



ATX01 0116997

OCTOBER 1964

FOOTE, CONE & BELDING

Advertising

242 PARK AVENUE, NEW YORK • WICKLIFF 2-6100

CLIENT: THE AMERICAN TOBACCO CO.

REVISION: _____

NETWORK: NBC

PRODUCT: LUCKY STRIKE

APPROVAL: _____

B'CAST: 10-11:00 PM EST

DATE: OCTOBER 4, 1944 - #341

REPEAT: _____

As Broadcast

"KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE"

ROUTINE

- | | |
|-------------------------|------------|
| 1. TOGETHER | ORCHESTRA |
| 2. FELLOW ON A FURLOUGH | DON LESLIE |

COMMERCIAL ONE

ROUND ONE

- | | |
|--|-------------|
| 3. COME OUT, COME OUT WHEREVER YOU ARE | TOWN CRIERS |
|--|-------------|

COMMERCIAL TWO

- | | |
|------------------------------------|-------------|
| 4. HOW MANY HEARTS HAVE YOU BROKEN | SULLY MASON |
|------------------------------------|-------------|

STATION BREAK

ROUND TWO

- | | |
|-------------------------|-------------|
| 5. SNO-QUA-LI-MIE JO-JO | TOWN CRIERS |
|-------------------------|-------------|

COMMERCIAL THREE

- | | |
|------------------------------|-----------|
| 6. IS YOU IS OR IS YOU AIN'T | ORCHESTRA |
|------------------------------|-----------|

FINAL ROUND

COMMERCIAL FOUR

- | | |
|--------------------|-----------|
| 8. PAGAN LOVE SONG | ORCHESTRA |
|--------------------|-----------|

ATX01 0116999

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WEAF

THE AMERICAN TOBACCO COMPANY

10-4-44

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #341

10:00-11:00 PM EDT

OCTOBER 4, 1944

WEDNESDAY

Program originates at the U.S. Marine Corps Recruit Depot, San Diego, California, with switchovers to NBC New York for commercials and closing.

(FROM NEW YORK)

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

BOONE: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

DELMAR: Sure thing!

(Ex. E)

SHARBUTT: Right!

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

BOONE: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO SAN DIEGO, CALIFORNIA)

- 1 -

ATX01 0117000

KAY KYSER

- 2 -

10-4-44

(FROM SAN DIEGO, CALIFORNIA)

ORCHESTRA: "LUCKY DAY"

FORMAN: Lucky Strike presents for the entertainment of those
fighting leathernecks, the Marine Boots, at the U. S.
Marine Corps Recruit Depot, San Diego, California ...
Kay Kyser's College of Musical Knowledge ... with the
home-coming of the Professor himself ... Kay Kyser.

AUDIENCE: WELCOME BACK, KAY

ORCHESTRA: KYSER THEME

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ATX01 0117001

KYSER: Evenin' folks, how y'all?

AUDIENCE: HAPPY BOOTS, TOOTS!

KYSER: Happy Boots, toots. Well, I'm happy too ... happy to be holding the first class session of this new semester with these thousands of happy boots at the U.S. Marine Corps Recruit Depot, San Diego ... Boot Camp! Boot Camp ... that's the place that first inspired the writing of "There's No Place Like Home."

FORMAN: Tell me, Professor. Do you find it interesting down here at the Boot Camp?

KYSER: Yes, Bill Forman, it was very interesting to get over to the recruit barracks here. Recruit barracks ... that's a long, low building, and the longer you're in it, the lower you get.

FORMAN: Well you must like it here at the Recruit Depot. This noon I heard you tried to kiss the Colonel's secretary.

KYSER: Yes I did. The Colonel said, (STERNLY) "Mr. Kysen, I will not have you taking liberties with my secretary." I said, "Colonel, at the Recruit Depot you have to take liberties, nobody ever gives you any!" But I couldn't understand that secretary. She didn't want to cooperate. I said, "Listen, young lady, I'm Kay ... I ration my kisses." She said, "You're not kidding, your kisses taste like k-rations!"

FORMAN: Fess, have you been down to the San Diego docks where they load the Liberty ships with those great big booms? You should really go down there and walk by and hear the booms.

KYSER: Bill, you should be here at boot camp the first time a girl walks by ... you won't hear a boom ... but you'll sure hear a BOING.

FORMAN: Confidentially Kay, why did you go to North Carolina this summer?

KYSER: I went for the rest.

FORMAN: For the rest?

KYSER: Yes. Last time I was there I kissed half the girls ... this year I went back for the rest ... Say Bill, I'm anxious to see Ishkabibble. I haven't seen him since I got back. I'll bet he'll be glad to see me.

FORMAN: He certainly will and he'll be around any minute now. He's ...

ISH: (TRUMPET)

KYSER: Well look, it's Ishkabibble. (APPLAUSE)

ISH: Ish K. Bibble's news events. Hollywood. Phil Harris ...

FORMAN: Ish. Never mind Phil Harris. And don't be so impolite. Haven't you noticed Kay Kyscr's back?

ISH: Huh?

FORMAN: I say ... haven't you noticed Kay Kyscr's back?

ISH: Yeah ... lumpy, ain't it!

FORMAN: Fess, we'll have to get vacation off your brain because these boots are ready to train for our \$115 in War Bond prizes.

KYSER: Okay, Dean. The blackboards are clean and the students are willin', but the ~~curriculum~~ ^{curriculum} calls for jive for the chillun.

FORMAN: So the professor issues his first order of the new term! And it is!

KYSER: Come on, chillun...yets dance!

1. TOGETHER ORCHESTRA

2. FELLOW ON A FURLOUGH DON LESLIE

(APPLAUSE)

(Kay: Cue top of next page)

KAY KYSER
Commercial #1

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10-4-44

(FROM SAN DIEGO, CALIFORNIA)

KYSER: Ah, yes sir! That was sweet and tender -- sung by a boy
who's a solid sonder. And now, here's Del Sharbutt ...

(FROM NEW YORK)

SHARBUTT: When you buy a pack of cigarettes, ladies and gentlemen,
you're actually buying -- tobacco. For a cigarette is
tobacco ... and what you want from a cigarette depends
on the quality of the tobacco that goes into it. So,
remember Lucky Strike means fine tobacco - yes, first,
last and always, Lucky Strike means fine tobacco. This
very week, at auctions in the Southland, Lucky Strike is
again buying for you the ripper, the naturally milder Lucky
Strike tobacco. Independent tobacco experts present at
the auctions can see just who buys what tobacco. And
sworn records show that among such independent experts --
auctioneers, buyers and warehousemen -- with men who know
tobacco best, it's Luckies 2 to 1!

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: A friendly suggestion: For your own greater enjoyment,
(Impulse
Tag #3) smoke the smoke tobacco experts smoke - Lucky Strike.

(SWITCHOVER TO SAN DIEGO, CALIFORNIA)

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ATX01 0117005

QUARTET: (SINGS TO TUNE OF MAIRZY DOATS)

Cat calls fill the hallowed halls

The students all are naughty

They love to break the rules

Wouldn't you?

Now they're sugar and spice, they're acting nice

To fool the old Professor,

MAX: I'll bet he'll get a spitball right in the kisser

QUARTET: Wouldn't you?

KYSER: Why, hello, students.

ORCH: HELLOOO, PROFESSOR.

SOUND: WHANNNNNNGGGG ... SPAT

KYSER: Hummmmm. Well scholars, I can only comment that the
spitballs are much wetter this year.

FLRDY: Yes sir. We decided it was time two drips got together.

ORCH: KYSER MARCH

FORMAN: First contestant, Foss!

KYSER: And he is _____!

1. Jackie and Norman Milton of Ozark, Arkansas, tell us this fanciful story about a Marine boot who just landed here and managed to call his mom long distance the first night, "Hello Mom", he said, "I know I'm going to enjoy it here, and the older guys told me that the physical and the I.Q. tests are so easy I am sure (PLAY). "Oh yes, Mom", the boot continued, "the fellows here say I'll be crazy about the drill instructors. They say they are so courteous that I'm sure my D.I. will be (PLAY) "Say, Ma", the boot continued, "something must be wrong. I was sure we'd get liberty every night here...but gee, Ma, a guy just came up and told me that for eight long weeks we're going to stay at this base (PLAY).

2. We want you to meet our new 'how, when and where' question. Patty Barry of Toledo, Ohio, said Benjamin Franklin first proved that lightning was of electricity. How? ~~Winston Churchill was at one time a war correspondent. When?~~ The 10th Olympic games were held in the United States in 1932. Where?

3. Dorothy Otto of West New York, New Jersey, reminds us that a certain comedian on the radio plays an accordion on a popular radio program, which has this theme. (PLAY) The comedian plays an accordion and accordin' to what I hear, it's either Phil Harris, Phil Baker, Phil Coe or Phil Silvers. Now here's an accordion and we'd like for you to give us your impressions of Phil Baker. The orchestra will play in four-four time and when they stop, you play on the stomach Steinway. All right, play. (PLAY)

4. Since we're with thousands of Marine boots, George Conover of Camp Muroc, California, thinks it's appropriate to ask you who wrote the poem "Boots, boots, boots, marching up and down again, boots!" (How boot that?) Our boys of the 5th Army are doing a swell job in a certain country that's shaped like a boot ... what is it? Can you tell us the difference between booty and bootee? (Well, pal, you'll need plenty of booty when your wife starts knitting little bootees.)

5. Benny Banes of Baxter Springs, Kansas, reminds us that there are many talented musicians among our service men. Tonight, four of your own boys, Morris King Perlmudder, Bill Starkel, High Branun and Jack Shook will really let those notes fly! (APPLAUSE) See if you can name this number played by our Visiting Deans, "The Four Men of the Marines." (PLAY) (PLAY)

6. For the seventh time in history, the World Series this year will be a city series. The Cardinals are tangling with the St. Louis Browns. () won today and tonight for all their rooters. (PLAY) That's right. No matter who wins the series, somebody's going to have (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

FORMAN: First winner, Professor.

KYSER: Okay, Bill Forman, and he is ...

