest ships, D. J. Burds of Memphis, Tennessee, says you can carry almost as much as the (PLAY). ^{To A.T.C. for} And for safely carrying ^{freight} our officers and men, ^{to the ferrying business for} our chiefs of staff, and even ^{delivering our planes to the combat zones we all say to you} on occasion our Commander-in-Chief, himself, everyone says to you men (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

FORMAN: Second winner, Professor!

KYSER: Contestant number...

ISH: ~~Just a second, Professor, I got a poem here in regards to which I wouldst like to read same, entitled 'The Barn Owl's Delight'.~~

KYSER: Read the poem!

ISH: ~~Ohhhhhhh a downy young barn owl named Lou
With a P-38 started to bill and to coo.
Said Lou, "A plane makes a nice feller,
But when you neck a propeller,
Woo-woo, woo-woo, WOO-WOO WOO!"~~

KYSER: Poems! Poems! Poems! Why don't you give us some music sometime?

ISH: Well, what would you want me to play?

KYSER: Could you play "The Stars and Stripes, Forever"?

ISH: I don't think so.

KYSER: Why?

ISH: I don't think I'll live that long.

KYSER: Never mind.

ISH: I've got another poem entitled 'The Soldier's Reply'.

KYSER: I see.

ISH: I made it up out of my own head.

KYSER: READ THE POEM!

ISH: Okay. The Soldier's Reply.

~~Ohhhhhhhh a pretty young blonde stopped a soldier
And said, "My dear, where are you going?
If you've nothing to do, why don't I go with you?"~~

KYSER: And what did the soldier say?

ISH: (PAUSE) BOINWNGGGGG!

FOLMAN: Ready for the winner, Fess?

KYSER: Yes, and he is _____! You're the pride
of the men of the air, so light up a Lucky, have a chair,
while we play a tune that's really there!

5. MAIRZY DOATS. PRODUCTION
(APPLAUSE)

(May: Cue top of next page.)

KAY KYSER
Commercial #3

- 8 -

3-1-44

(FROM LONG BEACH, CALIFORNIA)

KYSER: Man alive, that was solid jive! Nice goin', gang, and now you take over, Del Sharbutt ...

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

SHARBUTT: At the end of the Revolutionary War, George Washington stood before Congress and said...

VOICE I: "I have come to claim the indulgence of retiring from the service of my country ..."

SHARBUTT: With those words, George Washington changed from a soldier to a farmer ... to a farmer at Mount Vernon -- a farmer expert in his knowledge of fine tobacco. Today, more than 150 years later, that same expert tobacco skill belongs to the men at the auctions down South -- to independent tobacco experts like Mr. Percy W. Joyner of Louisburg, North Carolina, who recently said ...

VOICE II: In my 13 years as an auctioneer, I've sold well over 130,000,000 pounds of tobacco. At market after market, I've watched Lucky Strike buy the milder, better-tasting tobacco - the kind that makes a fine cigarette. That's why I've smoked Luckies for the past 12 years.

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

- 8 -

ATX01 0116063

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

RIGGS: (CHANT - SOLD AMERICAN)

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

(SWITCHOVER TO LONG BEACH, CALIFORNIA)

KYSER: Man alive, that was solid jive! Nice going, gang. And now you take over, Del Sharbutt....

(SWITCHOVER TO NEW YORK ... PICK UP COMMERCIAL NO. 3)

(approx 1.25)

(RETURN CUE:)

AUCTIONEER: CHANT SOLD AMERICAN

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

AUCTIONEER: CHANT SOLD AMERICAN

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

(SWITCHOVER TO LONG BEACH, CALIFORNIA)

6. SWEET GEORGIA BROWN. *cut* ORCHESTRA

7. MY IDEAL. HARRY & GEORGIA

(APPLAUSE)

ORCH: KYSER MARCH

(REVISED) 3/1/44

FORMAN: Fess, it's final exam for our winning pair,
KYSER: Well, let's see ^{who gets the biggest share.} ~~which wins the ground on the air,~~
And our first finalist is --

1. Since March third is the anniversary of the birth of Alexander Graham Bell, in honor of that great inventor, we're going to dedicate our final round tonight to bells. So first, for Frankie Taylor of North Hollywood, we want you to name this song about bells. (PLAY). In what city is the Liberty Bell? What's a diving bell? ~~What is a dumb bell?~~

2. Name this well known bell song for Chris Bandan of New Orleans. (PLAY) This round is bellish and you'll embellish your score if you tell us the difference between a Southern belle, Belle Starr, ~~blue bells~~ and Bella Lugosi.

FORMAN: Fess, shall I name the man who shattered par?

KYSER: Well, first, let's call on Kenneth Delmar.

(SWITCHOVER TO NEW YORK ... PICK UP TOBACCO LAUREATE)

(Approx. .30)

Bigg-
~~AUCTIONEER~~: CHANT SOLD AMERICAN

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

Bigg-
~~AUCTIONEER~~: CHANT SOLD AMERICAN

(SWITCHOVER TO LONG BEACH, CALIFORNIA)

(FANFARE)

FORMAN: Here's the man that's tops none!
KYSER: The winner with a perfect score all the way is PFC John Black of Hutchison, Kansas and for having a perfect score all the way, PFC John Black not only gets a \$50 War Bond but he gets an additional \$25 bond, or \$75 in all.

second man in our question bee, here's your Phi Beta

Kyser key and the \$25. second prize. The rest of the

crew needn't feel blue. Here's ten dollars each in

stamps for you. All six get a carton of Luckies. And

then. AND THEN! To you other men of these transports,

you were really all grand sports, *to all you guys, you*

stay W. I. on, thanks...
~~thanks and a package of better than ever LUCKY STRIKE~~

CIGARETTES!

(CHEERS)

8. AFTER YOU'VE GONE. *Faded* ORCHESTRA

(APPLAUSE)

~~ORCHESTRA: KYSER THEME~~

3-1-44

KYSER: Das all, chillun, until next Wednesday. For a royal welcome here today, our thanks go to Brigadier General William H. Turner, Commanding General of the Ferrying Division, Lt. Colonel Andrew B. Cannon, commanding officer of the 6th Ferrying Group, Major Terry Hunt, and all you men of the Ferrying Division, Air Transport Command ... the men who modestly say "We take 'em from the factory to the front." Just as casually, ladies and gentlemen, pilots and crews here who have out-travelled Marco Polo, calmly study the weather reports and landing conditions in distant hemispheres. In the briefing rooms, trip logs may read "Calcutta", "London", "Cairo", or "Chungking". P-38's may be heading out for Italy, Marauders for the South Pacific. Because you men can fly anything, anywhere, anytime - today our command can send 2,000 American planes over enemy targets in a single operation. For a phenomenal accomplishment, the nation says to you, your ground crews and all your buddies of the Ferrying Division, "Thank you very much". Next week we'll be holding class with the fighting men of the United States Naval Amphibious Training Base at Point Mugu, California. And until then, this is Key Kyser ... thinking of you. Thanks a lot for bein' with us and so long ... everybody.

(APPLAUSE)

ORCHESTRA: LUCKY THEME

(SWITCHOVER TO CHICAGO AT 57:55)

ATX01 0116068

(FROM CHICAGO)

CHICAGO

ANNOUNCER: This program was presented by Lucky Strike for the
entertainment of the men of the Ferrying Division of the
Army Air Transport Command, Long Beach, California.
Defend the Constitution! Buy War Bonds!

(SWITCHOVER TO NEW YORK)

SOUND: (GONG) (GONG) (GONG)

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

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

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

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

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

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

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

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

KAY KYSER

- 14 -

3-1-44

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

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

RUYSDAEL: LS - MFT

LS - MFT

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

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

THIS IS THE NATIONAL BROADCASTING COMPANY.

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ATX01 0116070

FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE, NEW YORK • WICKERSHAM 2-6660

CLIENT: THE AMERICAN TOBACCO CO. REVISION: NETWORK: NBC
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 10:00-11:00 PM EWT
DATE: MARCH 8, 1944 - #311 REPEAT:

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

ROUTINE

1. GREAT DAY

ORCHESTRA

2. I LOVE YOU

HARRY BABBITT

COMMERCIAL ONE

ROUND ONE

3. SHOO SHOO BABY

SULLY MASON & GROUP

COMMERCIAL TWO

4. BESAME MUCHO

GEORGIA CARROLL

STATION BREAK

ROUND TWO

5. POINCIANA

PRODUCTION

COMMERCIAL THREE

6. THERE'LL BE A HOT TIME
IN THE TOWN OF BERLIN

SULLY MASON & GROUP

7. ~~CANDLELIGHT AND WINE~~

~~HARRY BABBITT &
GEORGIA CARROLL~~

FINAL ROUND

COMMERCIAL FOUR

8. SHEIK OF ARABY

ORCHESTRA

ATX01 0116071

- 1 -

WEAF

THE AMERICAN TOBACCO COMPANY

3-8-44

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #311

10:00-11:00 PM EWT

MARCH 8, 1944

WEDNESDAY

Program originates at Point Mugu, Port Hueneme, California, with
switchovers to NBC, New York, for commercials and closing.

(FROM NEW YORK)

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

RIGGS: (CHANT - SOLD AMERICAN)

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

RUYSDAEL: LS - MFT

LS - MFT

DELMAR: Of course!

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

RIGGS: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO POINT MUGU, CALIFORNIA)

- 1 -

ATX01 0116072

(FROM POINT MUGU, CALIFORNIA)

ORCHESTRA: "LUCKY DAY"

FORMAN: LUCKY STRIKE presents for the entertainment of the fighting men in blue at the U. S. Naval Amphibious Training Base, Point Mugu, California -- KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE!

AUDIENCE: (SINGS) "Anchors aweigh, my boys, anchors aweigh
Farewell to college joys,
We sail at break of day, day, day, day! (HUMS)

FORMAN: To the island-hopping bluejackets who are building the advance bases for our victory drive through enemy waters -- Uncle Sam's Naval Amphibious Forces!

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

ORCHESTRA: KYSER THEME

(AUDIENCE APPLAUSE UP BIG)

3-8-44

KYSER: Evenin' folks, how y'all?

AUDIENCE: GREAT, MATE!

KYSER: Great, mate! Well das fine. And tonight, chillun, the old college is holdin' class with the Navy's hard-hitting Amphibious Forces by the sea at Point Mugu. Last week we were at Del Mar where the turf meets the surf. This week we're with the 101st Battalion where the sloo meets Mugu. Believe it or not, our school room tonight is a Quonset Hut! You know what a Quonset Hut is - a condensed milk can with wrinkles. A Quonset Hut isn't bad except the ceiling is pretty low. In fact it's so low they use gophers for S.P.'s. Man was it windy here today. When I came in I said to the sentry, "The wind's blowing something terrible here." He said, "Yes, but I'll leave the gate open and maybe it will blow you right out again!" Well anyway, they certainly gave us a royal welcome here ... three gun salute. When I walked in the guns went "bang" ... when the orchestra walked in the guns went ...

BOINNNNGGGGG!

FORMAN: Fess! First contestants for Point Mugu!

KYSER: And as soon as we dance, we'll put 'em through. But right now, yet's dance, chillun ... roodley doo!

1. GREAT DAY ORCHESTRA

2. I LOVE YOU HARRY BABBITT

(APPLAUSE)

ATX01 0116074

KAY KYSER
Commercial #1

- 3 -

3-8-44

(FROM POINT MUGU, CALIFORNIA)

KYSER: Ah, that was peaches and cream and right on the beam -- a beautiful dish served up by Harry Babbitt. And now it's your turn, Del Sharbutt ...

(FROM NEW YORK)

SHARBUTT: Many beautiful words have been written about the joys of smoking -- prose and poetry by Ben Johnson, Charles Lamb, Daniel Webster, and many others. And yet it takes only two words to sum up all the facts about real honest-to-goodness smoking enjoyment ... the two words -- FINE TOBACCO. Yes, ladies and gentlemen, in a cigarette it's the tobacco that counts and the better the tobacco, the better the cigarette. So when you choose a cigarette, remember that Lucky Strike means fine tobacco -- yes, first, last and always, Lucky Strike means fine tobacco. At markets all over the South independent tobacco experts present at the auctions can see 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 Tag #1) tobacco experts smoke -- Lucky Strike.

(SWITCHOVER TO POINT MUGU, CALIFORNIA)

- 3 -

ATX01 0116075

KYSER: Ah, that was peaches and cream and right on the beam - a beautiful dish served up by Harry Babbitt. And now it's your turn, Del Sharbutt...

(SWITCHOVER TO NEW YORK PICK UP COMMERCIAL NO. 1)

(approx 1.05)

(RETURN CUE)

SHARBUTT: At markets all over the South, independent tobacco experts present at the auctions can see just who buys what tobacco. And sworn records show that among such independent tobacco experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies two to one.

AUCTIONEER: CHANT SOLD AMERICAN

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

(SWITCHOVER TO POINT MUGU, CALIFORNIA)

ORCHESTRA: KYSER MARCH

3/8/44

FORMAN: Fess, here's first contestant for old Mugu!

KYSER: Well, sound the bugle and we'll put him through!

ISH: (TRUMPET) The hour of happiness! Drool and dribble with
Ish K. Bibble. First feature, poem!

KYSER: Read!

~~ISH: Ohhhhhh mother dear may I go swimming?~~
Yes, my darling daughter!
So she hung her clothes on a hickory tree
And was she embarrassed when the tree
Turned out to be a camouflaged Sea Bee!

~~KYSER: Oh fine, next feature!~~

ISH: Poem entitled "She had a head like an acorn but her limbs
were oak."

KYSER: Never mind the poems!

ISH: Okay. Next item, news event. Acorn Training Detachment,
Point Mugu! Prominent professor joins Acorns.

KYSER: Prominent professor joins Acorns?

ISH: Yeah. Kay Kyser goes "nuts".

KYSER: You're not kidding. Anything else?

ISH: Well on account of this used to be a fishing point, I got
a very trivial essay in regards to which I wouldst like to
read same entitled "The Eel".

KYSER: Proceed!

ISH: Okay. The Eel. The eel is a long fish that goes clean
from one end to the other without stopping.

KYSER: Yes, but what is an eel!

ISH: Well, a eel is something that a clam is rounder than but
not as long as, but when it comes to a sailor he'd rather
have a steak instead of?

ATK01 0116077

3/8/44

KYSER: Perfectly clear.

ISH: Do you know how to tell the front end of an eel from the back end of an eel?

KYSER: No, I don't.

ISH: Well in the first place, eels don't like apples.

KYSER: Get to the point, Mugu.

ISH: So you hold up an apple to the end of the eel that's the closest to you.

KYSER: Yes?

ISH: If he runs away from it that's his back end, but if he backs away from it, it's his front end. But if he comes and gets it, it ain't a eel at all, it's probably a horse.

KYSER: A profound observation.

ISH: Tragic poem about a eel.

Ohhhhhh a eel fell in love with a seal named Neal,
And she said, "ah love! this time it's real!"
She didn't know the seal was a heel.