ISH: (TRUMPET) Ish K. Bibble's local notes about the Marine Base. Did you hear what the patriotic young Marine said when they asked him to march around the parade ground four times?

KYSER: What did he say?

ISH: Is this trip necessary?

KYSER: That's very cute.

ISH: Yeah. But did you hear what they said about you when you came down here?

KYSER: What did they say about me when I came down here?

ISH: Is this drip necessary ... But when Phil Harris was here ..

KYSER: Just a minute. I've heard enough about Phil Harris. After all, he can't even spell 'Professor.' Did you hear him Sunday? He spelled it P-E-R-F-H-E-S-O-R! P-E-R anybody knows it's P-U! But that's enough about Phil Harris. Ish, have you had any romances since I've been away?

ISH: Well, I met a coy little thing in San Diego last night. And while I was inclined to speak of love and tenderness, all she wanted to do was shoot craps.

KYSER: Shoot craps. And you a romantic lothario, a gay, amorous blade. What did she take you for anyway?

ISH: Eighteen dollars and my yo-yo top.

KYSER: Ish, that's just dandy, but I haven't heard one of your high class poems for a long time. Have you got one handy?

ISH: Oh sure. On account of this here now base is so clean, I got a poem about cleanliness.

KYSER: Read it.

ISH: Okay. Ohhhh there was a young girl named Loner
Who repaired her own vacuum cleaner.
But it sucked her up in it
And inside of a minute
You wouldn't of knowed her if you'd soon 'er.

KYSER: That's a fine poem ... what's the title of it?

ISH: A hag in a bag.

FORMAN: First winning boot.

KYSER: And he is _____. Nice going Leatherneck, you're in line for that final check, so smoke a Lucky Strike by heck, while the chillun do a musical trek! Right now let's welcome a new group to these old ivy-covered college walls. It's a family affair, two swell brothers and two mighty pretty sisters ... it's the Town Criers.

(APPLAUSE)

3. COME OUT COME OUT WHEREVER YOU ARE TOWN CRIERS

(APPLAUSE)

KAY KYSER

- 4 -

10-4-44

Commercial #2 (Q)

(There were many loud voices saying we were finished, finished. How could I deny it? And yet I gave the order to push on!)

(FROM SAN DIEGO, CALIFORNIA)

KYSER: Oh man ... I was sorry to hear that one endin' cause you were really sendin'. Thanks gang, you booted that one right smack between the goal posts.

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

BOONE: (CHANT - SOLD AMERICAN)

WASHINGTON: There were many loud voices ... saying we were finished,
(44) finished. (PAUSE) How could I deny it? (PAUSE) And yet I gave the order to push on!

DELMAR: On a wintry night long, long ago ... a night in December, 1776 ... a worn and haggard officer sat within a stone farmhouse near the Delaware River in Pennsylvania. He was ... George Washington, Commander-in-Chief of the broken remnants of a Revolutionary army. At this moment he was about to write a letter ... a letter to his brother at Mount Vernon. And as he sat there, groping for words to tell of these -- the darkest days of his life ... his thoughts went turning back to the inferno that was past ...

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(MORE)

ATX01 0117012

KAY KYSER

- 5 -

10-4-44

Commercial #2 (Q) (CONTD)

(There were many loud voices saying we were finished, finished. How could I deny it? And yet I gave the order to push on!)

WASHINGTON: That first battle ... it seems as if it were yesterday ...
(44) there on the wooded heights of Long Island. I can still
see the rows of Continental troops ... marching so
proudly. Yes ... that was their first great battle, and
for some 2,000 of them ... it was also their last. For
we were beaten and thrown back ... back across Manhattan
and the Hudson ... back from town to town in New Jersey
... back across the Delaware into Pennsylvania. We were
outgunned, outnumbered. We could only retreat. And soon
there were many loud voices ... saying we were finished,
finished. How could I deny it? And yet I gave the order
to push on ... It was a kind of anger that drove me on
... anger at the appeasers crying 'Enough! Let us make
peace! And yet it was something more -- a kind of hope,
a fierce faith that held out against starvation, sickness,
desertions ...

DELMAR: This was the bitter record of defeat and discouragement
that George Washington remembered as he sat down to write
to his brother. He took up his long quill pen and in a
bold hand, began his letter ...

(MORE)

- 5 -

ATX01 0117013

KAY KYSER

- 6 -

10-4-44

Commercial #2 (Q) (CONT'D)

(There were many loud voices saying we were finished, finished. How could I deny it? And yet I gave the order to push on!)

WASHINGTON: "My dear John. Tonight we are camped across the river
and the soldiers are battle-weary, sleepless, half-frozen.
And yet ... knowing the full justice of our great cause
... I cannot, I will not, entertain an idea that it will
finally sink ... though it may remain for sometime under
a cloud. Signed ... George Washington."

DELMAR: Yes ... this was the spirit that welded together a
shattered army. This was the dauntless spirit of
George Washington that -- one week later -- led these same
battered troops across the Delaware to their great victory
at Trenton -- a victory that changed the tide of war -- a
victory that proved the true strength of free men. (PAUSE)
Moral courage ... unshatterable faith ... and the ability
to inflame others with his own high purpose ... this was
the quality of George Washington ... soldier, statesman,
First President of the United States ... Father of his
Country.

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

- 6 -

ATX01 0117014

KAY KYSER

- 7 -

10-4-44

Commercial #2 (2) (CONTD)

(There were many loud voices saying we were finished, finished. How could I deny it? And yet I gave the order to push on!)

RUYSDAEL: QUALITY tells in a man. And, ladies and gentlemen,
(Closing
#12) quality tells in a product. The quality of your Lucky
Strike cigarette can be summed up in five simple words:
Lucky Strike means fine tobacco ... yes, Lucky Strike
means fine tobacco!

RIGGS: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

SHARBUTT: There is no substitute for quality in any product and
(Impulse
Tag #18) quality in a cigarette must mean the quality of tobacco
that's in it. 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.

(SWITCHOVER TO SAN DIEGO, CALIFORNIA)

- 7 -

ATX01 0117015

KAY KYSER

- 8 -

10-4-44

(FROM SAN DIEGO, CALIFORNIA)

QUARTET: "MARINE HYMN" APPLAUSE FADE FOR:

FORMAN: To the United States Marines ...

Where the fighting's thickest

The Marines start to land

And soon the situation

They have well in hand.

They did it down at Guadal' --

The Gilberts -- Saipan

And they'll write their names in glory

On the day they storm Japan!

Yes, while men remember courage

The Marines will have their part

In the proudest place of honor

Of a Nation's fighting heart.

LOCAL NBC STATION SAYS:

"STATION X X X SALUTES THE MARINE CORPS."

ORCHESTRA: KYSER MARCH

- 8 -

ATX01 0117016

FORMAN: Second contestant, Professor!

KYSER: Thank heavens! And he is _____!

1. Pvt. Richard Smith somewhere in Italy, says here at Boot Camp things are different from other camps. For instance, the bosses don't shout any orders. They very quietly (PLAY). For instance, if a recruit keeps doing left face instead of right face, the drill instructor doesn't get mad and scream. He gets down on one knee and very pleadingly sings (PLAY). Yes, that might have been true of the Marine Corps, at one time, but if so, it was (PLAY).

2. Here's a right or wronger from Barbara Sullivan of Chicago. Just listen closely and answer right or wrong to the following ^{statements} questions.

1. Pearl Harbor is closer to Los Angeles than Los Angeles is to New York.
2. Nan Wynn is Ed Wynn's mother.
3. A buzz bomb is not a rocket weapon.
4. Joan Fontaine and Olivia DeHavilland are sisters.
5. If you lose your automobile, you're demobilized.

10/4/44

3. When you Marines get out of boot camp you'll feel like kings, so see if you can identify the King who is known by this theme song. (PLAY). The head man of the Navy is Admiral King but tell us what King was head man of a thousand wives? And by the way, speaking of Kings, I want to thank ~~these 4 sisters just loaded with melody, harmony,~~ ~~and rhythm...~~ the King sisters who were so terrific on our show all summer. ~~They were wonderful...~~

4.
3. ALT: We know all you boots like to go to dances and that you wish you could!...so here's a question about dances. Dolores Barker of New York City, wants you to listen to these hints and see if you can name some of America's most famous dance steps. What dance was named for a Southern Coastal City? (PIANO). What dance might be said to grow on a tree? (PIANO). What dance was named for an aviator known as the Lone Eagle? What dance is as wide as the Continent? (PIANO) What dance is the same as the place you Marines send Jap ships? (PIANO)

ATX01 0117018

5. Our next Visiting Dean tonight is Marine Hal Pruden. Yet's got him out here. (APPLAUSE) Shirley Fowler of Indianapolis, says the piano is her favorite instrument and wants you to tell us what Keyboard Commando, Hal Pruden is about to play (PLAY) (PLAY) (PLAY)

6. With next weekend's games, the football season will get into full stride. Leading the pigskin parade next week, Yale plays Cornell, Columbia takes on Syracuse, Penn plays Dartmouth, Penn State takes on Navy, while Brown will hear its visitors yell (PLAY). Farther west, it's Purdue vs. Illinois, Ohio State vs. Iowa, Minnesota vs. Michigan, Southern Cal against California, while the Green Wave of Tulane runs smack into (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

KAY KYSER

- 15B -

10-4-44

FORMAN: Second winner, Fess.

KYSER: And he is _____. All your answers were rootin'
tootin', have a Lucky Strike and keep on bootin'.

5. SNO-GUA-LI-MIE JO JO TOWN CRIERS
(APPLAUSE)

- 15B -

ATX01 0117020

KAY KYSER
Commercial #3

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10-4-44

(FROM SAN DIEGO, CALIFORNIA)

KYSER: Yeah man! The boys were really cookin' on the jive.
Great, gang. And now, here's Basil Ruysdael ...

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: Quality tells in a man -- no one proved this fact more than George Washington, an outstanding soldier, our greatest President - the Father of his Country, And, ladies and gentlemen, quality tells in a product -- that fact is proved by the sworn statements of tobacco experts like Mr. John William Hill, Jr. of Winston-Salem, North Carolina, who recently said ...

MR. HILL: I see Lucky Strike buy the ripe, naturally milder tobacco and I know that when this tobacco goes into a cigarette it means real smoking enjoyment. So when it comes to buying a cigarette for myself, I naturally add these things together and choose Luckies.

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

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ATX01 0117021

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

RIGGS: (CHANT - SOLD AMERICAN)

SHARBUTT: Lucky Strike means fine tobacco - and fine tobacco means
(Impulse Tag #15) greater smoking enjoyment for you. So smoke the smoke tobacco experts smoke - Lucky Strike.

(SWITCHOVER TO SAN DIEGO, CALIFORNIA)

-17-

FORMAN: Final round, Fess. Here are your two winning boots.

KYSER: Well bring 'em on, Dean, and let's get in cahoots.

1. The high school, college, firemen's, policemen's and professional bands have given us some of our finest music and musicians, and it is estimated that there are 150,000 bands in the United States, and so in our final round tonight, we salute the brass bands. Evelyn Lum of Honolulu, says, that the title of this first song is one of America's best and most loved musical events. (PLAY). Can you name two famous band leaders who in their careers have played many a concert in the park? ~~Can you get music from a band-saw?~~

2. Dale Keff of Denver says you should be able to identify this familiar band composition and also its composer. (PLAY) ~~In my mind~~ the greatest step forward in the development of American music and musicians is the high school orchestra and bands, and speaking of orchestras and bands, we wonder if you know the difference between an orchestra and a band. ~~What's a bandana?~~

-17-

f

ATX01 0117023

3. ~~One of the oldest bands in America is the Allentown, Pennsylvania~~
~~Band, which dates back to 1828.~~ Here is a band number that I'm sure
they have played many times and Barbara McCloud of Seattle asks you
to identify it (PLAY). ~~What's the dog's name? What is the difference~~
~~between a jazz band, a wedding band and a Band-aid?~~

4. Some of the finest bands in America today are the service bands.
Sharren King of San Jose, California, wants us to play a medley of the
three songs which identify these services and then you tell us which
is which. (PLAY).

KISER: ~~Yes sir, the Army, the Navy and the Marines!~~ And I know
that all of us wish speedy victory to all three branches
of the service - the whole country is behind them.

~~(CHANGE)~~

SOUND: CLASS BELL

KAY KYSER
Commercial #4

- 11 -

10-4-44

(FROM SAN DIEGO, CALIFORNIA)

FORMAN: Okay Professor -- meet a keen Marine who's on the beam.

KYSER: First Kenneth Delmar, our Common Sense Dean ...

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: Ladies and gentlemen, in a cigarette, it's the tobacco that counts and Lucky Strike means fine tobacco. Yes, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw. So smoke the smoke tobacco experts smoke - the cigarette that means fine tobacco - Lucky Strike.

RIGGS: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO SAN DIEGO, CALIFORNIA)

- 11 -

ATX01 0117025

KAY KYSER

- 12 -

10-4-44

(FROM SAN DIEGO, CALIFORNIA)

ORCHESTRA: FANFARE

FORMAN: Final winner, Fess.

KYSER: _____ you're the champ of the Boot Camp,
and Number One in the College, the fifty-dollar Bond to
you, to second survivor, a twenty-fiver, ten each in
stamps to the rest of you. All six get a carton of Lucky
Strikes, and then ... AND THEN ... to all you Boats for
your rootin', tootin', for your cheerin', your shoutin',
your stompin' and hootin', a package of better-than-ever
LUCKY STRIKE CIGARETTES.

(CHEERS)

6. PAGAN LOVE SONG ORCHESTRA

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

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

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ATX01 0117026

(REVISED) 10/4/44

FORMAN: Now at the request of the United States government, and speaking for the United States government, Kay Kyser brings you the following message. Subject, The National War Fund, Mr. Kyser.

KYSER: Uncle Sam has asked me to remind you that again this fall our contributions are urgently needed for the National War Fund. The War Fund is a federation of 22 major war relief and welfare agencies, formed so that at one time, with one gift, our dollars can do a three-way job: help our fighting men, our fighting allies, and our folks at home. 250 million dollars are needed, and Uncle Sam says we must raise it. It goes to ill and homesick Yanks behind the barbed wire of Jap and Nazi prison camps; it goes to 3,000 USO units to bring a little bit of home to our men and women around the world; it goes to our merchant seamen for shore clubs desperately needed in foreign ports..it buys -tons-of food and medicine for the lands of our allies stripped by Axis invaders; and last, a substantial part of every gift stays in your own community to maintain all our normal health and welfare services. Uncle Sam says, let's think of the War Fund in terms of a great and heroic rescue. Let's keep faith... with our sons and daughters in uniform, with hungry children, with the tired, and needy, and helpless everywhere. Only one appeal will be made, and one gift covers all when you give to the War Chest in your city. So how about it, America?

(APPLAUSE)

ORCH: KYSER THEME

ATX01 0117027

10-4-44

KYSER: Well Challun, das about all until next Wednesday. We've been given a real Marino welcome here at the Recruit Depot, San Diego, and we want to give our thanks to Brigadier General Howard, Colonel John Groff, Lt. Colonel Howard F. Huff, Captain Ed Rawlings, and all you boots. ~~To you now recruits, our envy and respect as you train to join one of the world's foremost fighting corps.~~ Next week we'll be holding class with Uncle Sam's hell-diving Navy pilots at the U.S. Naval Air Station, Alameda, California, in San Francisco Bay. 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)

ATX01 0117028

KAY KYSER

- 15 -

REVISED*
10-4-44

(FROM CHICAGO)

CHICAGO

ANNOUNCER: This program was presented by Lucky Strike for the entertainment of the fighting Leathernecks of the United States Marine Corps, at San Diego, California. Defend the Constitution! Buy War Bonds!

(SWITCHOVER TO NEW YORK)

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

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT
LS - MFT
LS - MFT

SHARBUTT: For real deep-down smoking enjoyment you want a cigarette (Impulse Tag #16) made of fine tobacco, for certainly it takes fine tobacco to make a fine cigarette, and Lucky Strike means fine tobacco - yes, first, last and always Lucky Strike means fine tobacco.

NBC
ANNOUNCER: THIS IS THE NATIONAL BROADCASTING COMPANY.

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ATX01 0117029

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WEAF

THE AMERICAN TOBACCO COMPANY

10-11-44

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #342

10:00-10:55 PM EWT

OCTOBER 11, 1944

WEDNESDAY

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

(FROM NEW YORK)

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

RIGGS: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: IS - MFT

IS - MFT

IS - MFT

SHARBUTT: You bet!
(Ex. K)

DELMAR: Sure thing!

RUYSDAEL: Right!

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

RIGGS: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO ALAMEDA, CALIFORNIA)

- 1 -

ATX01 0117030

KAY KYSER

- 2 -

10-11-44

(FROM ALAMEDA, CALIFORNIA)

ORCHESTRA: "LUCKY DAY"

FORMAN: LUCKY STRIKE presents for the entertainment of Uncle Sam's hell-diving Navy fliers at the U. S. Naval Air Station, Alameda ^{California, near} Island, San Francisco, California -- Kay Kyser's College of Musical Knowledge! The National Broadcasting Company has taken the last five minutes of this program tonight in order to present a political broadcast which immediately follows the program.

ORCHESTRA: KYSER THEME

(NO APPLAUSE)

AUDIENCE: YEAH NAVY! FLIERS! HOORAY!

- 2 -

ATX01 0117031

KYSER: Evenin' folks, how y'all?

AUDIENCE: GREAT, MATE!

KYSER: I'll say you're great, and we feel great, too, cause we're at one of Uncle Sam's largest bases. We're in one of the largest hangers in the world, and in seven years of class sessions, tonight's is our largest student body. We're at the U. S. Naval Air Station at Alameda near San Francisco. Ah San Francisco ... a town you can get your teeth into. That reminds me, I'm just like San Francisco ... I've got a couple of bridges that aren't paid for!

FORMAN: Come to think of it, Professor, you do look like San Francisco.

KYSER: I look like San Francisco?

FORMAN: Yes. A windswept Nob, and a big Bay.

KYSER: That's a fine thing to say, Bill Forman.

FORMAN: Professor, open up your mouth and wiggle your teeth.

KYSER: Open up my mouth and wiggle my teeth?

FORMAN: Please. I have a small boy I brought along here to the Air Base he has always wanted to see the China Clipper take off.

KYSER: That's enough, Bill Forman. But speaking of bridges, I was talking to a sailor today about San Francisco's beautiful bridges and I said, "Think of that ... five miles of span!" The sailor fainted. He thought I said Spam. But it's really great talking with these fliers back from the South Pacific. What a life they lead down in those islands. Floor shows every night... dancing girls ... and what drinks! I must try some of that cocoanut juice spiked with 100 octane gasoline. They say you wake up with a cylinder head!

ISH: Say, Professor, wasn't there a big earthquake here in 1906?

KYSER: Yes, Ish. There was a terrible earthquake here in 1906.

ISH: I thought there must have been ... some of the girls in the nightclubs are still shaking.

KYSER: Ish, either get lost, or rip off a high class poem or two. And be sure you keep it ... high class.

ISH: Okay ... I got a high class poem right here.
Ohhhhhhh a girl named Lena McLean
Fell into a washing machine
With a slurp and a slosh
It gave her a bosh
And what was left of Lena came out in the wash.

KYSER: That's a fine poem ... what's the title of it?

ISH: Dope in the soap.

KYSER: Get out of here.

FORMAN: Professor, the hallowed halls of Kyser College ring to the march of students feet.

KYSER: Well, all reet.

FORMAN: And the student body, hushed and expectant ... await your scholars word. Come ... give us some immortal sentence that we may hand down to our descendants.

KYSER: Why shore ... "Come on, chillun, Yet's dance!"

1. DANCE WITH A DOLLY SULLY MASON
(APPLAUSE)

(FROM ALAMEDA, CALIFORNIA)

KYSER: Ah, that was a beautiful song, beautifully sung. You really put your heart in that one. And now, here's Kenneth Delmar ...