KYSER: Go on.

ISH: "Would you like a fur coat" said the seal to the eel?
"I'd adore a fur coat," said the eel with zeal.
"Then you're in," said the seal, as he swallowed the eel.

FORMAN: First contestant, Fess!

KYSER: And he is _____, the first of three Navy ratings in this round who tangle tonight with the tough contenders of Round Two -- three big burly Chief-Petty Officers!

1. We agree with Sergeant Walter Dutton of Hondo, Texas, that Point Mugu is really something. A 'skipper' took us all around today. In the galleys the ^{chiefs}~~chiefs~~ were singing 'Home On The Range' and in the sick-bay the gold bricks were singing 'I Don't Want To Get Well I'm In Love With A Beautiful Nurse'. Where was I visiting when all the fellows were singing this? (PLAY) I asked one sailor why he was in the brig and he said, "I had shore leave, but I (PLAY). ~~I asked another fellow why he was in and he said, "I showed a Petty Officer a monkey on a string dressed up like a Petty Officer, a picture of Gargantua with a Petty Officer's hat on, and then I sang to him, (PLAY)~~

2. We know you men here are just crazy about the CPO's ... the Chief Petty Officers, so tell the staff of "Seebenezness" in the Aleutians ... what's a CPA. (Yes, those CPA's are figuring out how much hay you must lay away when all of us pay a week from today!) Let's talk about some more chiefs. What chief does this song remind you of? (KAY HUMS)
~~What famous chief was the father of Pocahontas?~~ What railroad has a famous Chief? Who is your Commander-in-Chief?

3. Peggy Rian of Ventura, California, says that, for short, you men of the Naval Amphibious units are called 'amphibs'. *What is a fiber.* Tell us who is starred on the radio program that comes on the air like this. (FLAY). Say, just for fun, we'd like for you to tell us right now the biggest fib you can think of.

CONTESTANT: Petty Officers are all kind, considerate gentlemen.

4. So there'll be no slips when you hit the Nips, Private Phillips Duggan, somewhere in North Africa, says that in preparation for the real thing, you men do a lot of 'mock' landings. In what famous story was there a character called 'The Mock Turtle'? What bird mocks other birds? What bird mocks people? Say, just for fun, we'd like to have you mock some famous radio star. Let's hear you mock Bing Crosby, Rudy Vallee, Bob Burns, or Jerry Colonna. Any one of them.

5.
~~Act.~~ Private Moseley and Sorkin somewhere in the Southwest Pacific say this song should bring to your mind a well-known Navy man who's seen on the screen and in the comic strips (PLAY). Now here are the words to that song and here's a little spinach. First we want you to eat the spinach and then sing these words and be sure you put in the "poop's" where they belong. (PLAY).

What spinach does to Popeye, that's what a letter from home does to our guys in service, so all you chillun listenin' get out your pens and give all those boys a real newsy letter from home. If you don't write, you're wrong!

6. Nowadays when our task forces hit an island, we throw everything at 'em. In fact (PLAY). When we take those islands, things are really in a mess. Then you Naval Amphibious units do your great job and hop on to the next island. Our forces on the island you leave say 'Thanks to the Navy Amphibs, everything is (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

FORMAN: Fess, the end of the first round race.

KYSER: Well who's ahead at this naval base?

AUDREY: Professor's got a girrrr! Professor's got a girrrr!

KYSER: Audrey! I have not! Huh! These modern girls! The way they dress nowadays you can't tell a girl from a man!

AUDREY: Did you ever try lookin' at their faces?

KYSER: Audrey! Shame on you!

FERDY: Yeah! She's bugs!

KYSER: I wouldn't go so far as to say that, Ferdy, but thank you. You see, I like the old fashioned type of girl, like Diane! She won't even look at a man without an introduction.

FERDY: Oh no? All I know is today when she walked in here, some sailors started whistlin' at her. Her head went around so fast she took off ~~like a~~ *like a* ~~four times!~~

KYSER: She did not. And Georgia is old fashioned too. What modesty! She can't stand this modern speed. She goes all to pieces.

FERDY: That ain't modesty. That's just a bad assembly job.

KYSER: Mind your manners, Ferdy. As I was saying, I like the old fashioned girl. One that when I ask her for a date, she lowers her eyes.

FERDY: And when she goes out with you she lowers her standard.

KYSER: Ferdy Froghammer! Did you know that Georgia tied for second place in a bathing beauty contest last week?

FERDY: I'll say she tied! She was tied so tight she couldn't breathe!

KYSER: And furthermore she almost landed the first prize.

FERDY: Yeah, some sailors landed the first prize.

KYSER: There were no sailors in the bathing beauty contest!

FERDY: I didn't say there were. I said some sailors landed the first prize.

ATX01 0116082

~~KYSER: What do you mean.~~

~~FERDY: I mean the first prize went to a landing barge!~~

FORMAN: First round winner, Fess!

KYSER: And he is _____!

You're the smarty of the first landin' party, so light up
a Lucky while we dance, my hearty!

3. SHOO SHOO BABY SULLY & GROUP

(APPLAUSE)

(Kay: Cue top of next page.)

KAY KYSER
Commercial #2
(Daniel Boone Saves Kentucky!)

- 4 -

3-8-44

(FROM POINT MUGU, CALIFORNIA)

KYSER: ... Shoo shoo for Point Mugu. You were really on that
beat, kids. Thanks a million.

(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: Daniel Boone Saves Kentucky!

DELMAR: The time -- a sultry day in June, 1776. The place -- the
great, tangled forest near the pioneer settlement of
Boonesboro, Kentucky. Along the moss-covered woodland
trail glides the solitary figure of a man -- a towering
pioneer giant of a man, dressed in tattered deerskin. He
moves noiselessly ... without so much as turning a pebble
with his moccasin-clad feet. For this is a man skilled in
the ways of the wilderness ... a famous hunter and Indian
fighter ... a man named Daniel Boone. For three days and
nights Daniel Boone has made his way across the trackless
wastes -- 160 long miles in his escape from the Indian
village of Old Chillicothe -- home of the fierce Shawnee.

(MORE)

- 4 -

ATX01 0116084

DELMAR:
(CONTD)

For by his escape -- by his desperate journey he was determined to warn the pioneer families of his own community of Boonesboro against an impending attack by the Shawnee tribe -- an attack that would mean the destruction of the settlement and the end of Daniel Boone's dreams for a great and glorious Kentucky. Now ... almost within sight of Boonesboro, Daniel Boone is fast nearing exhaustion. Suddenly ... there is a crackling in the brush, and Boone raises his musket ... looks about for lurking Indians -- but it is only a deer in flight. Slowly ... limping as he walks ... Daniel Boone goes on ... on toward the home that he has not seen for long, long months. The shadows lengthen ... and to Daniel Boone, each shadow is a danger... lest it be the shadow of a pursuing Shawnee. At last he crosses a familiar clearing in the trees and stands before a crude stockade ... a stockade that he had helped to build at Boonesboro. Thus ... on that day in 1776, Daniel Boone returned to the town that he had founded -- the town that marked the beginning of a great, new territory -- Kentucky. And thus it was ... that Daniel Boone brought warning to his fellow townsmen. In the bloody days that lay ahead, Daniel Boone traveled up and down the length and breadth of Kentucky ... leading attack after attack upon the warlike Indian tribes.

(MORE)

KAY KYSER
Commercial #2 (CONTD)
(Daniel Boone Saves Kentucky!)

- 6 -

3-8-44

DELMAR: And then ... with the coming of peace ... he would spend
(CONTD) quiet years in Boonesboro, as a pioneer Kentucky planter...
and reap the familiar harvests of mild, mellow Kentucky
tobacco -- harvests that contributed so much to the
tradition ... the romance of fine tobacco.

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: And Lucky Strike today carries on that tradition of fine
(Closing tobacco. For your own enjoyment, remember: In a cigarette
"G") it's the tobacco that counts ... and first, last and always
Lucky Strike means fine tobacco -- so round, so firm, so
fully packed, so free and easy on the draw. No wonder that
with men who know tobacco best, it's Luckies 2 to 1.

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFT

LS - MFT

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

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

(SWITCHOVER TO POINT MUGU, CALIFORNIA)

- 6 -

ATX01 0116086

KYSER: ...Shoo shoo for Point Mugu. You were really on that beat, kids. Thanks a million.

(SWITCHOVER TO NEW YORK...PICK UP COMMERCIAL NO. 2)

(Approx. 3.45)

(RETURN CUE)

RUYSDAEL: No wonder that with men who know tobacco best, it's Luckies two to one.

AUCTIONEER: CHANT SOLD AMERICAN

RUYSDAEL: LS - MFT
LS - MFT

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

SHARBUTT: Next time you step up to a cigarette counter, ask for Lucky Strike - for Lucky Strike means fine tobacco - Yes, Lucky Strike means fine tobacco.

(SWITCHOVER TO POINT MUGU, CALIFORNIA)

ORCH: CARROLL INTRO:

KYSER: Here by the blue Pacific, a beautiful girl sings for the Navy Blue. It's gorgeous Georgia Carroll!! (APPLAUSE)
Georgia, I bet these sailors will forget their sweethearts while you're singing...Besame Mucho.

4. BESAME MUCHO. GEORGIA
(APPLAUSE)

GLEE CLUB: "ANCHORS AWEIGH"

3/8/44

GLEE CLUB: "ANCHORS AWEIGH"FADE FOR:

FORMAN: To the men who build our bases and airfields and repair
our fighting ships at action stations under the very
guns of the enemy, the men whose nerve and endurance is
shoving our sea-borne offensive ever nearer to Tokyo ---
the United States Naval Amphibious Forces!

LOCAL NBC STATION SAYS
"STATION X X X SALUTES THE FIGHTING MEN OF THE NAVAL
AMPHIBIOUS FORCES!"

PLEASE TELETYPE THIS CUE TO ALL STATIONS
RELEASING THIS PROGRAM.

ORCH: KYSER MARCH

ATX01 0116088

3-8-44

FORMAN: Fess, how do you like it here at Point Mugu?

KYSER: Why, Bill, it's wonderful here ... wonderful ... Yes, Paradise on pontoons! This is the only place that's both by the sea and below the sea. In fact, if the men here put outboard motors on their Quonset huts they could invade Oxnard! Eighteen men sleep in each hut. You know living in these Quonset huts is great training for being shipwrecked. Sixteen guys sleep while two men ball. You know, I heard it was a little rough up here, so before I came I took a whole bottle of vitamin pills. When I walked in I tripped and fell on my face. The vitamin pills rattled so loud, three sailors ran over and said, "You're faded!"

ATX01 0116089

FORMAN:

Professor, your round 2 men are standing by.
~~And so ends our feature, "In A Pig's Eye!"~~

KYSER:

Thanks dear.
~~Now~~ here's the number one man for the second try! And he
 is _____, the first of our three Chief Petty Officers!

1. Politics is on the move, pointing toward the summer conventions, and Ann Goodkinn of Schenectady, New York, says the Democrats are starting to serenade the voters with (PLAY). The G.O.P. elephant isn't singing to the nation yet, but it sits in front of the White House and sings (PLAY).

ISH: ~~Professor, can you define the phrase 'political parley'?~~

KYSER: Do Ish, please do it for me, define the phrase 'political parley'.

ISH: Well, you have to be a politician to be political.

KYSER: Right.

ISH: A parley is a parrot, and a parrot is a bird, so a political parley is when a bunch of politicians get together and give each other the bird!

2. Here are some famous phrases you hear often in radio, but we have substituted the word 'Mugu' in place of some of the other words. You listen to the phrases and put the right word in place of Mugu and tell us from what source they come. 1. 'Tain't funny, Mugu'. 2. ~~'Come on mugu, yet's Mugu'.~~ 3. (SINGS) ~~'Mugu for the Mugueries'.~~ 4. 'Coming Mugu!' 5. 'Good evening Mr. and Mrs. Mugu and all the Mugs at Mugu. Let's go to Mugu'.

3. Here's a sad little story from Sgt. Edward Bernhart, somewhere in England, about a Jap secret service agent who rushed into his department and shouted, "I've just discovered a new American radio code!" So ~~the~~ ^{the Japs} all gathered around and started to decipher it. Well, they worked (PLAY). Then they worked all next week, then they struggled all the next month and finally they all went crazy trying to find out the meaning of (PLAY). Just for fun, here are some new words to Mairzy Doats and we'd like to have you sing them for us. (PLAY).

Mairzy doats and dosey doats and little lambsy divy
A kiddley divy too wouldn't you?
Gobsy beans and tarsy beans and sailors all eat rashions,
I'd like to leave ~~Point~~ Mugu, wouldn't you?

4. Melvin Thomas of Philadelphia, Penn., is our next Visiting Dean tonight. Mel is one of your own boys and plays the harmonica. Before he joined the Navy he was one of Borah Mineovich's Harmonica Rascals. Yet's get him out. (APPLAUSE) Now he is going to play a medley of three service songs. See if you can tell us what branches of the service two of the songs represent. (PLAY)

3/8/44

4. Lots of you men trained here will join a fleet task force, so Aline Smith of Atlanta, Georgia, wants us to ask you who was Count Fleet? ~~What does it mean to be fleet-footed? Was there a picture called "The Fleet's In"?~~ Here's the theme of an orchestra featured in that picture. You listen and tell us who the leader is. (PLAY). Now let's imagine you're Jimmy Dorsey. Take this saxophone and play it the way he would on his famous recording of Amapola. (PLAY)

6. According to Pvt. John Roesch of Camp Haan, old man Tojo has a new hobby. Tojo says, "I've found (PLAY) I just go to sleep and dream that everything is fine and I'm winning the war. It's a lovely way to spend an evening, but during the night I know those Navy Amphibs have been at work so (PLAY)

(APPLAUSE)

SOUND: CLASS BELL

ATX01 0116092

3/8/44

ISH: Grasping the humor of the remark, a spark shot out of her
(CONT.) eye and lit up her face, but when it seen what it had lit
up, shot back in again and shot itself.

DIANE: You're such a gay one,

ISH: She chuckled.

DIANE: I feel like a new girl!

ISH: So do I, was his retort. And with that he shoved her over
the cliff and got himself a new girl.

FORMAN: Second winner, fess!

KYSEH: And he is _____!

Sir you came through for old Mugu, light up a lucky, have
a puff or two while the chillun dance!

5. POINCIANA PRODUCTION
(APPLAUSE)

(Kay; Cue top of next page.)

(FROM POINT MUGU, CALIFORNIA)

KYSER: Thanks, gang, that was great goin' -- what I mean, that was solid stuff. And now, let's call on Basil Ruysdael ...

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: When Daniel Boone escaped from Chillicothe in 1776 and made his way alone through the forest on the long journey back to Boonesboro, Kentucky, he called upon all his skill as a pioneer and woodsman. And when in later years he settled down to the peaceful life of a planter, he made use of still another of his talents ... for Daniel Boone could pick a leaf of fine tobacco with the skill of an expert. And today's knowledge of fine tobacco belongs to the independent tobacco experts down South who spend their lives buying, selling and handling the leaf -- men like Mr. Macon J. Moya of Greenville, North Carolina, who recently said --

VOICE: I've been a tobacco warehouseman for twenty one years. And I know the lighter, finer tobacco that Lucky Strike goes after always gives a milder, finer smoke. That's why ... for eleven years ... I've smoked Luckies.

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

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

KYSER: Thanks, gang, that was great goin'. What I mean, that was solid stuff. And now, let's call on Basil Ruysdael.....

(SWITCHOVER TO NEW YORK.....PICK UP COMMERCIAL NO. 3)

(Approx. 1.30).

(RETURN CUE:)

AUCTIONEER: CHANT SOLD AMERICAN:

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

AUCTIONEER: CHANT SOLD AMERICAN:

DELMAR: A friendly suggestion - for your own greater enjoyment, smoke the smoke tobacco experts smoke - Lucky Strike.

(SWITCHOVER TO POINT MUGU, CALIFORNIA)

6. THERE'LL BE A HOT TIME IN THE TOWN OF BERLIN...SULLY, GROUP

~~7. CANDLELIGHT AND WINE.....HARRY & GEORGIA~~

(APPLAUSE)

ORCH: KYSER MARCH

FORBES: Fess, the final round is overdue!

KYSER: Well, Dean, with that in view, let's skiddoo and find who grabs the revenue for old Mugu.

1. All Americans know March 15th is the last day to pay our income taxes, so we thought our final round tonight would be a honey if we talked about money. Captain J. J. Miller, somewhere in the Aleutians, knows a fellow who wrote to the Secretary of the Treasury and said, "Dear Mr. Morgenthau, I'll make it by the 15th, but I'll have to rob the baby's bank to do it and believe me, Junior's coppers will be (PLAY) Can you name two well-known heads that do or have adorned the penny?

2. Marie Stein of East Omaha, Nebraska, says when she pays her income tax all she will have left will be (PLAY) What famous philanthropist used to give out dimes? How many dimes are there in \$1.25?

~~3. Sgt. Edmund S. Boice, Jr. of Rocky Mount, North Carolina, says on March 16th the keepers with the net will grab any fellow who says (PLAY) Name a famous line of ships that had a denomination of money in its title. Is it illegal to photograph money?~~

4. Speaking of taxes, is an authority on taxes called a taxidermist? No, just the old skin game. You're a seaman, what's a C note? Well then, what's a fin? It's always been customary for people to kid about taxes in the past, but the Baker Kids of Columbus, Ohio, say this year they're sure everybody is really glad they can pay taxes, buy Bonds and support our government, so it will always be (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

FORMAN: Fess, shall I name the winner at Point Mugu?

KYSER: Yes, right after this 'Lucky Logic', please do!

(SWITCHOVER TO NEW YORK.....PICK UP TOBACCO LAUREATE)

(Approx.....30)

AUCTIONEER: 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 two to one.

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

AUCTIONEER: CHANT SOLD AMERICAN:

(SWITCHOVER TO POINT MUGU, CALIFORNIA)

(FANFARE)

FORMAN: High man, professor!

KYSER: It's a tie between Ship.F. 3/c Shorty McAndrews and Mach. Mate David Reed and therefore they both get a first prize of a \$50 War Bond each.

~~this \$25 Bond for you.~~ Ten each in Stamps to the remaining quartet, a carton of Luckies they all get, and then - AND THEN! Do you know what? To every man in this Quonset hut, a package of better than ever LUCKY STRIKE CIGARETTES!

(CHEERS)

8. SERIK OF ARABY.ORCHESTR

(APPLAUSE)

ORCH: KYSER THEME

(FROM VAN NUYS, CALIFORNIA)

ORCHESTRA: "LUCKY DAY"

FORMAN: LUCKY STRIKE presents for the entertainment of Uncle Sam's fighting Anti-Aircraft Artillerymen, Army Air Force ground crews, and Hospital Corpsmen stationed in and near Van Nuys, California - KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE!

AUDIENCE: YEAH ARMY! A-R-M-Y! HOORAY!

ORCHESTRA: KYSER THEME

(AUDIENCE APPLAUSE UP BIG)

(FROM VAN NUYS, CALIFORNIA)

KYSER: Ah, that was sweet singing by Harry Babbitt. Now, here's our friend, Basil Ruysdael ...

(FROM NEW YORK)

RUYSDAEL: In a cigarette, it's the tobacco that counts. That, ladies and gentlemen, is common sense. And common sense tells you -- the better the tobacco, the better the cigarette. Remember that all-important fact next time you step up to a cigarette counter. And remember that Lucky Strike means fine tobacco - yes, first, last and always, Lucky Strike means fine tobacco. At markets all over the South, independent tobacco experts present at the auctions can see just who buys what tobacco. And sworn records show that among such independent tobacco experts - auctioneers, buyers and warehousemen - with men who know tobacco best -- it's Luckies 2 to 1.

RIGGS: (CHANT - SOLD AMERICAN)

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

(SWITCHOVER TO VAN NUYS, CALIFORNIA)

KYSER: Ah, that was sweet singing by Harry Babbitt. Now, here's
a friend, Basil Ruysdael...

(SWITCHOVER TO NEW YORK...PICK UP COMMERCIAL NO. 1)

(Approx. .55)

(RETURN CUE)

RUYSDAEL: And sworn records show that among such independent tobacco
experts - auctioneers, buyers and warehousemen - with
men who know tobacco best - it's Luckies two to one.

AUCTIONEER: CHANT SOLD AMERICAN

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

(SWITCHOVER TO VAN NUYS, CALIFORNIA)

ORCH: KYSER MARCH

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

KYSER: Well, blow the bugle and we'll put 'em through!

ISH: (TRUMPET) Ish K. Bibble's newspaper of the air,
Metropolitan Air Port, California! Girl pilot grounded
for immodesty!

KYSER: Girl pilot grounded for immodesty?

ISH: Yeah -- her side slip was showing.

KYSER: Next item.

ISH: Book Reviews. Latest best seller written by woman strip
tease dancer. When asked why she had become a strip tease
artist, she replied, "To put my boy through college."

KYSER: But what's the name of the book?

ISH: The Son Is My Undoing.

KYSER: Oh fine!

ISH: Want ads! Shiftless young fellow with step ladder wouldst
like to meet lazy man with walnut grove. Object -- nuttin'!
~~Poetry corner! Ohhhhhhhhhhh a soldier named Pike. Tried to~~
hitch hike
From Hollywood to Boulder
But when he got there he was worse off for wear
~~And his thumb was wore off to his shoulder.~~

KYSER: What's next?

ISH: Next we look at the funny paper. On the first page we see
Kay Kyser takin' off his clothes and gettin' ready to take
a shower. Very funny.

KYSER: What's funny about that?

ISH: It's a comic strip.

WEAF

THE AMERICAN TOBACCO COMPANY

3-15-44

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #312

10:00-11:00 PM EWT

MARCH 15, 1944

WEDNESDAY

Program originates at Van Nuys High School, Van Nuys, California, with switchovers to NBC, New York, for commercials and closing.

(FROM NEW YORK)

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

BOONE: (CHANT - SOLD AMERICAN)

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

RUYSDAEL: LS - MFT

LS - MFT

SHARBUTT: Of course!

DELMAR: Right you are!

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

BOONE: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO VAN NUYS, CALIFORNIA)

KYSER: Das all chillun, until next week. Our thanks for a *very* warm welcome here at the U.S. Naval Amphibious Training Base, Point Mugu, go to Commander N.B. Bederman, and *Chaplain McFadden* ~~Able Seaman Roy G. Newman~~, and all you men. Ladies and gentlemen, you've seen the pictures of what our task forces did to Tarawa, Eniwetok, Kwajalein. When the smoke cleared there was nothing but a hell of dead Japs, shell holes and debris. But ~~the men of our Naval Amphibious Forces would say of those islands, "You ought to see them now!"~~ Within a few hours, while flame-throwing Marines and soldiers still hunted Japs in the ruins, while machine guns snarled only a few thousand yards away, the Amphibious units were already filling up craters, clearing runways, salvaging trucks, stores, equipment. A few more hours and there were headquarters set up for our Command, places to eat and sleep for our men, communications centers installed. Yes, these supermen in blue, with their Seabee buddies, perform impossible tasks of construction and repair. ~~They keep our planes in the air, our ships in the fight.~~ They are the ever-moving springboard which keeps our seaborne offensives on the move. So to you fighter-builders of the Navy, for all that, and shooting too, the nation says, "Thank you very much."

Next Wednesday we'll be holding class with the fighting men of both the Army and the Air Forces at Van Nuys, California. And until then...this is Kay Kyser thinkin' of you. Thanks a lot for bein' with us....and so long ... everybody.

(APPLAUSE)

ORCH: LUCKY THEME

(SWITCHOVER TO CHICAGO AT 7:57:55)

(FROM CHICAGO)

CHICAGO

ANNOUNCER: This program was presented by Lucky Strike for the
entertainment of the men of the Amphibious Training
Command, Acorn Training Detachment, Point Mugu, California.
Defend the Constitution! Buy War Bonds!

(SWITCHOVER TO NEW YORK)

SOUND: (GONG) (GONG) (GONG)

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

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

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

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

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

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

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

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

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

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

RUYSDAEL: LS - MFT

LS - MFT

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

NBC

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

THIS IS THE NATIONAL BROADCASTING COMPANY.

FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE, NEW YORK • WICKERSHAM 7-6600

CLIENT: THE AMERICAN TOBACCO CO.

REVISION:

NETWORK: NBC

PRODUCT: LUCKY STRIKE

APPROVAL: FINAL

B'CAST: 10:00-11:00 PM EDT

DATE: MARCH 15, 1944 - #312

REPEAT:

"KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE"

As Broadcast

ROUTINE

1. SAN FERNANDO VALLEY

SULLY MASON & GROUP

2. A LOVELY WAY TO SPEND AN EVENING

HARRY BABBITT

COMMERCIAL ONE

ROUND ONE

3. SWEET GEORGIA BROWN

ORCHESTRA

COMMERCIAL TWO

4. I'LL BE AROUND

GEORGIA CARROLL

STATION BREAK

ROUND TWO

5. MAIRZY DOATS

PRODUCTION

COMMERCIAL THREE

6. ON THE ALAMO

ORCHESTRA

7. NO LOVE NO NOTHING

GROUP

FINAL ROUND

COMMERCIAL FOUR

8. ~~BUGLE CALL RAG~~

Finie + Randy

ORCHESTRA

RTX01 0116108

FORMAN: First contestant, professor!

KYSER: And he is _____!

1. Anne Daly of New York City, says that all day today the nation was (PLAY). Mr. and Mrs. America have been looking at Form 1040, for a long time and it's still (PLAY). Say, who's Mr. Morgenthau kidding? It didn't have to be that complicated! No matter how you slice it, tomorrow we'll all be singing (PLAY).

2. ~~Since we're holding class in the Valley City of Van Nuys, will you~~
~~please tell Sgt. Edmund S. Boice of Rocky Mount, North Carolina, who~~ *wants*
~~is the honorary mayor of Van Nuys. Let's~~ *us to* talk about some more Andy's.
That famous Andy of the funny papers is associated with this yell?

MAX: OH, MINN!

KYSER: What famous Andy talks like this? (KAY) ~~Who plays Andy...~~
~~Hardy in the movies?~~ What Andy was president?

3. Mystery programs are especially popular right now. From the following theme tell us the name of this popular Wednesday night program. (PLAY). From the following hints let's see if you can identify a few of the famous detectives of mystery fiction. Here's the first one.

HARRY: Ahem! Why, it's elementary, Dr. Watson - elementary!

KYSER: Here's another one.

HARRY: (WHISTLE) Oh, boy, what a queen!

KYSER: Who's this one?

FERDY: Surround the building, men. This will be the end of that rascally Flat Top!

~~KYSER: And who is this detective?~~

~~HARRY: (WHISTLES) Hi, babe! (WOLF HOWL)~~

4. Tell Pvt. Arthur Drake of Camp Tyson, Tenn., the name of this song. (PLAY) When the guns of you Anti-Aircraft men go 'pop, pop, pop' you really blow the Axis planes out of the skies, so we're going to give you a chance to do some blowing and popping. Here's a stack of paper sacks...we're going to play 'Pop Goes The Weasel' and whenever we get to the word 'pop', you pop a sack, and be ready to blow up another one as fast as you pop one. Here we go! (PLAY)

5. Our Visiting Dean tonight in the Old College is Pvt. George Stella of the 121st Anti-aircraft Gun Battalion, Burbank. Yet's get him out here! (APPLAUSE) George is going to imitate a broken down player piano - you listen and tell Dorothy Curtis of Van Nuys, California, the name of this number. (PLAY) And now on the next number, George will not play with his hands or his feet, but will play with his nose. (PLAY)

6. According to Marine Frank Lettera of San Diego, San. Fernando Valley has been under three different flags. In fact, a long time ago, if you visited the town of San Fernando you'd be (PLAY). Next it belonged to a country (PLAY). But now you men are under the third and last flag, the Stars and Stripes, and believe you me (PALY).

(APPLAUSE)

SOUND: CLASS BELL

FORMAN: First winner, Fess!

KYSER: And he is _____! While you're gettin' ready
for round three, enjoy a Lucky to you from me. And yet's
dance, chillun, hibbety beel

3. SWEET GEORGIA BROWN ORCHESTRA
(APPLAUSE)

KAY KYSER
Commercial #2
(A Day in the Life of George Washington)

- 4 -

3-15-44

(FROM VAN NUYS, CALIFORNIA)

KYSER: ... you made them shout. Thanks, Kids. You were really
sockin' it out.

(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 Day in the Life of George Washington.

SHARBUTT: It was an evening in May 1797. A crescent moon gleamed in
the star-dotted sky, and its brilliance lighted the white
shape of the mansion and glistened on the quiet waters of
the Potomac. This was the mansion of Mount Vernon. And
within the book-lined study in the south wing ... sat the
master of the plantation -- an elderly, white-haired man
who had served as America's Commander-in-Chief and as her
first President -- a man named George Washington. Now ...
as the First Farmer of America ... George Washington was
writing to his former Secretary of War, James McHenry,
telling of the life he preferred above all else ...

- 4 -

(MORE)

ATX01 0116113

VOICE: "I begin my daily course with the sun, and continue
(OVER PEN) discussing with my overseer the wounds my buildings have
 (FADE) suffered in my long absence."

SHARBUTT: Each day, the master of Mount Vernon rose with the crowing
 of the cock. And as he took his place at breakfast, in
 the spacious dining room, George Washington would inquire
 after his workmen -- expressing his approval of work well
 done ...

VOICE: "Breakfast being over, I mount my horse and ride around my
(OVER PEN) farms (FADE) observing the condition of the fields ..."