(FROM NEW YORK)

DELMAR: Ladies and gentlemen, common sense tells us that in a cigarette it's the tobacco that counts ... the better the tobacco, the better the cigarette. So for real deep-down smoking enjoyment let common sense guide you to Lucky Strike -- for Lucky Strike means fine tobacco - yes, first, last and always, Lucky Strike means fine tobacco. This very week at auctions in the Southland, Lucky Strike is again buying for you the riper, the naturally milder Lucky Strike tobacco. Independent tobacco experts present at the auctions can see just who buys what tobacco. And sworn records show that among such independent experts -- 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 real deep-down
(Impulse Tag #4) smoking enjoyment smoke Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw.

(SWITCHOVER TO ALAMEDA, CALIFORNIA)

10/11/44

QUARTET: (SINGS TO TUNE OF "SWINGING ON A STAR")

"The Professor is an animal we love very much

Even though he is a little touched.

He jumps and prances with that southern corn

He knows all the answers just as sure as you're born

And although we are glad to have him back

(SOLO) He'll soon be sitting on a tack....boy!

QUARTET: Here comes a sight that's worth your jack -- *boy!*
A sad-sack sitting on a tack!

KYSER: (ENTERS) Well! Hello, students!

QUARTET: HELLOOOO! PROFESSOR!

KYSER: Well.. I'll sit right down. My, I feel good...I feel just
like flying....OUCH!!

SOUND: SLIDE WHISTLE, GLASS CRASH, AIRPLANE MOTOR. FADE MOTOR FOR:

FERDY: Well kids....shall we shoot him down, or just let him
glide in?

ORCH: KYSER MARCH

ATX01 0117035

FORMAN: First contestants, Fess, in all shapes and sizes.
KYSER: Well, come on, scholars, and try for our \$115 in War Bond prizes. And our first bright and shining freshman is

_____.

1. Tonight we begin with musical mottoes. Pvt. William Pinfield somewhere in the Pacific, says the motto of the inmates of the Alameda brig is "Sailors Outside - Don't Laugh." (PLAY) The motto of the inmates of Alcatraz is "Outside Civilians," in 1994. (PLAY) By the way, do you know the skunk's theme song? Well, the skunk's theme song is (PLAY).

KAY: Did you hear about the sailor who was stationed on Goat Island? It really got his nanny!

2. Now it's how, when, and where time. Storekeeper Clare Swanson of North Platte, Nebraska, wants us to ask you 'how, when, and where.' Casey Jones was killed doing 90 miles an hour. How? The World's Fair opened in New York's Flushing Meadows. When? Abraham Lincoln made the famous "four score and seven years ago" address. Where? Yes honey, you may be a Navy Wave ..., but to me you're a civilian BOINNNNNNGGGG!

10/11/44

3. Pvt. Richard Smith somewhere in Italy, sends in this one in honor of the City of the Golden Gate. Which is farthest west Seattle, San Francisco or Los Angeles? What singing group does this make you think of? (QUARTET) (PLAY) I was out with a San Francisco gal last night. I asked her to show me the Golden Gate and after I spent \$30 on her - she gave it to me!
4. Sgt. Charles Van Dervort somewhere in France, wants us to ask you what famous radio program starts with this theme? (PLAY) That's right. Now who is the master of ceremonies on that program ... is it Eleanor Powell, Dick Powell, or William Powell? Yes sir, chillun, and the Professor and all our gang will be on the _____ this Sunday, and we hope you will all be listening.

KAY KYSER

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10-11-44

KYSER: And by the way, I want to take time to thank Phil Harris for running the Old College this summer. For keeping the classes really jumpin', we make Phil Harris an Honorary Dean for life. He's one swell guy! (APPLAUSE)

5. The first Visiting Dean tonight, one of your own Navy men, is Guy Grabman, of Milwaukee, Wisconsin. Yet's get him out here. (APPLAUSE) Now for Viola Morgan of Pittsburgh, see if you can tell us what Guy is going to play on his marimba. (PLAY) (PLAY)

6. Rita Wagner of New York City says there are gridiron games galore this Saturday. Army tackles Pitt, Colgate takes on Cornell, it's Columbia vs. Yale, Dartmouth vs. Notre Dame, while Duke will hear the fighting yell of (PLAY). In the midwest, Indiana slams up against Nebraska, Iowa State against Kansas, Michigan vs. Northwestern, Ohio State vs. Wisconsin, while Illinois listens to (PLAY)

(APPLAUSE)

SOUND: CLASS BELL

- 7 -

ATX01 0117038

FORMAN: First winner, Professor.

KYSER: Yessir, Dean, yes sir.

ISH: (TRUMPET) Jest a second: Ishkabibble's subject for tonight -- women!

KYSER: Well, first let's have a definition of women.

ISH: No trouble at all. Women. Now women are something that when it comes to beauty they paint, When it comes to sympathy they faint, but when it comes to Alameda ... they ain't.

KYSER: What kind of women do you like, Ish?

ISH: Well, some like 'em fat, and some like 'em lean, but I like 'em in betwixt and between.

KYSER: Ish, get serious. Suppose you get married and your wife is not a very good cook.

ISH: Oh, you got to go right along with 'em. Make 'em believe you like it, like my brother-in-law did.

KYSER: What did he do?

ISH: Well he come home one night, hungry and his wife had a big bucket of lard on the stove and she was frying crullers.

KYSER: Yes?

ISH: The crullers looked like hand grenades.

KYSER: So what did he do?

ISH: He just praised the lard and ate the ammunition.

KAY KYSER

- 8A -

10-11-44

FORMAN: First winner, Fess!

KYSER: Yes, Dean and he is _____. You're smart enough for
Phi Beta Kysar, so have a Lucky Strike and look wiser,
while the chillun get a load of our new one family singing
group ... two brothers and two sizzling sisters ... The
Town Criers. You keep your ears on the boys and I'll keep
my eyes on the girls BOINNNNGGG!

2.

SWINGING ON A STAR TOWN CRIERS
(APPLAUSE)

- 8A -

ATX01 0117040

KAY KYSER

- 4 -

10-11-44

Commercial #2 (Q)

(They can kill me if they like. But my orders, gentlemen, remain the same. Sail on!)

(FROM ALAMEDA, CALIFORNIA)

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

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

RIGGS: (CHANT - SOLD AMERICAN)

COLUMBUS: They can kill me if they like. But my orders, gentlemen,
(41) remain the same. Sail on!

RUYSDAEL: Now they were far beyond the sight of land, and they were alone ... alone on a wide, wide sea. The time, judging by the sands in the hour glass, was six o'clock on the morning of August 27th, in the year 1492. And on that morning the sailors of a little ship called the Santa Maria looked in each other's eyes and saw ... the same fear, the same terror, the same knowledge of doom. They spoke in whispers, in the words of desperate men ...

(MORE)

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ATX01 0117041

KAY KYSER

- 5 -

10-11-44

Commercial #2 (Q) (CONTD)

(They can kill me if they like. But my orders, gentlemen, remain the same. Sail on!)

SAILOR I: I tell you, Pedro, he is mad ... mad. He will never turn back.

SAILOR II: There is only one way, Sebastian. Tonight, when he observes the stars, we must come upon him in the darkness with a marlin spike in our hands. It will seem as if he had fallen overboard by accident.

RUYSDAEL: Who was this madman of whom they spoke ... this madman they were planning to kill? Even at this moment, he was pacing the quarter-deck ... a tall, well-built man, forty-one years old, with a long ruddy face, a beaked nose, and red hair. His name ... was Christopher Columbus. And when the officers came to plead with him again and again, to tell him that mutiny was brewing among the crew and that he must give the order to turn back, he had only one answer, and it was always the same answer ...

COLUMBUS: They can kill me if they like. It is within their power to do so. But I shall never turn back. My orders, gentlemen, remain unchanged. Sail on!

(MORE)

- 5 -

ATX01 0117042

KAY KYSER

Commercial #2 (Q) - (CONTD)

(They can kill me if they like. But my orders, gentlemen, remain the same. Sail on!)

REVISED#

10-11-44

- 6 -

RUYSDAEL: Somehow he held the men together, and he was not killed. The days ran into weeks, the weeks into months. And then, early on the bright, moonlit morning of October 12th, from the watchman high up in the crow's nest came a cry that changed the destiny of the world!

WATCHMAN: Land ahead! Land ... land ... straight ahead!
(ECHO)

RUYSDAEL: Tomorrow, October 12th, the world honors this man Christopher Columbus ... the man who would not turn back, the man who sailed the unknown seas from Spain to the Bahamas and found the other half of the world! And it is the quality of the man, as much as the achievement, that has endured down through the centuries ... the physical courage, the untiring persistence, the unbreakable will that was the inspiring quality of Christopher Columbus, Admiral of the Ocean Seas, Discoverer of the New World!

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

- 6 -

ATX01 0117043

KAY KYSER

- 7 -

10-11-44

Commercial #2 (Q) (CONTD)

(They can kill me if they like. But my orders, gentlemen, remain the same. Sail on!)

SHARBUTT: Quality is the test of a man. And, ladies and gentlemen,
(Closing
#13) quality is the test of a product. In Lucky Strike, you
choose a cigarette of quality. For Lucky Strike means
fine tobacco - yes, yesterday, today, and tomorrow -
Lucky Strike means fine tobacco!

BOONE: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

DELMAR: There's fine smoking pleasure in fine tobacco. And Lucky
(Impulse
Tag #8) Strike means fine tobacco - so round, so firm, so fully
packed, so free and easy on the draw.

(SWITCHOVER TO ALAMEDA, CALIFORNIA)

- 7 -

ATX01 0117044

ORCHESTRA: CARROLL INTRODUCTION

KYSER: I'm sure the chillun join all of us here in the
College in welcoming home our own Cover Girl, gorgeous
Georgia Carroll. (APPLAUSE) Our Columbia picture,
"Carolina Blues," with Ann Miller and Victor Moore was
recently premiered in my home town Rocky Mount, North
Carolina. Georgia's gonna sing the song she sings in
that picture ... "You Make Me Dream Too Much."