SHARBUTT: He sat erect upon his snow-white horse and his hands were
 firm upon the reins as he cantered along the dust-filled
 roads that were fragrant with honeysuckle and pine. George
 Washington's keen, grey eyes would study the rolling
 plantation fields -- his own fertile farmlands that lay
 bathed in the spring sunshine ...

VOICE: "This, my dear McHenry, employs me until it is time to
(OVER PEN) dress for the noonday meal at which I rarely (FADE)
 miss seeing a new face ..."

SHARBUTT: About the long table there would be a group of George
 Washington's neighbors -- distinguished Virginians from
 the nearby plantations. And their conversation would turn
 to planting -- to the various details of George
 Washington's chosen career of farming.

KAY KYSER
Commercial #2 (CONTD)
(A Day in the Life of George Washington)

- 6 -

3-15-44

VOICE: "The usual time of sitting at the table, followed by a
(OVER PEN) walk and some tea, brings me to the dawn of candle light
 and the close of the day. Your obedient servant ...
 George Washington."

SHARBUTT: The letter was finished. And now ... George Washington
 took up an ornamented box ... removed a bundle of
 letters ... and began studying correspondence concerning
 the management of his plantation. And from these copies
 of letters written in his own neat hand ... George
 Washington selected one addressed to his tobacco broker in
 London. Thoughtfully ... he began reading it aloud ...

VOICE: "Certain I am ... no person in Virginia takes more pains
 to make their tobacco fine (FADE) than I do."

SHARBUTT: Thus ... on that May evening in 1797 ... George Washington
 carried on the duties of the career that he prized most
 highly -- the career of a Virginia planter. And thus it
 was that George Washington tended the good, Virginia earth
 of his plantation -- reaped the bounteous, golden harvests
 of tobacco and added his own immortal name to an enduring
 Southern tradition ... the tradition, the romance of fine
 tobacco.

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

- 6 -

ATX01 0116115

KAY KYSER
Commercial #2 (CONTD)
(A Day in the Life of George Washington)

- 6A -

3-15-44

DELMAR: Today America's tradition of fine tobacco is carried on by
(Closing
"E") Lucky Strike. Indeed, sworn records show that among
independent tobacco experts - auctioneers, buyers, and
warehousemen - with men who know tobacco best, it's
Luckies 2 to 1. So remember: Lucky Strike means fine
tobacco - yes, Lucky Strike means fine tobacco - so round,
so firm, so fully packed, so free and easy on the draw.

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFT
LS - MFT

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

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

(SWITCHOVER TO VAN NUYS, CALIFORNIA)

- 6A -

ATX01 0116116

KYSER:you made them shout. Thanks, kids. You were really sockin' it out.

(SWITCHOVER TO NEW YORK....PICK UP COMMERCIAL NO. 2)

(Approx. 4,30)

(RETURN CUE:)

AUCTIONEER: CHANT SOLD AMERICAN:

DELMAR: Today America's tradition of fine tobacco is carried on by Lucky Strike. Indeed, sworn records show that among independent tobacco experts - auctioneers, buyers, and warehousemen - with men who know tobacco best, it's Luckies two to one. So remember, Lucky Strike means fine tobacco - Yes, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

AUCTIONEER: CHANT SOLD AMERICAN:

RUYSDAHL: LS - MFT
LS - MFT

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

RUYSDAHL: Next time you step up to a cigarette counter, ask for Lucky Strike - for with men who know tobacco best, it's Luckies two to one.

(SWITCHOVER TO VAN NUYS, CALIFORNIA)

ORCH: CARROLL INTRO:

KYSER: From old Van Nuys, a beautiful girl for all these guys.... it's gorgeous Georgia Carroll! (APPLAUSE) And Georgia, I'm sure all these G.I's. will be makin' eyes at you, while you sing.....

4. I'LL BE AROUND , GEORGIA
(APPLAUSE)

GLOR CLUB: "THIS IS THE ARMY MR. JONES"

GLEE CLUB: "THIS IS THE ARMY MR. JONES" FADE FOR:

(APPLAUSE)

WORMAN: To Uncle Sam's fighting Army, to every G.I. Joe and Jill
defending our country's flag on every front, the old
College sends our admiration and a warm hello from
each hometown station.

LOCAL NBC STATIONS SAYS

"STATION X X X SALUTES THE UNITED STATES ARMY!"

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

ORCH: KYSER MARCH.

FORMAN: Fess, the second contestant's on the way.

KYSER: Well, bring him on ...

DEVINE: Hiya, Kay!

KYSER: Andy Devine! (APPLAUSE) Andy, I haven't seen you since you were elected Mayor of Van Nuys seven years ago!

DEVINE: Yeah! And a lot of bridges have gone under the water since then.

KYSER: Mayor Andy Devine, Van Nuys is the center of the valley and you're a pretty important man here.

DEVINE: Well, I am a pretty big man around the center.

KYSER: You certainly are!

DEVINE: And for the life of me I can't see why! It seems like everything I do goes to pet.

KYSER: It certainly does!

DEVINE: (LAUGHS) Say, you're getting off some pretty good jokes - Bob Hope must have had a funny show last night.

KYSER: Thanks. You're a pretty funny man, yourself.

DEVINE: Oh, but not as funny as you are. I'll bet you could make ten thousand a week on the Benny program.

KYSER: Oh, come now! Who'd pay me ten thousand a week to go on the Jack Benny program?

DEVINE: Fred Allen! (LAUGHS)

KYSER: Well, Andy, now that we've stuck to radio humor and insulted each other for two pages, let's talk about you seriously. I think you were great in that picture "Ali Baba and the Forty Thieves". And that Maria Montez! Man!

DEVINE: Yes, there's nothing you can say that will describe Maria Montez.

Oh, yes there is
KYSER: ~~I know she~~...BOING! ... Say, Andy, how about getting me
a date with Maria.

DEVINE: Kay, I'm through with girls! Won't even talk to 'em.

KYSER: No kidding!

DEVINE: I was mad about a girl once, and she jilted me. And
believe me, Kay, if I go out with another girl, I hope
my right arm falls off.

GEORGIA: (WITH OOMPH) Oh, hello, Andy dear, you great big gorgeous
he-man!

SOUND: BIG THUMP AND RATTLE

DEVINE: (PAUSE) Just call me Lefty, folks! ... Come on, Georgia!

Out: Turn off music

KYSER:

~~That's right, you're right,~~ ^{Thanks} Andy. Thanks for appearing with us tonight. And now it's our first contestant in the second round _____!

1. The San Fernando Valley is a swell place to live except when it starts to (PLAY) It really pours out here. Of course, you'd think with all the movie stars, band leaders, and entertainers who live here, they'd all be (PLAY) The only one singing in the rain is the Chamber of Commerce, and they're singing (PLAY)

2. Since we're in Van Nuys, let's talk about Vans. For Helen Miller of Canton, Ohio, see if you can identify the following famous Vans. Van Heflin. ~~Van Steeden~~. S.S. Van Dyne. Van Dyck. Henry Van Porter.

3. Some of the major motion picture companies are located in the San Fernando Valley, so Pvt. Eric Wilkinson of Camp Livingston, Louisiana, wants you to listen to the following and tell us ^{what} studio comes to your mind. ^{To this music} ~~This is the trademark of what motion picture company?~~ ^{Warner Bros., Republic} (PLAY) ~~Does this fanfare start a Warner Brothers, 20th Century-Fox or a Paramount picture?~~ ^{What other Valley} ~~(PLAY)~~ ^{studio has a character in its pictures who sounds like this?} ~~(HARRI)~~ ^{Harriet}

4. Since we're holding class in the famous San Fernando Valley, let's talk about some other famous valleys. For Kathryn Richardson of Charleston, West Virginia, see if you can guess ^{what's} ~~what~~ in the valley in this song. (PLAY) What's in the valley in this song? (PLAY) ~~say,~~ ^{let's do that song over again and you put in the echoes.} (PLAY) What valley does TVA stand for? What valley does this stand for? ~~(HARRI)~~ ^{CONTESTANT:} ~~Even Rudy Vallee shouldn't stand for that!~~

3/15/44

5. ~~ALL~~ Andy Devine is mayor of Van Nuys, and a lot of other famous movie stars are officials of other towns and municipalities in the Valley. For Mrs. Florence Milburn of Chicago, see if you can guess a few of them from the following hints. For instance, the mayor of Conoga Park plays the bazooka. Who is he? And the honorary mayor of Studio City talks like this? (KAY) Who is he? And the mayor of Encino ~~was~~ famous for singing (KAY)

6. A long time ago old man Tojo threatened to bomb the Pacific Coast. Well, Sgt. Milton Karle and the fellows at Bergstrom Field, Austin, Texas says he had quite an (PLAY). But every man in the anti-aircraft units here says "Tojo, if you still feel like it, send some planes over Van Nuys. We promise you (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

ATX01 0116123

3/15/44

FORMAN: Second winner, professor!

KYSER: Contestant number--

ISH: Just a second, professor. I got a novel here in regards to which I wouldst like to read same.

KYSER: Oh, dandy! Did you write this one, Ish?

ISH: No no. That there now girl I been running around with.

KYSER: Oh, you mean Fair-faced Mona from North Pomona?

ISH: No, horse-face Anna from East Tarzana.

KYSER: Cute kid. What's the title?

ISH: He loved her, but she was out of this world.

KYSER: She was out of this world?

ISH: Yeah. She lived in Burbank.

KYSER: Go ahead.

ISH: Oh, the soldier and his sweetheart stood on the cliff high above the sea. Her arm slid slowly around his waist, but he broke it in three places before she could reach his wallet.

~~DIANE: I am hungry...~~

~~ISH: She said.~~

~~DIANE: Let's go to some classy restaurant and dally with some caviar.~~

~~ISH: No, he replied, let's go to the mess hall and monkey with some beans.~~ Could this be the girl he loved? In the darkness he took her in his arms and ran his hand from ear to ear -- yes - there was a face there.

ATX01 0116124

DIANE: Would you like a lock of my hair for a keepsake?...

ISH: She questioned. Oh, you don't have to run all the way home just for that, he whispered, pinching her cheek with one hand and pinching her purse with the other. Grasping the humor of the remark, a spark shot out of her eye and lit up her face, but when it seen what it had lit up, shot back in again and shot itself.

DIANE: You are such a gay one....

ISH: She chuckled.

DIANE: I feel like a new girl!

ISH: ~~So do I, was his retort.~~ And with that he shoved her over the cliff and got himself a new girl.

FORMAN: Second winner, Fess!

KYSEK: And he is _____!
My man, you really called my bluff, so light up a Lucky and have a puff while the chillun listen to some crazy stuff!

5. MAIRZY DOATS.....PRODUCTION
(APPLAUSE)

(KAY: Cue on top of next page.)

(FROM VAN NUYS, CALIFORNIA)

KYSER: Nice goin' gang. That was really swell. Now, Kenneth Delmar, you take over ...

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

VOICE 1: "Certain I am ... no person in Virginia takes more pains to make their tobacco fine than I do."

DELMAR: Those words ... written nearly 200 years ago by George Washington ... showed his expert appreciation of fine tobacco. And today, at the tobacco auctions down South, there are men with that same expert skill ... the independent tobacco experts like Mr. Andrew G. Wright of Kernersville, North Carolina, who recently said ...

VOICE 11: I've been an independent tobacco buyer for 14 years. It's human nature for a man to go by what he sees and by what he knows. I see Luckies buy the finer tobacco and I know this high quality tobacco in a cigarette gives a more enjoyable smoke. That's why my own cigarette for the last 13 years has been Lucky Strike.

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

KAY KYSTER
Commercial #3 (CONTD)

- 9 -

3-15-44

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

RIGGS: (CHANT - SOLD AMERICAN)

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

(SWITCHOVER TO VAN NUYS, CALIFORNIA)

- 9 -

ATX01 0116127

KYSER: Nice goin', gang. That was really swell. Now, Kenneth Delmar, you take over..

(SWITCHOVER TO NEW YORK ... PICK UP COMMERCIAL NO. 3)

(approx. 1.25) --

(RETURN CUE)

AUCTIONEER: CHANT SOLD AMERICAN

SHARBUIT: Yes, ladies and gentlemen, sworn records show that among independent tobacco experts like Mr. Wright - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies two to one.

AUCTIONEER: CHANT SOLD AMERICAN

SHARBUIT: A friendly suggestion - for your own greater enjoyment, smoke the smoke tobacco experts smoke - Lucky Strike.

(SWITCHOVER TO VAN NEYS, CALIFORNIA)

6. ON THE ALAMO. ORCHESTRA

7. NO LOVE, NO NOTHIN' GROUP

(APPLAUSE)

ORCHESTRA: KYSER MARCH

3/15/44

3/15/44

Nice goin', gang. That was really swell. Now, Kenneth
Delmar, you take over..

(SWITCHOVER TO NEW YORK ... PICK UP COMMERCIAL NO. 3)

(approx. 1.25)

(RETURN CUE)

DEER: CHANT SOLD AMERICAN

P: Yes, ladies and gentlemen, sworn records show that among
independent tobacco experts like Mr. Wright - auctioneers,
buyers and warehousemen - with men who know tobacco best,
it's Luckies two to one.

DEER: CHANT SOLD AMERICAN

MT: A friendly suggestion - for your own greater enjoyment,
smoke the smoke tobacco experts smoke - Lucky Striko.

(SWITCHOVER TO VAN NUYS, CALIFORNIA)

ON THE ALAMO. ORCHESTRA

NO LOVE, NO NOTHIN' GROUP

(APPLAUSE)

TRA: KYSER MARCH

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3. Johnny Doughboy found a rose in Ireland, and Pfc. Arthur Drake of Camp Tyson, Tennessee, says those roses grow best (PLAY). ~~Sir Thomas Lipton, the famous sportsman of Irish descent, named his yacht~~ either Blarney Stone, Shamrock, Shillelagh or Irish Potatoes. Which was it? Will you distinguish between a shamrock, a sham-battle, and a shampoo,

4. And of course celebration of St. Patrick's Day would not be complete unless you named this song for Sally Peterson of Hampton, Iowa. (PLAY). ~~Who are known as the fighting Irish?~~ Most Irish jokes are hung on what two famous characters? Distinguish between Tam-O-Shanter and Tim-o-shenko. Well, Tim-o-shenko isn't any St. Patrick, but he's doing a beautiful job of chasing the snakes out of Russia!

(APPLAUSE)

SOUND: GLASS BELL

FORMAN: Well, shall I name the winner from Camp Van Nuys?

KYSER: First, Basil Ruysdael, then bring on the prize.

(SWITCHOVER TO NEW YORK .. PICK UP TOBACCO LAUREATE)

(approx. .30)

AUCT: 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 two to one. So, smoke the smoke tobacco experts smoke - the cigarette that means fine tobacco - Lucky Strike.

AUCT: CHANT SOLD AMERICAN

(SWITCHOVER TO VAN NUYS, CALIFORNIA)

(FANFARE)

FORMAN: The Valley champ, professor!