4. YOU MAKE ME DREAM TOO MUCH GEORGIA CARROLL
(APPLAUSE)

~~QUARTET: "ANCHORS AWEIGH"~~

KAY KYSER

- 8 -

10-11-44

(FROM ALAMEDA, CALIFORNIA)

QUARTET: *"Navy Wings of Gold"*
~~"ANCHORS AWEIGH"~~ APPLAUSE FADE FOR:

FORMAN: Oh, say can you see, in the battle's grim light
The Hurtling Hellcats scream into the fight,
And so proudly we hail, as out of the blue
The dive bombers strike, our avengers get through.

The torpedoes streak home through the rockets red glare
The bomb-bursts in air say our Navy is there,
On a victory course through the foam and the wave
For the land of the free and the home of the brave.

LOCAL NBC STATION SAYS:

"STATION X X X SALUTES THE MEN AND WOMEN OF NAVAL
AVIATION!"

ORCHESTRA: KYSER MARCH

- 8 -

ATX01 0117046

FORMAN: First second round student, Professor!

KYSER: And he is _____.

Coral
1 Corp. William Carlson in the ~~Canal~~ Islands, wants me to tell you about my conversation today with a Naval Air Station sailor. I said to the sailor, "Say, you're lucky being stationed out here. I hear this Alameda Base is absolutely heaven, ~~a veritable~~, "(PLAY)". The sailor said, "Heaven, huh? Well, I wouldn't publicly dispute that, but if this is heaven (PLAY) "Furthermore," said the sailor, "if you want to know what the sailors really say about this Base, we'll have to go around the corner, because when I tell you, I ~~want to be sure I~~ *gotta* (PLAY) .

2. Here's a right or wronger from Helen Whoston of Cloquet, Minnesota. Just listen closely and answer right or wrong to the following ~~questions~~ *statements*
1. The shortest route to Moscow is over the North Pole. 2. Capital punishment is when you are punished in a state capital. 3-a. June Havoc is Gypsy Rose Lee's sister. 3-b. June Havoc and Cry Havoc are sisters. 4. Mars is a planet, a candy bar and a flying boat.

10-11-44

3. Storekeeper Helen Kiernan of Kansas City, wants you to listen to this famous orchestra theme and identify the leader. (PLAY). Who is Casanova Brown? After the events of the past week, who are the unhappiest but the gamest Browns? By the way, we're going to do it up brown next week - we'll be in El Paso, Texas to hold class with the anti-aircraft artillery men at Fort Bliss; also on Thursday we'll be with Uncle Sam's fliers at the Army Air Field, Tucson, Arizona. In the meantime we'll see you guys at Mare Island and San Leandro hospitals tomorrow, at Hollywood Canteen and Command Performance Saturday - Fitch Bandwagon Sunday.

4. In this one from Marian Brewer of Twin Falls, Idaho, I'm going to rattle off a series of names. Each series is identified with one sport. You listen to the names, and tell us the sport involved. First: Canzoneri, Armstrong, Garcia, Ambers, Firpo. Second: Vines, Nelson, Runyan, Snead, Dutra. Third: Jacobs, Parker, Tilden, Marble, Budge. Fourth: Kramer, Hopp, McQuinn, Cooper, Marion, Krevitch.

ATK01 0117048

5. Our second Visiting Deans is the Bilgewater Septette ... seven men from the Air Base. These boys can really swing that music. Come on out, boys. (APPLAUSE) For Pvt. Joseph Barnes somewhere in France, tell us what the Septette is going to swing. (PLAY) (PLAY).

6. Cpl. Henry Snider somewhere in New Guinea reminds us that the East and the Midwest have no monopoly on the pigskin fireworks this Saturday. The fur will fly down South as Louisiana State hits Texas A and M, North Carolina takes on Camp Davis, Rice meets Tulane, and Auburn has a collision with (PLAY). Also, Oklahoma meets Texas at Dallas, Southern Methodist tangles with Randolph Field, and in the Far West, College of Pacific will be out for the skin of (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

FERDY: Hey, Professor.

KYSER: Yes, Ferdy Froghammer, what's on your mind?

FERDY: Didn't I see you out with a girl last night in Alameda?

KYSER: Yes ... and I hope Alameda again tonight!

FERDY: Yes, but you told you ... You had her down by the lumber yard last night.

KYSER: You'll have to prove that, my friend. If you're so smart, tell me what kind of wood was in that lumber yard.

FERDY: From the way you were trying to hug her, it must have been naughty pine.

KYSER: Forget it. Everybody likes girls. I'll bet you've even got a girl.

FERDY: Yeah ... (GIGGLE) Her name's Marsella, but I call her Mars for short.

KYSER: That's the name of that big seaplane. But why call your girl Mars?

FERDY: She just sits there and never goes any place.

KYSER: Nevertheless that Mars is a sight ... that great big thing sitting there in her slip.

FERDY: She wears slacks!

KYSER: I'm talking about the plane! And besides you're not the only one that ever had a girl around here. I met a beauty yesterday afternoon.

FERDY: Yeah. Did I play a good trick on her last night!

KYSER: Last night!

FERDY: Yeah, I was walking along Fisherman's Wharf. It was so foggy I couldn't see anything, but I recognized your girl's voice. So I smacked her in the kissor with a wet halibut.

KYSER: Hit her in the mouth with a wet halibut! And pray what did she say!

FERDY: She said, "Kay Kyser, I'm going to break your neck if you don't stop stealing kisses in the fog!"

FORMAN: Here's your second winner, Professor.

KYSER: And he is _____!

You really did some second round sparkin', so have a Lucky Strike and do some parkin' while the chillun listen to Lyman Gandee at the piano and the orchestra doing "Holiday For Strings".

5. HOLIDAY FOR STRINGS. PRODUCTION

(APPLAUSE)

(KAY: CUE TOP OF NEXT PAGE)

KAY KYSER
Commercial #3

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10-11-44

(FROM ALAMEDA, CALIFORNIA)

KYSER: Ah, that was swell. You boys were really cookin'. And now, you take over, Del Sharbutt ...

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

SHARBUTT: Quality is the test of a man -- you'll find a classic example of that fact in the life-story of Christopher Columbus. And, ladies and gentlemen, quality is the test of a product -- you'll find an everyday example of that fact in Lucky Strike and in the statements of tobacco experts like Mr. Joseph C. Turner of Shelbyville, Kentucky, who recently said ...

TURNER: I started to smoke Luckies 13 years ago. And I've been smoking them regularly ever since because, year after year, I've seen Lucky Strike go after the finest tobacco.

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

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ATX01 0117052

KAY KYSER
Commercial #3 (CONTD)

- 10 -

10-11-44

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

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: Lucky Strike means fine tobacco - and fine tobacco means (Impulse Tag #15) real deep-down smoking enjoyment for you. So smoke the smoke tobacco experts smoke - Lucky Strike.

(SWITCHOVER TO ALAMEDA, CALIFORNIA)

7. *Let me Love you Tonight - Elton Leslie*
(Appelbaum)

And you much

- 10 -

ATX01 0117053

FORMAN: Final exam! The Bay bridges sway, foghorns bray, the contestants all pray, while down the gangway comes that Southern gourmet, that one-horse shay in a toupee. Mrs. Kyser's son, Kay!

KYSER: Thank you! And our first man for the pay is _____.

1. Since tomorrow is October 12th and a famous day, we're devoting our play-off round tonight to that great navigator and explorer whose name is (PLAY). He set sail for the New World with three vessels. One was the Nina, one was the Pinta, and the third was either the Santa Anita, Santa Maria, Maria Posa, or (PLAY). He had an A stamp so he could only get 3 gallions!

2. When old Chris decided to discover us Americans, he needed some cash. History tells us he got it from a lady whose husband was named (PLAY). What was her name? That's right. History tells us she was a (PLAY). Of course, Ferdinand didn't want him to go - he said to Columbus - is this trip necessary?

3. Everybody knows that on his voyage, Columbus got a little bit lost *and*
~~Was he looking for the East Indies and found the West Indies, or was~~
~~he looking for the West Indies and found the East Indies? Yes, and~~
~~we're mighty lucky. Because~~ if he had gotten a little more lost and
been a little more south, he might have wound up in (PLAY) And if he
had, what would all of us have been? They say that actually the first
bit of land Columbus sighted was San Salvador in the Bahamas. And what
date was that? Well, what date is tomorrow?

4. Did Columbus have any trouble with his crew on the way to the
New World? ~~Can you name anything from the New World that Columbus~~
~~took back with him?~~ Did Columbus make a second voyage to the New
World? A third? A fourth? Tomorrow 130 million Americans will say to
Christopher Columbus...thanks for your discovery of (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

KAY KYSER
Commercial #4

- 11 -

10-11-44

(FROM ALAMEDA, CALIFORNIA)

FORMAN: Shall I name the winner? He knew the answer on 'most
 every question.

KYSER: Sure 'nuff. But first, here's a friendly suggestion ...

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

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

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

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

BOONE: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO ALAMEDA, CALIFORNIA)

- 11 -

ATX01 0117056

(FROM ALAMEDA, CALIFORNIA)

(FANFARE)

FORMAN: The winner, Professor.

KYSER: Yes sir, with a perfect score all the way it's Aviation Ordnanceman 2/c Jack Geyer of Pittsburgh, Pennsylvania, and therefore, he not only gets a \$50 War Bond first prize but an additional \$25 Bond for a perfect score all the way. And to your first mate who was really great, this \$25 War Bond. Your four sidekicks, for some musical tricks, each get ten dollars in stamps. All six get a carton of Lucky Strikes. And then. AND THEN! To all you Navy heroes, for your shouts and cheers, and tappin' your toes, a package of better-than-ever LUCKY STRIKE CIGARETTES!