KYSER: It's a tie between Cpl. Ross Cochran and Pvt. James Kassel, and therefore, they're both entitled to a first prize of \$50 War Bond for each one, but in addition for having a perfect score all the way, Cpl. Ross Cochran gets an additional \$25 bond or \$75 to Cpl. Cochran and \$50 to Pvt. James Kassel.

~~where the twenty-five goes!~~ To numbers three, four, five and six, ten each in stamps for some real fast licks. All six get a carton of Luckies! And then! AND THEN! To all you chillun of the San Fernando, whose enthusiasm was super-grando, a package of better than ever LUCKY STRIKE CIGARETTES!

(CHEERS)

8. ~~BUCKLE-CARL-RAG~~ *Fin. r. Rag. by* ORCHESTRA

(APPLAUSE) (OR FANFARE IF NUMBER IS ELIMINATED)

~~(N.B. No applause or fanfare if number is played.)~~

FORMAN: Now at the request of the United States Government, and speaking for the United States Government, Kay Kysor brings you the following message. Time, about a minute and a half. Subject, The Red Cross Fund. Mr. Kysor.

KYSER: The Red Cross is a worldwide organization of doctors, nurses, and members of many professions and trades, ~~and who~~
~~Red Cross field directors and their staffs~~ are with America's fighting men wherever they go. Yes, they're in the front line with ^{our boys} ~~them~~ at all times. Through the Red Cross, six million pints of blood have been collected to save the lives of our wounded, 350 recreation centers have been built overseas, Red Cross Clubmobiles go right up to the front with food, music, and movies for our men. The Red Cross has recruited 50,000 nurses for the Army and Navy, serving all over the world. More than 145,000 women are now on duty serving as Red Cross Nurses Aides. You see, the Red Cross isn't just a symbol, it's you and me - all of us - we are the Red Cross, and we put up all the money so that our organization, the Red Cross, can do its work. ~~I know we've just paid our income taxes,~~
~~but~~ ^{For} 1944 our Red Cross must have 200 million dollars. It's a direct way for us to give immediate assistance to our fathers, brothers, husbands and sweethearts, who are fighting for us all over the world. ^{Yes, we've just paid our income tax} In spite of everything I know we can and will raise this money. ~~So dig up some~~
~~cash now and pledge more for later in the year.~~ I know our people will not fail the greatest symbol of mercy the world has ever known - the Red Cross. ~~Let's do it now,~~
~~folks.~~ What about it, America?

(APPLAUSE)

ORCH: KYSER THEME

KYSER: Well, das all until next Wednesday. For a wonderful welcome by the armed forces in the San Fernando Valley, we thank _____ of the Metropolitan Air Port, _____, commanding Anti-aircraft units, and Major W. R. McBrien, of the Birmingham General Hospital. You great Air Forces ground crews and hard-hitting anti-aircraft artillerymen are tops, but you and your buddies overseas would be the first to say "Let's not forget the Army's Medical Department". Again and again, from the shell-torn soil of Italy and the South Pacific have come the thrilling records of our Army medics under fire. The fearless and devoted men of the Army Medical Department who are at the sides of our men in the thick of battle. And as we honor them, let's all remember "greater love hath no man" than these - who risk their lives that others may live. [To you Army medics, the whole nation says "thank you very much." Next week we'll be holding class with the hell-diving Devil Dogs of the U.S. Marine Corps Air Station at Santa Barbara, California....and until then, this is Kay Kyser thinkin' of you. Thanks a lot for bein' with us....and so long.....everybody!

(APPLAUSE)

ORCH: LUCKY THEME

(SWITCHOVER TO CHICAGO AT 57:55)

(FROM CHICAGO)

CHICAGO

ANNCR:

This program was presented by Lucky Strike for the entertainment of the men of the Anti-Aircraft Artillery and the Army Air Force, and Hospital Corpsmen at Van Nuys, California. Defend the Constitution! Buy War Bonds!

(SWITCHOVER TO NEW YORK)

SOUND: (GONG) (GONG) (GONG)

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

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

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

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

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

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

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

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

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

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

RUYSDAEL: LS - MFT
LS - MFT

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

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

THIS IS THE NATIONAL BROADCASTING COMPANY.

FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE, NEW YORK • WICKERSHAM 2-6600

CLIENT: THE AMERICAN TOBACCO CO.

REVISION:

NETWORK: NBC

PRODUCT: LUCKY STRIKE

APPROVAL: FINAL

B'CAST: 10:00-11:00 PM EDT

DATE: MARCH 22, 1944 - #313

REPEAT:

"KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE"

As Broadcast

ROUTINE

1. YEARNING

ORCHESTRA

2. WHEN THEY ASK ABOUT YOU

HARRY BABBITT

COMMERCIAL ONE

ROUND ONE

3. DON'T SWEETHEART ME

SULLY MASON

COMMERCIAL TWO

4. I COULDN'T SLEEP A WINK LAST NIGHT

GEORGIA CARROLL

STATION BREAK

ROUND TWO

5. HOLIDAY FOR STRINGS

PRODUCTION

COMMERCIAL THREE

6. ~~ALWAYS~~

ORCHESTRA

7. SHOO SHOO BABY

SULLY MASON & GROUP

FINAL ROUND

COMMERCIAL FOUR

8. I KNOW THAT YOU KNOW

ORCHESTRA

ATX01 0116136

WEAF

THE AMERICAN TOBACCO COMPANY

3-22-44

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #313

10:00-11:00 PM EWT

MARCH 22, 1944

WEDNESDAY

(Program originates at the U. S. Marine Corps Air Station, Santa Barbara, California, with switchovers to NBC, New York, for commercials and closing.)

(FROM NEW YORK)

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

RIGGS: (CHANT - SOLD AMERICAN)

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

RUYSDAEL: LS - MPT

LS - MPT

SHARBUTT: You said it!

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

RIGGS: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO SANTA BARBARA, CALIFORNIA)

KAY KYSER

- 2 -

3-22-44

(FROM SANTA BARBARA, CALIFORNIA)

ORCHESTRA: "LUCKY DAY"

FORMAN: LUCKY STRIKE presents for the entertainment of the
Hell-Diving Devildogs at the United States Marine Corps
Air Station, Santa Barbara, California, KAY KYSER'S
COLLEGE OF MUSICAL KNOWLEDGE!

AUDIENCER: "YEAH MARINES" "FLYERS" "HOORAY"

ORCHESTRA: KYSER THEME

(AUDIENCE APPLAUSE UP BIG)

- 2 -

ATX01 011613B

KYSER: Evenin' folks, how y'all?

AUDIENCE: HAPPY, PAPPY!

KYSER: Happy, Pappy! Well das fine. And tonight chillun, the old College is holdin' class near Goleta, California with Uncle Sam's fighting Leathernecks, the Flyin' Marines and girl Marines, the fighting women behind our fighting men! Man, the planes these men fly here are really hot! I'm not allowed to tell you how hot, but these Marines are the only pilots in the world who have to wear asbestos scivvies! You should see these Devil Dogs in the air though. They certainly perform those air combat tactics. First one Marine will chase another Marine, then the second Marine will chase the first Marine. Then at night they both go into Goleta and chase anything. Yes, these Marines really fly! They fly upside down, backwards, do shandelles, barrel loops ... I don't see how they keep their seats. I guess they must have muoilage on their fuselage.

FORMAN: By the way, Foss, Joe Foss used to be stationed here. Did you know Joe dropped twenty-six Japs? Imagine that! One Marine against twenty-six Japs!

KYSER: Well that's about the right handicap.

FORMAN: And did you see the war dogs they have here?

KYSER: Yes indeed. They've got one here they call Einstein.

FORMAN: Einstein?

KYSER: Yes, nobody can figure out his relativity.

FORMAN: Fess, these flying Marines want to start their guessin'!

KYSER: Yes, but first we've got a dancin' lesson! Come on, chillun yet's do it.

1. YEARNING ORCHESTRA
2. WHEN THEY ASK ABOUT YOU HARRY BABBITT
(APPLAUSE)

(FROM SANTA BARBARA, CALIFORNIA)

KYSER: Harry Babbitt, that was a beautiful song, beautifully sung. And now you take over, Kenneth Delmar ...

(FROM NEW YORK)

DELMAR: Next time you step up to a cigarette counter, ask yourself one question -- What makes a fine cigarette? And bear in mind this answer -- fine tobacco. Yes, ladies and gentlemen, in a cigarette it's the tobacco that counts -- and the better the tobacco, the better the cigarette. So in choosing a cigarette for your own 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. At markets all over the South, independent tobacco experts present at the auctions can see just who buys what tobacco. And sworn records show that among such independent tobacco experts - auctioneers, buyers and warehousemen, with men who know tobacco best, it's Luckies 2 to 1.

BOONE: (CHANT - SOLD AMERICAN)

SHARBUTT: It takes fine tobacco to make a fine cigarette. Remember,
(Impulse
Tag #8) Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco.

(SWITCHOVER TO SANTA BARBARA, CALIFORNIA)

KYSER: Harry Babbitt, that was a beautiful song, beautifully sung. And now, you take over, Kenneth Delmar.....

(SWITCHOVER TO NEW YORK .. PICK UP COMMERCIAL NO. 1)

(Approx. 1.05)

(RETURN CUE)

DELMAR: And sworn records show that among such independent tobacco experts - auctioneers, buyers and warehousemen, with men who know tobacco best, it's Luckies two to one.

AUCTIONEER: CHANT SOLD AMERICAN

SHARBUTT: It takes fine tobacco to make a fine cigarette. Remember, Lucky Strike means fine tobacco - Yes, Lucky Strike means fine tobacco.

(SWITCHOVER TO SANTA BARBARA, CALIFORNIA)

ORCHESTRA: KYSER MARCH

FORMAN: First three contestants to try for the plum!

KYSER: Well, blow the startin bugle, chum!

ISH: (TRUMPET) Ish K: Bibble's hour of poetry. First poem
entitled 'The Blind Date'.

KYSER: 'The Blind Date'. Read.

ISH: Oh a trusting Marine with a date in Goletar
Said, "What a thrill I will get when I meet 'er."
When they met, he said, "eek." I expected a freak,
But you got a beak like a G. I. mosquito!"

KYSER: Never mind your poems. Talk about something educational.

ISH: Oh yeah ... sure. You know that war dog they had here ...
the one they used to call Ben?

KYSER: Ben?

ISH: Yeah. Last week they had to change its name to Ben Hur.

KYSER: You mean she had some little Bennies?

ISH: No ..., some little hurries.

3/22/44

HORMAN: First contestant, Fess!

KYSER: And he is _____!

1. Carla Purcell of Gresham, Oregon, tells us that a Marine rookie here was really in love with a girl Marine. He couldn't think of anything else but her, so he called her up and said, "Honey, to express the feeling I have burning in my chest, I'm going to send (PLAY) *an orchid*". The girl marine said, "That's wonderful, dear, but I'd much rather have a (PLAY). As soon as she said goodbye, the Marine called up the florist and said, "Quick, send her a Poinciana". The florist said, "Spell it." The Marine said, "Spell it?" Say, florist, (PLAY).

2. Ships cook Pete De Ritis of Thard Island, Texas, says, since we're with the Marine flyers at Santa Barbara, ~~it's appropriate for me to~~ *ask* you to distinguish between Barbara Hutton, ~~Barbara Friston~~, Barbara Bennett, Barbara of Seville, and Barbara Coast.

3. Helen Lefton of Cleveland, is sure you're a good radio fan, so we want to see if you can tell us what popular Thursday night radio program is identified by this theme (PLAY). (That's right, it's heard on Friday night on the West Coast). Who are the current stars of that program? One of them is ~~currently~~ in the picture "Higher and Higher" with what singer? ~~Can you name two former stars of the program?~~

4. Here's a song originally written for a girl to sing to a boy. Flora McElheny of Miles City, Montana, wants you to name it. (PLAY) We think it's appropriate for a boy to sing it to a girl, so gorgeous Georgia Carroll is coming up here and we want you to change the words to 'Oh Georgia, How You Can Love' and sing it to her.
(PLAY)

KYSER: ~~Let's all remember folks, a full mail sack means a pat on the back for these guys out fighting for us.~~ And by the way, you girls listening at home ... if you're worrying about your fellow having a pin up girl, just remember, he'd rather have you pick your pen up, girl, and write him a long letter.

5. Let's make way for tonight's visiting Dean from the University of Musical Diversity -- it's Professor Red Smith who plays some of the world's most remarkable musical instruments...so let's get him out here! (APPLAUSE) First, for all garden lovers, the Professor plays a tune upon an old section of garden hose and a drain-pipe, and Air Cadet Robert Dobbs of Luke Field, Arizona, wants you to listen and tell us the name of the tune. (PLAY). ~~Next Red plays on a regulation plumber's plunger. (PLAY)~~ Now the motorist's bounce, played as the professor bounces up and down on an ordinary tire-pump. (PLAY) Last but not least, here's an instrument the Professor hasn't practised on much since he was a child...but it's the foundation of his musical art -- a plumber's harp. (PLAY)

6. You Marine Flyers fly great ships and a lot of your planes are affectionately known by girls' names. Pvt. William Stocks of Camp Maxey, Texas, says by whatever name you call them, whether it be Mary, Sue, Martha or Janet, those planes of yours are really (PLAY). Yes sir, and as you knock Jap ships out of the skies on your march to Tokyo, we know you are singing to Mr. Tojo. (PLAY)

(APPLAUSE)

SOUND: CLASS BELL

FORMAN: First round champ, Professor!

FERDY: Ahhhhhhhh bugs!

KYSER: Ferdy Froghammer! What's going on now?

FERDY: Ahhh that Diane Pendleton ... always wants to be a movie star.

KYSER: Well, maybe she will be. And you'll be sorry when you see Diane's name up in lights on all the picture houses.

FERDY: Yeah, I can see it now. Diane Pendleton ... The Constant Nymph-compoop!

KYSER: Don't be facetious! She is very good in our last picture "Around the World."

FERDY: What do you know about going around the world?

KYSER: I've got a map!

FERDY: Yeah, but you couldn't even get into Santa Barbara with the map you're wearing!

KYSER: Ferdy Froghammer! Will you quit running down my face?

FERDY: Your face ran down years ago!

FORMAN: Fess, here's the winner of the first round fray.

KYSER: And he is _____. Leatherneck you copped the first round crown, so light up a Lucky, sit right down and bend an ear to a tune that's really goin' round! Come on, chillun, yet's dance.

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

KAY KYSER
Commercial #2

- 4 -

3-22-44

(If We Wish To Be Free, We Must Fight. I Repeat ... We Must Fight!)

(FROM SANTA BARBARA, CALIFORNIA)

KYSER: ... You were on the beam, and that's no dream. Thanks a million.

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

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

RIGGS: (CHANT - SOLD AMERICAN)

VOICE II: "If We Wish To Be Free, We Must Fight. I Repeat ... We Must Fight!"

RUYSDAEL: On a street in the city of Richmond, Virginia ... stands a simple, white frame building, known as St. John's Church. And inside ... near the pulpit is a marker that commemorates the building as an historic shrine. For on this very spot ... long long ago ... a young Virginia lawyer made a speech that won him everlasting fame. Go back in imagination ... back 169 years ... to a March day in the year 1775. The little church is crowded with the delegates to Virginia's Second Convention, who are assembled to consider a momentous question -- the question of launching America's Revolutionary War. The atmosphere is tense as the clerk reads the roster of distinguished names ...

(SOUND OF GAVEL)

- 4 -

(MORE)

ATX01 0116147

VOICE I: "George Washington ... Richard Henry Lee ... Thomas Jefferson ... (FADE) Benjamin Harrison ... Edmund Pendleton..."

RUYSDAEL: After the roll call ... the members start their discussion. At last ... with the issue still in doubt ... one of the delegates rises from his place in a front pew. He is a slender, brown-haired man of 32 -- a man who is about to become famous throughout the world -- and his name is Patrick Henry. He begins his speech quietly ... but his voice rises with the pitch of his own emotions ...

VOICE II: "In vain may we indulge the fond hope of peace ... and reconciliation. If we wish to be free, we must fight. (FADE) I repeat ... we must fight ..."

RUYSDAEL: Instantly ... a hush falls over the room. For a moment, he waits ... groping for the right words. And then ...

VOICE II: "There is no retreat ... but in submission and slavery. Our chains are forged ... their clanking may be heard ... on the plains of Boston. (FADE) The war is inevitable."

RUYSDAEL: As he continues, Patrick Henry's voice rises to a crescendo ... and every pulse beats faster as the ringing words carry to the farthest seat in the gallery ...

(MORE)

(If We Wish To Be Free, We Must Fight. I Repeat ... We Must Fight!)

VOICE II: "Gentlemen may cry peace, peace ... but there is no peace.
The war is actually begun. (FADE) The next gale that
sweeps ..."

RUYSDAEL: Now ... Patrick Henry draws himself erect ... his face is
pale ... his eyes burn with the fire of deep conviction ...
and then it comes, the thundering battle-cry that will
arouse all America to action ...

VOICE II: "I know not what course others may take ... but as for me,
give me Liberty or give me Death!"

RUYSDAEL: Now ... there is silence -- silence except for the rustling
of the leafy trees and the twittering of birds outside in
the churchyard. Slowly ... Patrick Henry crosses to his
seat ... and then, all at once, every spectator is on his
feet cheering ... cheering until the vaulted church
resounds like a great bell. Thus it was that on a day in
March, 1775, this nation heard her call-to-arms ... heard
the slogan that would rally her sons to the cause of
freedom. And so it was here in the old city of Richmond,
that Patrick Henry spoke the words that became part of
American tradition ... here in the very heart of the
Virginia tobacco country where, for many generations,
another great tradition has flourished - the tradition, the
romance of fine tobacco.

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

KAY KYSER

- 6A -

3-22-44

Commercial #2 (CONTD)

(If We Wish to be Free, We Must Fight. I Repeat ... We Must Fight!)

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

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFT

LS - MFT

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

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

(SWITCHOVER TO SANTA BARBARA, CALIFORNIA)

- 6A -

ATX01 0116150

KYSER:you were on the beam, and that's no dream.

Thanks a million.

(SWITCHOVER TO NEW YORK...PICK UP COMMERCIAL NO. 2)

(approx. 4.10)

(RETURN CUE)

AUCTIONEER: CHANT SOLD AMERICAN

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

AUCTIONEER: CHANT SOLD AMERICAN

RUYSDAEL: LS - MFT
LS - MFT

PICKER: (2 & 3, 2 & 3, 2 & 3)

DELMAR: Next time you step up to a cigarette counter, ask for Lucky Strike, for with men who know tobacco best, it's Luckies two to one.

(SWITCHOVER TO SANTA BARBARA, CALIFORNIA)

ORCH: CARROLL INTRO:

KYSER: For these thousands of sky-roving Leathernecks...it's our stop, look at, and listen to girl, gorgeous Georgia Carroll! (APPLAUSE) To be sure, Georgia, after these Marines hear you sing...they won't sleep a wink tonight.

4. I COULDN'T SLEEP A WINK LAST NIGHT GEORGIA
(APPLAUSE)

GLEE CLUB: "MARINE HYMN"

GLEE CLUB: "MARINE HYMN".....FADE FOR:

WORMAN: To the pilots and crews who, in this war, have added
new chapters to the eternal glory of the United States
Marine Corps, we pause in tribute across the nation.

LOCAL NBC STATION SAYS:

"STATION X X X SALUTES MARINE AVIATION!"

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

ORCH: KYSER MARCH

FORMAN: Ladies and gentlemen, before we start our next round, we bring you a new feature of the College of Musical Knowledge -- a feature entitled -- "In a Pig's Eye"! The scene is a Marine barracks at the Marine Air Station, Goleta. It is ten o'clock in the morning. Reveille is just sounding.

ORCH: (SOFTLY) (RUSTLE OF SPRING WITH BIRD WHISTLES) CUT FOR:

SOUND: SNORING (CUT FOR:)

KYSER: (POLITELY) It's time to get up, Private Babbett, you sleepyhead!

HARRY: Oh, go away, Sarge! I had a tough night last night.

KYSER: Where?

HARRY: Night maneuvers in Santa Barbara.

KYSER: But it's ten o'clock, Private, and you know how the Colonel hates to wait breakfast for you.

HARRY: Aw, those breakfast parties of his! Broiled tenderloin, hot waffles, eggs, ham, coffee, cocoa, milk, crepes suzettes...same thing every day! Why doesn't he ever serve creamed chipped beef on toast!

KYSER: Oh, please get up, Harry!

HARRY: No!

KYSER: Look, Harry -- how would you like -- to be a second lieutenant!

HARRY: You mean they'll really make me a shavetail if I get up?

KYSER: Yes!

HARRY: (PAUSE) (SNORES)

KYSER: Oh gee whizzzz! I work my fingers to the knuckle trying to get ahead, and what am I!

HARRY: A knucklehead!

KYSER: Oh, you cad! You frightful cad! (EXITS CRYING)

SOUND: SNORE, TELEPHONE RING AND UP

HOWARD: Hello?...Just a minute... Private Babbitt, telephone.

HARRY: Who is it?

HOWARD: Rita Hayworth.

HARRY: Oh, for the...why doesn't she leave me alone!...Hello?
...NO!...NO, Rita! That's final!

SOUND: RECEIVER ON

HOWARD: What did she want?

HARRY: Oh, she wanted me to go to dinner at her house tonight.

HOWARD: Aren't you going?

HARRY: What! And miss a night in Goleta?

ORCH: CHORD

FOREMAN: And so ends our feature, 'In a Pig's Eye'.

KYSER: Cause here's first contestant for the second try. And she is the first of 3 girl Marines. And believe me, we're really proud of you girls in uniform, the fighting women behind our fighting men.

1. Preda Larsen of West Los Angeles sends us this romantic question about a beautiful girl Marine here at the Air Station who was out patrolling ~~the field~~ one night with one of these war dogs they train here. Suddenly the war dog broke loose from the leash and ran away in the dark, so the pretty girl Marine cried (PLAY.) Hearing her say this in the darkness, a passing soldier ran up and said, "Were you calling me, I'm a gay dog". The girl Marine gave the soldier a freezing look and said (PLAY). Just then a big man Marine came up and said (KAY) (HOWLS) "I'm no doggie, I'm a wolf". "Yes," said the girl Marine, "that's what all you pilots here say. But all we girl Marines can say to you is (PLAY).

2. They have a war dog unit here at Goleta, and for Craig Cody of Chicago, we'd like to have you tell us the name of a current and popular dog picture. Lessee you come home with the bacon on this. Can you name two dogs that ^{have} starred in movies? What's the name of the president's dog? ~~The servicemen will all get bonuses after the war, but the service dogs say never mind the bonuses. Just give us plenty of bones.~~

3. Girl Marines, of course, are allowed to have dates and while discussing dates the other day one girl Marine here said she was partial to (PLAY). Oh, he's all right, said a second gal Marine, but I'm crazy about (PLAY). Still another girl Marine said, "Well, you can have your _____ and _____, but as for me, (PLAY) Say, speaking of _____, here's Harry Babbitt. We'd like to have you sing that song to him with a lot of feeling. (PLAY)

X.
~~2nd AMT.~~ If you know your popular songs, Maryellen Schulte of Rock Rapids, Iowa, thinks you should be able to decipher these paraphrases and tell us the simple names of the songs. Covering for the foot, covering for the foot, infant. Female equine quadrupeds consume the grain of the cereal grass, Svena Sativa. Pucker up and osculate to a great extent.

3/22/44

- 14 -

5. Our next visiting Deans are five Marines stationed right here at Santa Barbara... Bill Price, Sammy Weissman, Bob Bowman, Johnny Wade and Tommy Noto... take a bow men (APPLAUSE) Helen Hanson of Allendale, New Jersey wants you to tell us what the Marine Air Station jive five are about to play... (PLAY) (PLAY)

6. In this one from Seaman Glen Chappel somewhere with Uncle Sam's fleet, three Marine flyers made a parachute jump. One landed on an island, one on water and the other in a jungle full of wild animals. Listen to these three tunes and tell us which landed where. (PLAY) Movie star Elyse Knox hopes to make her wedding dress from the parachute that saved the life of her fiance. Who is he? He's an Army Flyer twice saved by parachute jumps.

(APPLAUSE)

SOUND: CLASS BELL

ATX01 0116157

ISH: Don't worry -- it shows, he chuckled. Realizing the dry humor of the repartee, a smile began to dance around her mouth, but when it seen how far it had to dance, sat the next one out.

DIANE: Let me put my head on your shoulder, she said, getting the straight line.

ISH: I didn't know it would come off, he returned, pulling the punch line.

DIANE: Well,

ISH: She said.

DIANE: Well,

ISH: She repeated.

DIANE: It's getting late. I guess you'd better drive me home.

ISH: ~~So with that, he put some harness on her and drove her home.~~

Pick: *Chord!*

FORMAN: Second winner, Fess!

KYSER: And he is _____!

Pal
~~Man~~ you were in there all the way, so light up ~~a-lucky~~ *enjoy a Lucky* while the chillun sway and ~~stoke up~~ before the final fray!

5. HOLIDAY FOR STRINGS PRODUCTION

(APPLAUSE)

(Key: Cue top of next page)

(FROM SANTA BARBARA, CALIFORNIA)

KYSER: That was real jivin', gang, and really in the groove.
Now -- here's our friend, Del Sharbutt ...

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

VOICE 1: "Gentlemen ... the delegate from Hanover County ...
Mr. Patrick Henry!"

SHARBUTT: When Patrick Henry addressed the 2nd Virginia Convention, back in 1775, he appeared as a representative of Hanover County -- home of many prominent planters -- experts in the knowledge of fine tobacco. And today's knowledge of fine tobacco belongs to the independent tobacco experts at the auctions down South ... men like Mr. Bryan Williams of Paris, Kentucky, who recently said --

VOICE: I've been a tobacco auctioneer for 16 years. And I judge a cigarette by the tobacco that goes into it. I've seen the finer, naturally milder leaf bought by Luckies. That's why, for 12 years, my cigarette has been Lucky Strike.

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

RUYSDAEL: Yes, ladies and gentlemen, sworn records show that among independent tobacco experts like Mr. Williams, 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 SANTA BARBARA, CALIFORNIA)

KYSER: That was real jivin', gang, and really in the groove.
Now, here's our friend, Del Sharbutt...

(SWITCHOVER TO NEW YORK...PICK UP COMMERCIAL NO. 3)

(Approx 1.23)

(RETURN CUE:)

AUCTIONEER: CHANT SOLD AMERICAN

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

AUCTIONEER: CHANT SOLD AMERICAN

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

(SWITCHOVER TO SANTA BARBARA, CALIFORNIA)

6. ALWAYS. . . . *isob* ORCHESTRA

7. SHOO SHOO, BABY. SULLY & GROUP

(APPLAUSE)

ORCHESTRA: KYSER MARCH

FORMAN: Fess, let's start the final round or we'll be in Goleta town till dawning.

KYSER: Well, ... nothing would be sweeter than to wake up in Goleta in the morning!

1. In Spring a young man's fancy lightly ^{so} turns and ~~right now the lamp~~ of learning brightly burns, ~~so in our final round tonight,~~ let's talk about Spring. Since Spring began about noon Monday, Inez Jennings of Wilkes-Barre, Penn., says (PLAY). We'd like you to distinguish between Hot Springs, Spring Byington and hand springs.

2. Here's two ditties that sound somewhat alike - one is 'Rustle of Spring' and the other is Mendelssohn's 'Spring Song'. Listen to them both and tell Captain Scott Tuner of Camp Muroc, California, which you think is Mendelssohn's. (PLAY) Would you give us two definitions of the word spring? What is "spring cleaning"?

CONTESTANT: When two privates get a sergeant in a crap game.

(Applause)

Sound: Chas. Bell

FORMAN: Fess, shall I name the man whose answers were keen?

KYSER: First, 'Lucky Logic', then bring on that Marine.

(SWITCHOVER TO NEW YORK...PICK UP TOBACCO LAUREATE)

(Approx .30)

AUCTIONEER: 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 two to one.

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

AUCTIONEER: CHANT SOLD AMERICAN

(SWITCHOVER TO SANTA BARBARA, CALIFORNIA)

(FANFARE)

FORMAN: High Flying Marine, professor!

KYSER: It's a tie and both of them have a perfect score all the way and therefore, Sgt. Reuben Bienvenu not only gets a \$50 War Bond, but he also gets an additional \$25 bond for having a perfect score all the way; and Cpl. Lorraine McClelland battled those big he men Marines all the way to the finish and she wins a first prize of a \$50 War Bond and for having a perfect score all the way she gets an additional \$25 bond or \$75 to each of them.

~~bond~~. Ten each in Stamps to the other flyers for bein'

first-class devildog tryers. All six get a carton of Luckies, and then...AND THEN! To all you pals and gals of Goleta, for laughin' and cheerin' and "stampin' your feeta", a package of better than ever LUCKY STRIKE

CIGARETTES!

(CHEERS)

8. I KNOW THAT YOU KNOW. . . *faded* ORCHESTRA

~~(APPLAUSE)~~

ORCH: KYSER THEME

KYSER:

Well chillun, das all until next Wednesday. For welcoming us in true Marine fashion here at the U.S. Marine Air

Station, Santa Barbara, we thank Colonel Chauncey V.

+ Col. Perry Carmichael
Burnett, commanding this station, Colonel Lawson H.M.