(CHEERS)

8. IT HAD TO BE YOU . . . (FADED) ORCHESTRA

10/11/44

KYSER: Well chillun, das all for now. The old College submerges itself in the bay, and emerges next week in Texas. For the warm welcome given us by the Naval Air Station, Alameda, we thank Captain Walter F. Boone, Lt. Commander W. L. Rennick, Jr., Lt. Carter, all you men, and you gallant Waves who are backing up our fighting men. Next week we hold class with Uncle Sam's fighting anti-aircraft artillerymen at Fort Bliss, El Paso, Texas. 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:)

ATX01 0117058

(FROM CHICAGO)

CHICAGO

ANNOUNCER: This program was presented by Lucky Strike for the entertainment of the courageous men and women of the United States Naval Air Station, Alameda, California. 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)

RUYSDAEL: LS - MFT
LS - MFT
LS - MFT

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

NBC
ANNOUNCER: THIS IS THE NATIONAL BROADCASTING COMPANY.

FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE NEW YORK 17 WICKERSHAM 2-6930

CLIENT: THE AMERICAN TOBACCO CO. REVISION: _____ NETWORK: NBC
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 10-11:00 PM EDT
DATE: OCTOBER 18, 1944 - #343 REPEAT: _____

"KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE"

A Broadcast

ROUTINE

- | | |
|--------------------------------|-------------|
| 1. STRAIGHTEN UP AND FLY RIGHT | SULLY MASON |
| 2. IT COULD HAPPEN TO YOU | DON LESLIE |

COMMERCIAL ONE

ROUND ONE

- | | |
|------------------------------|-------------|
| 3. IS YOU IS OR IS YOU AIN'T | TOWN CRIERS |
|------------------------------|-------------|

COMMERCIAL TWO

- | | |
|-----------------------------|-----------------|
| 4. I DON'T WANT TO LOVE YOU | GEORGIA CARROLL |
|-----------------------------|-----------------|

STATION BREAK

ROUND TWO

- | | |
|-----------------------------|------------|
| 5. POOR LITTLE RHODE ISLAND | PRODUCTION |
|-----------------------------|------------|

COMMERCIAL THREE

- | | |
|------------------------------------|------------------------|
| 6. WHERE IS MY SOMBRERO | TOWN CRIERS |
| 7. THERE GOES THAT SONG AGAIN | DON LESLIE |

FINAL ROUND

COMMERCIAL FOUR

- | | | |
|-------------|---------|-----------|
| 8. TOGETHER | (faded) | ORCHESTRA |
|-------------|---------|-----------|

ATX01 0117060

- 1 -

WEAF

THE AMERICAN TOBACCO COMPANY

10-18-44

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #343

10:00-11:00 PM EWT

OCTOBER 18, 1944

WEDNESDAY

Program originates at Fort Bliss, El Paso, Texas, with switchovers to
NBC New York for commercials and closing.

(FROM NEW YORK)

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

BOONE: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

SHARBUTT: Sure, brother!
(Ex. G)

DELMAR: You said it!

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

BOONE: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO EL PASO, TEXAS)

- 1 -

RTX01 0117061

KAY KYSER

- 2 -

10-18-44

(FROM EL PASO, TEXAS)

ORCHESTRA: "LUCKY DAY"

FORMAN: LUCKY STRIKE presents for the entertainment of the
fighting gunners of Uncle Sam's Anti-Aircraft Artillery
Training Center at Fort Bliss, El Paso, Texas -- Kay
Kyser's College of Musical Knowledge!

AUDIENCE: YEAH GUNNERS! ANTI-AIRCRAFT! HOORAY!

ORCHESTRA: KYSER THEME

(AUDIENCE APPLAUSE UP BIG)

- 2 -

ATX01 0117062

KYSER: Evenin' folks. How y'all?

AUDIENCE: KEEN, DEAN!

KYSER: Keen, Dean. I'll say you're keen. And the old College is at El Paso, Texas, on the Mexican Border tonight to hold class with Uncle Sam's fighting anti-aircraft artillerymen at Fort Bliss ... You know, these fellows here don't know what's going on outside the Fort Bliss post ... they keep them in ignorance ... but that's all right, everybody knows ignorance is bliss!

FORMAN: Say, Fess, it was really a thrill to get over to Mexico today.

KYSER: Yes, it surely was. They have a bull ring over at Juarez. My, it's exciting. Over there the bull comes out pawing and blowing and stamping the ground.

FORMAN: Yes, and over here it comes out and says, "Evening, folks, how y'all?"

KYSER: That's a fine way to speak of me, Bill Forman. By the way, Bill, what does El Paso mean?

FORMAN: El Paso means the pass.

KYSER: That explains a lot. Well, now I know!

FORMAN: Now you know what, Fess?

KYSER: El Paso means the pass - well - back in Hollywood they call Sinatra the Voice, Monty Woolley the Beard, Betty Grable the legs. Now I know why the girls call me El Paso.

SOUND: GALLOPING HOOFBEATS

ISH: Whoa, horsie, whoa! Whoa, Greetings-Aluminum,

KYSER: Greetings-Aluminum? Ish, why do you call your horse Greetings-Aluminum?

ISH: Because she's a distant cousin of Hi Ho Silver.

KYSER: You're a fine Lone Ranger. You don't even know where the border is.

ISH: Of course I know where the border is. The border is over at my girl's house across the Rio Grande River.

KYSER: The border is at your girl's house across the river?

ISH: I ought to know. There's a sign on the front porch ...
"We keep Borders."

KYSER: Listen, Ish. Don't try to tell me anything about the border. I was in Juarez. I played around one of those slot machine places for two hours, and the best I could get was two lemons.

ISH: I know ... I saw you with 'em.

KYSER: Did you meet any nice looking Mexican girls?

ISH: Yes indeed. Indeed I did. But she was so beautiful that I didn't know what to say to her.

KYSER: Why didn't you say, "Mi sonorita, Ud me gusta muchissimo, es muy bonita, muy precia y tiene todo que hay, en este mundo y en que forma! Piocha!

ISH: That's fine, but what does that mean in English?

KYSER: BOINNNNGGGG!

FORMAN: Professor, the chimes of Kyser College ring out across the Texas plains. Lay aside those childish problems and prepare yourself for your eager scholars.

KYSER: All right, Dean, but before we give away \$115, let's have some hoots and hollers. What I mean is -- come on chillun, yet's dance!

1. STRAIGHTEN UP AND FLY RIGHT SULLY MASON

2. IT COULD HAPPEN TO YOU DON LESLIE

(APPLAUSE)

KAY KYSER
Commercial #1

- 3 -

10-18-44

(FROM EL PASO, TEXAS)

KYSER: Ah, yessir! That was swell and sweet as a bell. Really great! And now, here's our good friend Kenneth Delmar ...

(FROM NEW YORK)

DELMAR: Ladies and gentlemen, fine tobacco makes a fine cigarette, and in a cigarette it's the tobacco that counts ... the better the tobacco, the better the cigarette. So for real deep-down smoking enjoyment, 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. This very week at auctions in the Southland, Lucky Strike is again buying for you the riper, the naturally milder Lucky Strike tobacco. Independent tobacco experts present at the auctions can see just who buys what tobacco. And sworn records show that among such independent experts -- auctioneers, buyers and warehousemen -- with men who know tobacco best, it's Luckies 2 to 1.

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: Lucky Strike means fine tobacco - and fine tobacco means (Impulse Tag #15) real deep-down smoking enjoyment for you. So smoke the smoke tobacco experts smoke - Lucky Strike.

(SWITCHOVER TO EL PASO, TEXAS)

- 3 -

ATX01 0117065

(REVISED) 10/18/44

ORCH: PICK UP QUICK INTRO TO "SCHOOL DAYS"

AUDIENCE: "SCHOOL DAYS, SCHOOL DAYS,
DEAR OLD GOLDEN RULE DAYS
READING AND WRITING AND 'RITHMETIC
TAUGHT TO THE TUNE OF A HICKORY STICK!"

SOUND: CLASS BELL

FORMAN: Fess, the singing is swell, ^{but there's the bell} and the class is all here
except those who are A.W.O.L.

KYSER: Okay, Dean, let's ~~heed that starting bell~~ ^{get our}
first gunner and see what he can tell.

ATX01 0117066

FORMAN: First round contestant, Fess!

KYSER: And he is _____.

1. In the Presidential race, election day comes nearer and nearer. Marjorie Rattle of Baileyville, Kansas, says that both parties are serenading the voters. The Republican elephant stands in front of the White House singing (PLAY). And the Democratic donkey is also serenading the White House. The donkey sings (PLAY).

2. Here's a right or wronger from Sgt. B. U. Smith somewhere in Italy. Just listen closely and answer right or wrong to the following statements. 1. There is a new American bombing plane called the B-32. 2. General Custer made his last stand at the Alamo. 3. Winston Churchill was a war correspondent in the Boer War. 4. Mountbatten is a Mountain in India.

3. Margaret Haag of Detroit, says this ~~theme~~ song identifies a famous orchestra leader fresh back from the Coast Guard who has returned to radio with a brand new show. (PLAY). There are four time zones, Eastern, Central, Mountain, and Pacific. What time zone is Cincinnati in? What time zone is Indianapolis in? ~~What time zone is El Paso, Texas in? Are the Philippine Islands one day ahead or behind our time?~~ Right now, what time does the nation operate under?

ISH: Say, the nation may operate under war time, but that ain't the time some girls ^{used} ~~operate under~~.

KYSER: No? What time do some girls ^{used} ~~operate under~~?

ISH: Two time!

4. Can you name a song with 'put' in its title? Now one with 'take' in its title. Now Students Palaski, Hamby, and Stalhand, somewhere in the Pacific, want us to play 'put and take'. Here's a put and take top with the usual numbers on it. All we want you to do is spin it. If it comes up 'put', you put as many crackers as the put and take top calls for, right in your mouth and try to whistle "Deep In The Heart Of Texas". But if you're lucky and spin a 'take', then you get as many kisses as you spin from the sizzling sisters of the Town Criers.. provided their brothers will allow it. All right, here's the put and take top. Let's see if you have to put or take.