Sanderson, commanding the Air Group, Lt. Carl R. Beck, and

all you men. In all our Armed Forces, I doubt if there

is any single group more feared by our enemies than you

men who wear the insigne of Marine Aviation. *Time magazine* Of U.S.

fighter aces in this war, a full seven of the first ten

all that I've seen are over included
are Marines..... Foss, Boyington, Hanson, Walsh, Aldrich,

Smith, Carl. The Pacific is littered with Jap planes and

ships that have gone down before the guns of those heroes

and their ~~Devildog~~ comrades. Colonel Burnett and Colonel

Sanderson, the commanding officers of this station and

group, were on Guadalcanal in the bitter days when a

handful of Marine planes took on the Jap in staggering

numbers... and won. And I know you men here before me

will fly and fight in the same Marine style..and so to

guy
you gallant fighters of Marine Corps Aviation, *to you girl* you men
man, the fighting women behind me
who are "aces on the wing" to our enemies, the nation says

to you "thank you very much". Next week we'll be holding

class with ~~our fighters of the sea~~, the men and women of

the United States Coast Guard at Long Beach, California.

Until then, this is Kay Kyser, *thinkin' of you*. Thanks

~~a lot for bein' with us...and so long everybody.~~

(APPLAUSE)

~~ORCA:~~ LUCKY THEME

(SWITCHOVER TO CHICAGO AT 57:55)

(FROM CHICAGO)

CHICAGO

ANNOR: This program was presented by Lucky Strike for the
entertainment of the men of the Marine Air Station at
Santa Barbara, California. Defend the Constitution!
Buy War Bonds!

(SWITCHOVER TO NEW YORK)

SOUND: (GONG) (GONG) (GONG)

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

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

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

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

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

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

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

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

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

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

RUYSDAEL: LS - MFT

LS - MFT

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

NBC

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

THIS IS THE NATIONAL BROADCASTING COMPANY.

FOOTE, CONE & BELDING

Advertising

242 PARK AVENUE, NEW YORK • WICKERSHAM 2-6600

CLIENT: THE AMERICAN TOBACCO CO.

REVISION: _____

NETWORK: NBC

PRODUCT: LUCKY STRIKE

APPROVAL: FINAL

B'CAST: 10:00-11:00 PM EDT

DATE: MARCH 29, 1944 - #314

REPEAT: _____

"KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE"

As Broadcast

ROUTINE

1. IT'S LOVE, LOVE, LOVE

SULLY MASON & GROUP

2. I LOVE YOU

HARRY BABBITT

COMMERCIAL ONE

ROUND ONE

3. THERE'LL BE A HOT TIME
IN THE TOWN OF BERLIN

SULLY MASON
& GROUP

COMMERCIAL TWO

4. GOODNIGHT WHEREVER YOU ARE

GEORGIA CARROLL

STATION BREAK

ROUND TWO

5. POINCIANA

PRODUCTION

COMMERCIAL THREE

6. PEG O' MY HEART

ORCHESTRA

7. NO LOVE NO NOTHIN' *cut*

GROUP

FINAL ROUND

COMMERCIAL FOUR

8. AFTER YOU'VE GONE *faded*

ORCHESTRA

ATX01 0116167

WEAF

THE AMERICAN TOBACCO COMPANY

3-29-44

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #314

10:00-11:00 PM EWT

MARCH 29, 1944

WEDNESDAY

(Program originates at the Municipal Auditorium, Long Beach, California, with switchovers to NBC, New York, for commercials and closing.)

(FROM NEW YORK)

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

BOONE: (CHANT - SOLD AMERICAN)

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

RUYSDAEL: LS - MFT

LS - MFT

SHARBUTT: You said it!

DELMAR: Why, sure!

RUYSDAEL: 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 LONG BEACH, CALIFORNIA)

(FROM LONG BEACH, CALIFORNIA)

ORCHESTRA: LUCKY THEME

BARBE: LUCKY STRIKE presents for the entertainment of the
fighting men and women of Uncle Sam's oldest service
-- The United States Coast Guard -- from Long Beach
California, KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE!

AUDIENCE: (SINGS) "So here's the Coast Guard marching song,
We sing on land and sea
Through surf and storm and howling gale
High shall our purpose be. (AUDIENCE HUMS)

BABBE: It's Coast Guard night from coast to coast for the gallant
service that has landed our fighting forces in nearly
every Allied invasion from Italy to the Marshall Islands --
the United States Coast Guard!

AUDIENCE: "FIGHT ON, COAST GUARD!" "HOORAY!"

ORCHESTRA: KYSER THEME

(AUDIENCE APPLAUSE UP BIG)

KYSER: Evenin' folks, how y'all?

AUDIENCE: FOUR, OH! BO!

KYSER: Four, oh, bo! Well, das fine because four oh means 100% swell. Tonight, the old college is holdin' class at Long Beach, California, with the fighting men of the United States Coast Guard, and the SPARS, the fighting women behind our fighting men! Ah, yes, the USCG, United States Coast Guard. USCG also stands for "Usually Seeking Cute Girls." Of course, these Coast Guards don't have much time for romance, so they fall for the first girl they meet on shore. I know one that got stuck on a girl here and he didn't show up for three weeks. When he did come back, he got stuck on a lighthouse for three months. There's something these sea goin' guys have that other fellows don't have. I met a Coast Guardsman here that kissed three hundred and twenty-seven girls three minutes after he'd come ashore. I asked him how he did it. He said, "I was adrift in a life boat for a week and I drank so much salt water I was permanently puckered!" Ah, and these Spars are really wonderful. When I got here a Spar said, "Oh, Mr. Kyser, you're so funny. You tickle my ribs! So I tickled her ribs...I'm very fond of Spar ribs." But we've had a lot of fun here - doing all the things that the Coast Guardsmen do. This morning when the men went rowing, I went rowing. This afternoon when the Spars went swimming, I went ... BOINNNNGGGGGG!

BABBITT: Fess, it's time to get off the tee. Let's start the \$115 War Bond spree!

KYSER: Roger! Deant! That we'll do in a minute or two, but first let's dance, chillun, hibble de bee!

1. IT'S LOVE, LOVE, LOVE SULLY MASON AND GROUP
2. I LOVE YOU HARRY BABBITT
(APPLAUSE)

KAY KYSER
Commercial #1

- 3 -

3-29-44

(FROM LONG BEACH, CALIFORNIA)

KYSER: Well done, Harry Babbitt -- you really put your heart into that one. Now, here's our friend -- Del Sharbutt ...

(FROM NEW YORK)

SHARBUTT: Fine tobacco makes a fine cigarette. That's only natural, ladies and gentlemen. And it's only natural that the enjoyable qualities you want out of a cigarette ... the qualities that make for greater smoking enjoyment -- depend on the tobacco that goes into the cigarette. Yes, in a cigarette it's the tobacco that counts. So it's well worth remembering that Lucky Strike means fine tobacco. Yes, first, last and always, Lucky Strike means fine tobacco. At markets all over the South independent tobacco experts present at the auctions can see just who buys what tobacco. And sworn records show that among such independent tobacco experts -- auctioneers, buyers and warehousemen -- with men who know tobacco best, it's Luckies 2 to 1!

RIGGS: (CHANT - SOLD AMERICAN)

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

(SWITCHOVER TO LONG BEACH, CALIFORNIA)

ATX01 0116171

KYSER: Well done, Harry Babbitt. You really put your heart into that one. Now, here's our friend, Del Sharbutt...

(SWITCHOVER TO NEW YORK ... PICK UP COMMERCIAL NO. 1)

(approx. 1.00)

(RETURN CUE:)

SHARBUTT: At markets all over the South, independent tobacco experts present at the auctions can see just who buys what tobacco. And sworn records show that among such independent tobacco experts -- auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies two to one.

AUCTIONEER: CHANT SOLD AMERICAN

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

(SWITCHOVER TO LONG BEACH, CALIFORNIA)

ORCH: KYSER MARCH

BABBE: Fess, it's first round time, you all!

KYSER: Well, sound the starting bugle call!

ISH: (TRUMPET) The life of Ish K. Bibble! Chapter two, 'Twas in the flower of his youth that young Ish fell in love. What a girl she was...eyes like rivulets.

KYSER: Cool mountain rivulets?

ISH: No, steel rivulets. She worked at Consolidated. But twas her lips that fascinated him ... she had lips like petals.

KYSER: Rose petals?

ISH: No, ping pong paddles...she was a Ubangi.

KYSER: Did you propose to her?

ISH: No, she proposed to me. It was lip year.

KYSER: What is she doing now?

ISH: Biting out hot water bottles at a synthetic rubber plant. (PAUSE) But our love was not to be. It was then the young Ish K. Bibble moved into an apartment with a Coast Guard office next door.

KYSER: Ish, the Coast Guard wouldn't have an office in an apartment building. What makes you think the Coast Guard was next door to you?

ISH: Well, every time a guy called up a pretty little girl answered the phone and said, "Okay, come on over, the coast is clear!"

BABBE: First contestant, Fess!

KYSER: And he is _____! Fellow _____,
we're really glad to have you aboard.

1. "Abe" Lincoln, somewhere in the North Pacific, tells us about a really salty Coast Guardsman who had been overseas, since the war began. He had heard a little bit about the Spars but he didn't really believe (PLAY). He returned to the United States and was assigned anchor watch. The same night a Spar was assigned to the watch and believe me, ~~boys, this Spar was (PLAY)~~. That evening, the salty Coast Guardsman was marching his beat, ~~'one, two, three, four' ... he~~ *as was that* ~~turned the corner ... saw that~~ beautiful Spar! He said, "It ain't the Coast Guard I know ... but believe me, fellows (PLAY).

KYSER: Here's our second contestant and she is _____,
a trim and pretty Spar, one of the fighting women behind
our fighting men! And believe me, we're really proud of

you girls in uniform. I used to go with a Wac but she had an ~~aw~~
awful temper. When we had arguments on the street people used to say "there
goes a sad sack with a mad Wac."

2. Petty Officer 2/O Ruth Smith of the Coast Guard Air Station,
St. Petersburg, Florida reminds us there are a host of celebrities and
former movie stars serving in the Coast Guard nowadays. In fact, the
Coast Guard boasts a Caesar and a Victor. Who are they? Also, this
fellow for nearly two years now, has said to the Coast Guard (KAY
SINGS) Yes sir, he directs ~~a magnificent~~ *the 11th District* Coast Guard band. Another
Coastguardsman is a former heavyweight boxing champion of the world.
Who is he? And among others in the Coast Guard are Dick Stabile,
Richard Quine, Jimmy Greer, Gig Young, Henry Wilcoxon, and Buddy

Ebson. Last night I dreamed I had a boxing bout with a Spar - when I
climbed in the ring the crowd yelled and the bell went dang dang. When
the Spar climbed in the ring the ~~crowd~~ *crowd* was speechless, and the bell went
1 "Boinnngggg" 'cause the Spar outsparring me.

3. Harold Ray and Charles Galbraith in Uncle Sam's Service, tell us the Rainbow Pier at Long Beach is very popular with the Coast Guardsmen. Now the band is about to play a medley of three rainbow songs you might hear at Rainbow pier. Listen and name them. (PLAY).
~~What are rainbow trout? What's at the end of the rainbow?~~

4. You men do lots of shooting, so Katherine Maher of St. Paul, Minn., tells us the story of two Coast Guardsmen who were shooting dice. One of them said, "Come on 7!" So he rolled those Ubangi marbles, but instead of 7 he got (PLAY). What was his point? That's right, so the very next roll, instead of getting the 10 he wanted, he rolled a seven. He handed his pay check over to his buddy and said, "Oh well, I don't need it anyway because (PLAY). Now here's a pair of African dominoes for you, and we'll let you roll them twice, and if you roll 7 or make your point, you get to hug either of our gorgeous lassies. But if you roll 2, 3, or 12, you get hit where you sit with the College of Musical Knowledge paddle. Dean, show him the paddle.

4. It's visiting dean time again in the ole college. And tonight we have seaman first class Harry Fields of the United States Coast Guard. A little hand for Harry. (APPLAUSE) Virginia Perkins of Los Angeles tells us that Harry Fields is tops on the piano and that he has appeared in the Hollywood Bowl. See if you can tell us the name of this old timer (PLAY) (PLAY) (PLAY)

KYSER: By the way, we want to say congratulations right here to the 340,000 swell members of the Camp Fire Girls of America on their 32nd Anniversary. ~~Thousands of former~~ Camp Fire girls are in the uniform of their country today and the present members are doing a whale of a job helping Uncle Sam in every task on the home front. Let's all say ~~"Well done" to the Camp Fire Girls on their 32nd Birthday!~~ (APPLAUSE)

Incidentally, another good deed you girls can do is to write a letter to your brothers and friends in the Service -- and get everybody you know to sit down and write to a Serviceman regularly.

5. In peace or war, the Coast Guard is "Semper Paratus" - always ready. And because the Coast Guard was ready the day war began, believe me Uncle Sam said (PLAY). Yes, thanks to the work of the Coast Guard today on our combat transports, the anti-sub patrol, and our amphibious landings, it will always be (PLAY).

BABBE: First round winner, professor!

KYSER: Just a minute, Dean. Ferdy Froghammer, come here. What are you scowling about! You've been going around with a sour puss for a week.

FERDY: A week! I've been going with Diane ^{Pendleton} for over a month!

KYSER: Oh there you go again. Diane is a beautiful girl. I saw her in a bathing suit on the beach today, and she looked just like she was poured into it.

FERDY: Yeah, and most of her poured right back out again.

KYSER: ~~If you don't like Diane, why do you go with her?~~

FERDY: ~~So if I join the Coast Guard and get stuck in a light house I won't be missing anything.~~

KYSER: ~~And furthermore, she~~ recently won a bathing beauty prize sponsored by the aircraft industry, didn't you, Diane.

DIANE: I certainly did. I was known as Miss Celebrated from Consolidated.

FERDY: You look more like Miss Knock Kneed from Lockheed.

DIANE: ^{little} You brat!

FERDY: Now you be careful or I ain't going to take you out any more.

DIANE: Oh what do I care!

KYSER: Yes indeed! With Diane's figure she can land any man she wants. Why only last week she landed about ten Marines.

FERDY: No wonder! She's got a figure like a landing barge!

KYSER: Oh get out of here! Where's the winner, Dean?

BABBE: Right here, Professor!

KYSER: And he is _____! Well, _____, you really worked hard, so light up a Lucky, grab yourself a pard and let's dance!

3. THERE'LL BE A HOT TIME IN THE TOWN OF BERLIN .. SULLY & GROUP
(APPLAUSE)

(KAY: Cue top of next page.)

KAY KYSER
Commercial #2
(President John Tyler and Daniel Webster at Bunker Hill)

- 4 -

3-29-44

(FROM LONG BEACH, CALIFORNIA)

KYSER:That was really four-oh. Thanks gang, that was swell.

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

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

BOONE: (CHANT - SOLD AMERICAN)

SHARBUTT: President John Tyler and Daniel Webster -- "Thank God I am an American"

DELMAR: June 17th, 1843. It is early afternoon, and the place ... a green hillside along the Charles River at Boston. A great crowd stands on the crest of the hill -- a crowd of a hundred thousand Americans who have come from every state in the union. Before them, a tall shaft of granite rears up from the ground, towering 200 feet into the sky. And every heart beats a little faster at the sight of the awe-inspiring monument. For this is hallowed ground ... this is Bunker Hill. And it was here ... long, long ago on another June afternoon ... that an American officer called out an unforgettable command.

VOICE I: "Don't fire until you see the whites of their eyes!"

- 4 -

(MORE)

ATX01 0116178

DELMAR: They sold their lives dearly ... the green, untried troops who fought America's first, great Revolutionary battle -- the Battle of Bunker Hill. And now, at this hour, 68 years later ... John Tyler, tenth president of the United States -- has come to dedicate a great monument to their heroism. Beside him on the speaker's platform ... sits a stocky, grey-haired man. He is President Tyler's Secretary of State -- the famous statesman from New England -- Daniel Webster. Suddenly, a hush falls over the spectators. For now Daniel Webster rises to speak ...

VOICE II: "This monument of Bunker Hill ... having its foundations in soil that is hallowed by early Revolutionary blood ... has at length reached its destined height (FADE) and now lifts its summit to the skies ..."

DELMAR: Daniel Webster stands with his feet spread wide apart ... his arms move in sweeping gestures ... and the fire of deep conviction glows in his dark eyes ...

VOICE II: "Our union has been the source of all our glory and greatness ... and is the ground of all our highest hopes. This monument of Bunker Hill stands on the union ... (FADE) on this union established in Justice ..."

DELMAR: The crowd stands as if rooted to the earth. All eyes, as if by some power of magnetism, are fixed on the speaker. And Webster's voice booms out like a great bell from the hilltop ...

KAY KYSER

- 6 -

3-29-44

Commercial #2 (CONTD)

(President John Tyler and Daniel Webster at Bunker Hill)

VOICE II: "May love of country and pride of country ... glow with equal fervor among those to whom our names and our blood shall descend. May there always rise from every youthful breast the exclamation ... Thank God, I am an American!"

DELMAR: And so it was that on a June day in 1843 ... Daniel Webster and his chief executive, John Tyler, dedicated the monument at Bunker Hill and handed to us all, in words, a tradition close to our hearts this very day. "Thank God I am an American." That evening...as they talked of the day's ceremony ... President Tyler extended an invitation to his Secretary of State to visit the historic shrine at Yorktown, Virginia, where the soldiers fought in America's last battle of the Revolution. And the President obtained Webster's promise to visit the estate of Greenway ... the famous Virginia plantation of the Tylers where, for generations, the good earth yielded great crops of mild, mellow tobacco - the golden harvests that were part of that historic tradition -- the tradition, the romance of fine tobacco ...

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

ATX01 0116180

KAY KYSER
Commercial #2 (CONTD)
(President John Tyler and Daniel Webster at Bunker Hill)

- 6A -

3-29-44

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.

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFT
LS - MFT

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

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

(SWITCHOVER TO LONG BEACH, CALIFORNIA)

- 6A -

ATX01 0116181

KYSER:That was really four-oh. Thanks gang, that was swell.

(SWITCHOVER TO NEW YORK....PICK UP COMMERCIAL NO. 2)

(approx. 4.25)

(RETURN CUE:)

AUCTIONEER: CHANT SOLD AMERICAN

RUYSDAEL: Ladies and gentlemen, that tradition of fine tobacco is 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.

AUCTIONEER: CHANT SOLD AMERICAN

RUYSDAEL: LS - MFT
LS - MFT

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

SHARBUIT: Next time you step up to a cigarette counter, ask for Lucky Strike - for with men who know tobacco best, it's Luckies two to one.

(SWITCHOVER TO LONG BEACH, CALIFORNIA)

ORCHESTRA: CARROLL INTRO

KYSER: I know you thousands of Semper Paratus guys are "always ready" to see a beautiful girl..so here's gorgeous Georgia Carroll! (APPLAUSE) And Georgia, I know all the Coast Guardsmen at sea, and on duty wherever they are, will listen as you sing....

4. GOODNIGHT WHEREVER YOU ARE. GEORGIA
(APPLAUSE)

GLEE CLUB: "SEMPER PARATUS"

r

GLEE CLUB: "SEMPER PARATUS".FADE FOR:

BABBE: The old College pays tribute across the nation to the
blue-clad service that is dedicated 100% to victory.
To the Coast Guard at home and on the high seas ... to the
fighting men and fighting Spars whose hearts and souls
are in this war.

LOCAL NBC STATION SAYS

"STATION X X X SALUTES THE UNITED STATES COAST GUARD!"

PLEASE TELETYPE THIS CUE TO ALL STATIONS RELEASING
THIS PROGRAM.

ORCHESTRA: KYSER MARCH

Proble: *Second round, professor*

ISH: Just a second, professor, I got another novel here in regards to which I wouldst like to read same.

KYSER: Your girl wrote it I suppose?

ISH: Yeah, that there now girl I been running around with, Scivenella ~~Sadsack~~. *Remember*.

KYSER: Scivenella ~~Sadsack~~? *Remember*.

ISH: Yeah -- I call her "Scivvies" for short.

KYSER: Read your novel.

ISH: Okay, Oh the young Coast Guardsman and the girl sat on the beach enjoying the scenery.

DIANE: What a delightful evening.

ISH: She whispered.

DIANE: Delight is in my heart. Delight is in my face. I am overcome with delight.

ISH: I'll fix that, he returned, quietly reaching up and turning out the light. Slowly he closed his fingers over her little hand which was fumbling around in his watch pocket at the time. Love is wonderful, he enumerated.

DIANE: Yes, she replied, and although it may not show, love once kicked me in the face.

ISH: Don't worry - it shows, he chuckled. Realizing the dry humor of the bon mot, a smile began to dance around her mouth, but when it seen how far it had to dance, sat the next one out.

DIANE: Let me put my head on your shoulder.

ISH: She said, getting the straight line.

ISH: I didn't know it would come off, he returned - getting the punch line.

DIANE: Well.

ISH: She said.

DIANE: Well,

ISH: She repeated.

DIANE: It's getting late. I guess you'd better drive me home.

ISH: So with that, he threw some harness on her and drove her home.

ORCH: CHORD:

BABBE: First second rounder, Fess!

KYSER: And he is _____!

1. Storekeeper J. E. Brymer somewhere in the Pacific, tells us about a Coast Guardsman here who had a date with a beautiful girl. She wanted to please him, so over the phone she said, "What would you like me to wear tonight. Shall I wear my (PLAY). "Sure," said the Coast Guardsman, "that would be swell, because when you wear that dress, you are really a (PLAY). "But listen, honey," the Coast Guardsman continued. "If you want to be a knockout, start wearing the blue of the Spars, and then you'll really be (PLAY). What about it, fellows!

KYSER: Here's our second contestant, and she is an All-American girl -- one of those fighting women behind our fighting men! Spar _____. ~~She's really a picture in her uniform of blue. Yes sir, honey child,~~

~~you'd be welcome on my bridge anytime!~~ When we arrived here I went to the Spars' barracks - a girl yeoman answered the door and said "Do you wanna Spar?" I said, "Oh, but I'd much rather wrestle!"

2. We agree with Elsie Parker of Dallas, that the Spars are doing a fine job of taking the places of men. Now we're going to use the word "spar" to take the place of some words. You put the original words in the sentences I give you in place of "spar" ^{would be, "why does a duck} ~~and the sentences will~~ ^{be read."} ~~make sense.~~ Why does a Spar cross the spar? ~~(There's probably a~~ Coast Guard on the other side.) It's a long spar that has no turning. Don't spar your spars before they're sparred. 'Tis better to have sparred and sparred than never to have sparred at all. ~~By the way, we have a Spar Song here and we'd like to have you sing it for us! Here are the words -- try it.~~

(LYMAN -- PIANO (CARD)

3/29/44

3. In this one from Pauline Charley of St. Louis, Missouri, two Coast Guardsmen and a Spar were arguing over their favorite bands, and from the following theme songs you ought to be able to tell us who they were arguing over (PLAY)

4. Our next visiting Dean was selected by Tosconnini as his number one harpist. It's Coast Guardsman Robert Maxwell (APPLAUSE) Roy Newman of Point Mugu wants you to name this selection on the harp. (PLAY) (PLAY) (PLAY)

5. The men of the Coast Guard men Coast Guard cutters, so Pvt. Knewlon Howell of Jacksonville, Florida, wants us to ask you, ~~what~~ ~~is a~~ ~~cutless?~~ What's a outlet? What's a cutlery shop? What's a cut-up? (~~What are you looking at me for?~~) What's a rug-cutter? Say, how about you cutting a rug for us? Our band's going to play a rug cutter's special --- so suppose you and I cut a rug.

(PLAY)

6. Ensign Bill Glover of the U.S. Coast Guard, at Manhattan Beach, says that old man Tojo recently went to his parliament and said, "Chillun, all the news I used to give you was (PLAY). It used to be ~~pretty nice~~ here in the land of the rising sun and cherry blossoms, but ~~get ready!~~ Thanks to the U.S. Coast Guard (PLAY)

(APPLAUSE)

SOUND: CLASS BELL:

ORCH: CHORD

DABBE: Second round winner, Professor.

KYSER: And he is _____. You're shooting par, you're
the second round star, so light up a Lucky and get set
to pass that final bar!

5. POINCIANA PRODUCTION
(APPLAUSE)

(FROM LONG BEACH, CALIFORNIA)

KYSER: Oh, brother! That was terrific, gang! And now, you
take over, Basil Ruysdael ...

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: Back in 1843, in his Bunker Hill address, Daniel Webster
spoke these words of welcome to his great audience ...

VOICE II: "Citizens from the broad lands of the South ... from the
West ... the East ... and the cities of the coast --
I bid you welcome!"

RUYSDAEL: Among the spectators on that historic occasion were many
prominent planters -- experts in the knowledge of fine
tobacco. Today's knowledge of fine tobacco belongs to
the independent tobacco experts at the auctions down
South ... men like Mr. Harry R. King of Durham, North
Carolina, who recently said ...

VOICE: I've been an independent tobacco buyer for 17 years.
And I've seen Luckies go after the finer, lighter
tobacco -- the kind that means real smoking enjoyment.
So, for 14 years, my cigarette has been Lucky Strike.

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

KAY KYSER
Commercial #3 - (CONT.)

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3-29-44

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

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 LONG BEACH, CALIFORNIA)

- 9 -

ATX01 0116191

KYSER: Oh, brother! That was terrific, gang. And now, you take over Basil Ruysdael.....

(SWITCHOVER TO NEW YORK ... PICK UP COMMERCIAL NO. 3)

{Approx. 1.20}

(RETURN CUE:)

RUYSDAEL: Today's knowledge of fine tobacco belongs to the independent tobacco experts at the auctions down South men like Mr. Harry R. King of Durham, North Carolina, who recently said....

VOICE: I've been an independent tobacco buyer for 17 years. And I've seen Luckies go after the finer, lighter tobacco - the kind that means real smoking enjoyment. So, for 14 years, my cigarette has been Lucky Strike.

AUCTIONEER: CHANT SOLD AMERICAN:

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

AUCTIONEER: CHANT SOLD AMERICAN:

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

(SWITCHOVER TO LONG BEACH, CALIFORNIA)

6. PEG O' MY HEART. ORCHESTRA

7. ~~NO LOVE NO NOTHING~~. *Cash*. GROUP

(APPLAUSE)

ORCH: KYSER MARCH:

BABBE: Fess, it's final exam -- let's get on deck!
KYSER: Right, Dean. Let's secure and see who wins the winners check.

1. Saturday is the start of a new month in this year of 1944, so let's devote our final round tonight to April. Sgt. James Rodia and the boys in the 241st Q.M. Depot Company, overseas, say this song title is what we finish with Friday and what we start with Saturday. (PLAY) What is the first day of April called? Name two well known pranks usually pulled on April first.

2. Here's a beautiful song with April in its title and Gertrude Woodworth of Seattle, Washington, wants you to name it. (PLAY). April is the birth month of many well known personalities, including Spencer Tracy, Lionel Barrymore, Irene Castle, etc. April 8th is the birthday of a beautiful movie actress, and if you wanted to send her an appropriate present we'd suggest a pair of ice skates. On April 13th, I bet orchestra leader Kostelanetz gives a swell present to his opera-singer wife. Who is she?

(Applause)
G. B. G. G.

BABBE: Fess, the winner is standing right there on your larb'd.

KYSER: Well first, let's call on our friend, Del Sharbutt.

(SWITCHOVER TO NEW YORK ... PICK UP TOBACCO LAUREATE)

(approx. .30)

AUCTIONEER: CHANT SOLD AMERICAN

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

AUCTIONEER: CHANT SOLD AMERICAN

(SWITCHOVER TO LONG BEACH, CALIFORNIA)

(FANFARE)

BABBE: Final winner, professor!

KYSER: It's a tie between Don Morgan and Walter Green and therefore, they both get a first prize of \$50 War Bond and for having a perfect score all the way an additional \$25 bond to each of them or \$75 to each.

and Ten each in stamps to the rest of the crew. All six get a carton of Luckies, and then, 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)

8. AFTER YOU'VE GONE . . . *faded* ORCHESTRA
(APPLAUSE)

ORCH-1-----KYSER-THREE

KYSER: Well chillun, I'd better secure because das all until next Wednesday. For a royal welcome by the Coast Guard, we thank Captain W. F. Towle ("Toll"), District Coast Guard officer of the 11th Naval District, Long Beach, all you men and you pretty Spars, the fighting women behind our fighting men. Folks listening at home, your Coast Guard today is on the sea highways of battle, a great, oiled machine that is landing our fighting forces on the doorsteps of the enemy. ~~With danger at home well in hand, and our own ports and coasts protected,~~ the Coast Guard has moved to the attack...manning combatant and amphibious ^{cutters, destroyer, seato frigates} transports, LST's and landing barges. Knocking off subs. ^{helps} ~~It was~~ The Coast Guard ~~that~~ put our men ashore at Guadalcanal, Tarawa, Attu, North Africa, Sicily and Italy. and in the great battles to come, the landing on Europe and the march to Tokyo, we'll find the Coast Guard ~~again~~ "Semper Paratus". For all that, and for being real "four-oh" guys and gals, the nation says to the U.S. Coast Guard, thank you very much. Next Wednesday we'll be holding class with Uncle Sam's fighting Army at the Pomona Ordnance Base, Pomona, California. Until then... this is Kay Kyser, thinkin' of you. Thanks a lot for bein' with us...and so long...everybody!

(APPLAUSE)

CHCH: LUCKY THEME

(SWITCHOVER TO CHICAGO AT 7:55)

(FROM CHICAGO)

CHICAGO

ANNOUNCER: This program was presented by Lucky Strike for the entertainment of the men of the United States Coast Guard, at Long Beach, California. Defend the Constitution! Buy War Bonds!

(SWITCHOVER TO NEW YORK)

SOUND: (GONG) (GONG) (GONG)

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

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

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

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

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

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

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

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

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

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

RUYSDAEL: LS - MFT
LS - MFT

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

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

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