5. Our first visiting dean tonight is Edwardo Gallegos of Albuquerque, New Mexico, who plays a mean guitar and does a tidy bit of singing. Yet's get him out here. (APPLAUSE) Now for Corporal Miller Holt somewhere in Franco, tell us what Edwardo is humming (PLAY) (PLAY).

6. Pvt. Warner Schnieder of Camp San Luis Obispo, California, wants us to hit punt formation for this Saturday's football classics. In the East, Army goes against Coast Guard, Brown against Holy Cross, Navy vs. Georgia Tech, while in a highlight game in the midwest, Great Lakes Naval Training takes on (PLAY). Also, Illinois takes on Pitt, Indiana -- Northwestern, Iowa State - Missouri, Kansas vs. Nebraska, as the Irish of Notre Dame hear the fighting yell of (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

KAY KYSER

- 8 -

10-18-44

FORMAN: First winner, Professor.

KYSER: And he is ...

ISH: (TRUMPET, RATCHET AND CHINESE GONG) Ish K. Bibble's newspaper of the air. Local news. Meatball, Idaho.

KYSER: Meatballs! Now you're talking. I had some meatballs for lunch, covered with gravy.

ISH: Covered with gravy. The meatballs I had for lunch were so tough I had to cover 'em with a six shooter.

KYSER: Never mind. What's next?

ISH: The world of football. Miss Seivanelle Boondock to play football for South Bend Team.

KYSER: Oh Notre Dame?

ISH: Know der dame. I ought to, I been going with her for 12 years.

KYSER: Hmmm. Well, what is she, quarter back?

ISH: No, half back.

KYSER: Half back?

ISH: Yeah ... half back and half front.

KYSER: Cute kid. But how about some football predictions? For instance, what do you think Purdue will do this week?

ISH: Confidentially, I think they will play Iowa at 2:30.

KYSER: That was sensational. Now, what do you think the army will do next week?

ISH: Same as usual ... they'll get up at five in the morning, march for 5 hours, slop up a gallon of mud, march back for 5 hours, go into a huddle, borrow some dough, go into El Paso and then get thrown in the stockade for making illegal passes.

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ATX01 0117070

K.Y. KYSER

- 8A -

10-18-44

KYSER: I don't think you know anything about football.

ISH: Oh I don't, hey? Well, I played with H.T.C.M.

KYSER: H.T.C.M.? You mean the Harvard Technical College of
Medicine?

ISH: No, the Hotel Texas Chamber Maids.

KYSER: Oh, yes. Was it a good team, Ish?

ISH: No, it was just a scrub team, but we cleaned up.

FORMAN: Fess, here's our first round winner with a fancy score.

KYSER: And he is Sgt. Phil Arnold. You're in line for a P.H.D.
Smoke a Lucky Strike before the final spree. And while
you're waitin' for your degree, here's our swell new one
family singing group ... the Town Criers! I want to say
a couple of words about the two brothers ... they're fine
singers ... they're nice looking. I also want to say a
word about the two sisters ... BOINNNGGG!

3. IS YOU IS OR IS YOU AIN'T TOWN CRIERS
(.APPLAUSE)

- 8A -

ATX01 0117071

KAY KYSER

- 4 -

10-18-44

Commercial #2 (Q)

(Stephen Foster! And to all America that name means "My Old Kentucky Home" ... "Jeannie With the Light Brown Hair" ... "Old Black Joe" ... "Nellie Bly" ... "Old Folks at Home" ...)

(FROM EL PASO, TEXAS)

KYSER: ... the rhythm was kickin' and you were tickin'. Nice goin'!

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: Let that historic chant remind you that Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: Stephen Foster! And to all America that name means "My Old Kentucky Home" ... "Jeannie With the Light Brown Hair" ... "Old Black Joe" ... "Nellie Bly" ... "Old Folks at Home" ...

SHARBUTT: Back in the year 1846, there was a young man who worked as a bookkeeper in an office along the Cincinnati waterfront. He sat on a high stool before a high desk ... adding and multiplying and dividing and subtracting long rows of figures, which he finally entered in a heavy ledger.

(MORE)

- 4 -

ATX01 0117072

KAY KYSER

- 5 -

10-18-44

Commercial #2 (Q) (CONTD)

(Stephen Foster! And to all America that name means "My Old Kentucky Home" ... "Jeannie With the Light Brown Hair" ... "Old Black Joe" ... "Nellie Bly" ... "Old Folks at Home" ...)

SHARBUTT: But every once in a while, he would look out through the open window at the river traffic, and he would hear the songs of the longshoremen unloading cargoes of cotton and tobacco -- and before he knew it, there he was, writing furiously on a scratch pad, only this time it wasn't figures he put down, but musical notes, fragments of melody. So it went with this young bookkeeper, day after day, for a long, long time. Until one sunny afternoon, he suddenly threw down his pen, slammed the ledger shut, seized his scratch pad of music, grabbed his hat, and raced out of the office and down the street to a little shop called Peters Music Store ...

FOSTER: (EAGERLY) Look, Mr. Peters, you say you like the song -- so why don't you publish it? I don't want any money for it. I just ... well, I just want to hear it sung.

PETERS: All right, young man. I do like the song -- and I'll publish it. And by the way, what did you say your name was?

FOSTER: Foster, sir. Stephen Foster.

(MORE)

- 5 -

ATX01 0117073

KAY KYSER

- 6 -

10-18-44

Commercial #2 (Q) (CONTD)

(Stephen Foster! And to all America that name means "My Old Kentucky Home" ... "Jeannie With the Light Brown Hair" ... "Old Black Joe" ... "Nellie Bly" ... "Old Folks at Home" ...)

SHARBUTT: And so it was that a young man named Stephen Foster never again went back to bookkeeping ... because the song he left with Peters that day was called "O Susannah!" ... a gay, rollicking melody that became the marching song of the Forty-Miners on their way to California. This was only the beginning, for as the years moved up, there were other songs from the pen of Stephen Foster -- songs that have become a permanent part of America's heart: My Old Kentucky Home ... Jeannie With the Light Brown Hair ... Old Black Joe ... Nellie Bly ... Old Folks at Home ... and many many others. And his greatest quality was that he came to know the gentle spirit of gentle people, and found the music for their warm laughter, their simple faith, their love of home. This is the quality of a great composer, a great man. This was the quality of Stephen Foster, whose songs of America will live forever!

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

- 6 -

ATX01 0117074

KAY KYSER

- 7 -

10-18-44

Commercial #2 (Q) (CONTD)

(Stephen Foster! And to all America that name means "My Old Kentucky Home" ... "Jeannie With the Light Brown Hair" ... "Old Black Joe" ... "Nellie Bly" ... "Old Folks at Home" ...)

DELMAR: Quality tells ... whether it's quality in a man, or
(Closing quality in a product. Remember that all-important fact,
#9) ladies and gentlemen, in selecting a cigarette for your
 own enjoyment. For Lucky Strike means fine tobacco ...
 yes, first, last and always, Lucky Strike means fine
 tobacco!

RIGGS: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

SHARBUTT: A fact known the world over! Lucky Strike means fine
(Impulso tobacco - so round, so firm, so fully packed, so free and
Tag #14) easy on the draw.

(SWITCHOVER TO EL PASO, TEXAS)

- 7 -

ATX01 0117075

KLY KYSER

- 9 -

10-18-44

ORCHESTRA: CARROLL INTRODUCTION

KYSER: Here's a pretty prize for you men with your eyes on the
skies ... it's our stop, look at, and listen to girl ...
gorgeous Georgia Carroll! (APPLAUSE) Georgia, with
these thousands of Army men before you, the eyes of Texas
are upon you, so really turn it on, honey child.

4. I DON'T WANNA LOVE YOU GEORGIA CARROLL
(APPLAUSE)

QUARTET: "OUISSONS SONG"

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ATX01 0117076

KAY KYSER

- 8 -

10-18-44

(FROM EL PASO, TEXAS)

QUARTET: "CAISSONS SONG")

(APPLAUSE) (FADE FOR)

FORMAN: To the AAA, Uncle Sam's Anti-Aircraft artillerymen ...

~~on~~ The gunners crouch at the ready
And the spotters stare at the stars
The red alert rings, and the long muzzles swing
That can shoot halfway to Mars,

The breech heels back on the recoil
And she's spitting a yard-long flame
To stab the sky at ten miles high
And anything there's dead game.

Then a torch flares up in the blackness
As a Zero falls, or a Hun
And the A-A-A from the U.S.A.
Put another notch on their gun.

LOCAL NBC STATION SAYS:

"STATION XXX SALUTES UNCLE SAM'S ANTI-AIRCRAFT
ARTILLERYMEN!"

ORCHESTRA: KYSER MARCH

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ATX01 0117077

12
-5-
FORMAN: First ^{second} round contestant, Fess.

10-18-44

KYSER: And he is _____.

1. Janice Richards of Stockton, California, wants you to help us with the plot of the College of Musical Knowledge strip serial, starting tonight.....

FORMAN: Presenting.... "The Adventures... of Square Head!"

KYSER: Listen!

SOUND: PISTOL SHOTS

FORMAN: What's that there on the floor? It's a crate!

SOUND: HAMMERING

FORMAN: It's a box!

SOUND: SAWING OF WOOD

FORMAN: No! It's Square Head!

SOUND: PISTOL SHOTS

FERDY: Hello, folks!

KYSER: As we meet the arch-criminal, Square Head, he has just accosted Dauntless Dan, the detective, Dauntless Dan speaks first...

FORMAN: Listen, Square Head, if you think you can continue to outwit Dauntless Dan, then you're just a (PLAY).

FERDY: Oh yeah, Dauntless Dan? Well, it may interest you to know I have just taken from your pocket a valuable (PLAY)

KYSER: And so Square Head is launched on his crimson career of crime. He gives Dauntless Dan 3 cups of arsenic, stabs him 14 times, and leaves him lying at death's door.

SOUND: DOOR SLAM

KYSER: Thanks, Death's Door! What will happen next week? Tune in and find out.

FORMAN: Look there on the floor!. It's a box!

-3-

ATX01 0117078

SOUND: HAMMERING

FORMAN: It's a crate.

SOUND: SLIVING OF WOOD

FORMAN: No! It's a Square Head!

SOUND: PISTOL SHOTS

2. Since the presidential campaign is so red hot, Corporal Charles .
Loewe somewhere in the Pacific, wants you to pick out the names of
four presidents from the following sketch. "One of the boys in our
band is such a slow Polk, he missed our train so he hitch-hiked along
the Lincoln Highway. He stopped to take a gander at Hoover Dam, and
telephoned some friends in Cleveland. Finally the thought began to
Pierce his brain that he'd better wire us for reservations so he'd
have a place to hit the Hayes when he got to El Paso because it's as
crowded here as in Washington. But he was too late and had to
Coolidge heels in a hotel lobby last night."

3. Pvt. Lamentina somewhere in England, wants you to listen to this theme song and name one of America's greatest bands. (PLAY) Now what do you know about these Harry's - Harry S. Truman, MataHari, The Hairy Ape and Harry Hito.

KYSER: By the way, Navy Day is celebrated next week, so as our Salute to the Navy we are holding class next Wednesday at the United States Naval Repair Base, San Diego. In the meantime we'll be with you guys at the Army Air Field in Tucson, Arizona, tomorrow night -- at the Hollywood Canteen Saturday -- and next Tuesday we'll be with Dick Haymes on the Auto-Lite program, and of course we'll see you guys here tomorrow morning in Beaumont General Hospital - also the Annex.

4. It's how, when, and where time, and Viola Taylor of Richmond, California, wants us to ask you how, when and where. The last two lengths of the Union Pacific Railroad were joined in 1869. How? Halloween is celebrated every year. When? The Dionno Quintuplets were born May 28, 1934. Where?

5. Our second visiting deans are William Palou and Harold Graham. Bill is from Columbia, South America and plays plenty good on the violin. Harold is from Evanston, Illinois, and helps Bill out on the piano. Come on out, boys! (APPLAUSE) Now for Sgt. Charles Miller and the fellows in Battalion Headquarters somewhere in Burma, tell us the titles of the tunes you hear (PLAY) (PLAY).

6. Frank Leonard, somewhere in the Pacific, says the chips are really down on Southern gridirons this Saturday. Alabama meets Tennessee, it's Arkansas against Texas, Auburn vs. Tulane, as Rice tries to saddle the Mustangs of (PLAY). Also, Texas Christian tackles Texas A. and M., while out west in Los Angeles St. Mary's Preflight is guest of (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

~~KYSER: Worms have no legs, so they'd make good soldiers. Why?~~

~~ISH: Because the Army travels on its stomach.~~

~~KYSER: Oh.~~

~~ISH: Nowadays, people hardly ever wear stockings any more on account of they can't get 'em, so they paint their legs instead.~~

~~KYSER: I've heard of that. Ish, if I were to paint my legs, what color would you suggest?~~

~~ISH: Well, I'd paint one kneecap green and the other kneecap orange.~~

~~KYSER: Those colors are pretty far apart.~~

~~ISH: So are your kneecaps!~~

FORMAN: Second round winner, Professor!

KYSER: Yes, Bill Forman, and he is _____!
You're the pride of the second rounders today, you graduated with cum laude, so have a Lucky Strike while Sully, The Criers, and all the gang do the cutie from our flicker, "Carolina Blues".

5. POOR LITTLE RHODE ISLAND. SULLY & CRIERS
{APPLAUSE}

{KAY: Cue top of next page!}

KAY KYSER
Commercial #3

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10-18-44

(FROM EL PASO, TEXAS)

KYSER: Boy oh boy and men alive! -- the gang was cookin' with
plentya' jive! Yessir, that was swell! And now it's
your turn, Basil Ruysdael ...

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: Quality tells in the work of a great man ... that's a fact
proved by the year-in, year-out popularity of the great
music of Stephen Foster. And, ladies and gentlemen,
quality tells in a product too -- a fact proved year-in,
year-out by the statements of independent tobacco
experts ... men like Mr. George Swinebroad of Lancaster,
Kentucky, who recently said ...

SWINEBROAD: For years I've seen Lucky Strike buy the finer quality
tobacco. This finer leaf gives you a lighter, milder,
better-tasting smoke. That's why I've been a Lucky Strike
smoker now for 17 years.

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

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ATX01 0117083

KAY KYSER
Commercial #3 (CONTD)

- 10 -

10-18-44

RUYSDAEL: 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 2 to 1.

RIGGS: (CHANT - SOLD AMERICAN)

SHARBUTT: A friendly suggestion: For your own real deep-down
(Impulse Tag #3) smoking enjoyment, smoke the smoke tobacco experts smoke -
Lucky Strike.

(SWITCHOVER TO EL PASO, TEXAS)

7. There goes that Long Again - Don Leckie
(Applause)

Back: tryed March

- 10 -

ATX01 0117084

FORMAN: Final exam! The jackrabbits scatter, the bullets patter, and with a quip and a clatter, here comes our goon from the alma tomatter....Kay Kyser!

~~FERDY: And that ain't all....he's as mad as a hatter!~~

Thank you
KYSER: ~~Go away, Ferdy Froghammer.~~ And the first contestant in our play-off quiz is _____!

1. Tonight we want to pay honor to the great state and empire that is our host -- Texas. Texas is big. In fact, Lorraine Mead of Garnerville, New York, says it's so big that you could take Conn., Delaware, Rhode Island, Mass., New Hampshire, New Mexico, Vermont, Indiana, Kentucky, Maine, Maryland, So. Carolina, and West Virginia, and drop them all very comfortably (PLAY). And when you put all those inside the Texas borders, you'd still have room for (PLAY). Which is the largor, Texas or Germany? ~~Yes sir, and if necessary, Texas says she would take on those Krauts single-handed!~~

2. The great state of Texas has a lot of famous neighbors. For Storekeeper B. A. Hurward somewhere in the Pacific, listen to this medley of songs and name three of the neighbors that touch the Texas borders. (PLAY). That's right. And of course, there's New Mexico on the West. What is the state flower of Texas? Was the battleship Texas in the battle of D-Day? She made a glorious record. The doughboys say if she'd been any closer to land, they'd have had to make a bulldozer out of her!

(REVISED) 10/18/44

3. Carol Ann Jones of Pasadena, Texas, says one of the immortal battles of American history took place in her state. This song should remind you of it. (PLAY) Where is the ()?
Who defended the ()? Was it Billy the Kid, Kit Carson, Davy Crockett, Wild Bill Hickok, or Buffalo Bill?

4. What is the other name we commonly use for Texas? Which is the farthest distance, from Berlin to Moscow, from NY to Chicago, or from El Paso to Pennsylvania? One Texas hero was ~~Commander in Chief of the Texan Army~~, President of the Republic of Texas, Senator, and Governor of the State. A great Texas city is named for him. What is his name? Today the fighting sons of Texas keep alive the tradition of () and Davy Crockett, and Texas fighting men around the world fight harder because they know
(PLAY)

(APPLAUSE)

SOUND: CLASS BELL

ATX01 0117086

KAY KYSER
Commercial #4

- 11 -

REVISED*
10-18-44

(FROM EL PASO, TEXAS)

FORMAN: 'Fess, shall I name the man who leads the way?

KYSER: First let's hear what the experts say ...

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

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

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

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

RIGGS: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO EL PASO, TEXAS)

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ATX01 0117087

(FANFARE)

FORMAN: The winner, Professor!

KYSER: The winner is with a perfect score all the way -- it's
WAC Pvt. Barbara Custer of Hollywood, Calif. - she not
only gets a \$50 War Bond first prize but an additional
\$25 Bond for a perfect score all the way, or \$75 in all.
And to second high for a great try, this \$25 Bond. And
what's more, the other four each get ten dollars in stamps.
All six get a carton of Luckies. And then! AND THEN!
To all you other anti-aircrafters, for your cheers that
filled the old school rafters, a package of better-than-
ever LUCKY STRIKE CIGARETTES!

(CHEERS)

8. TOGETHER (FADED) ORCHESTRA

KYSER: Chillun, school is out until next Wednesday when the old College will pop out of the trunk to celebrate Navy Day. For a rip-roaring welcome in Texas style here today, we thank Major General Joseph A. Green commanding the high-shooting Anti-Aircraft Units, Colonel J. K. Brown, C.O. of Fort Bliss, Captain W. C. Archie, *Capt. Homer Gray* and all you men. Next week we hold class with Uncle Sam's battling bluejackets at the U.S. Naval ~~Repair and Destroyer~~ Base, San Diego, California. Until then ... this is Kay Kyser ... thinkin' of you. Thanks a lot for bein' with us ... and so long ... everybody.

(APPLAUSE)

ORCHESTRA: "LUCKY DAY"

(SWITCHOVER TO CHICAGO AT 10:58:35)

(FROM CHICAGO)

CHICAGO

ANNOUNCER: This program was presented by Lucky Strike for the entertainment of the courageous men and women of Fort Bliss, El Paso, Texas. 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)

RUYSDAEL: LS - MFT
LS - MFT
LS - MFT

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

NBC

ANNOUNCER: THIS IS THE NATIONAL BROADCASTING COMPANY.

FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE NEW YORK • WICKERSHAM 2-6600

CLIENT: THE AMERICAN TOBACCO CO. REVISION: _____ NETWORK: NBC
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 10-11:00 PM EDT
DATE: OCTOBER 25, 1944 - #344 REPEAT: _____

"KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE"

As Broadcast

ROUTINE

- | | |
|------------------------------------|-----------------------|
| 1. HOW MANY HEARTS HAVE YOU BROKEN | SULLY MASON |
| 2. AN HOUR NEVER PASSES | DON LESLIE |
| or | |
| TIME WAITS FOR NO ONE | DON LESLIE |

COMMERCIAL ONE

ROUND ONE

- | | |
|-----------------------|-------------|
| 3. DANCE WITH A DOLLY | TOWN CRIERS |
|-----------------------|-------------|

COMMERCIAL TWO

- | | |
|------------------------------|-----------------|
| 4. MY CHRISTMAS SONG FOR YOU | GEORGIA CARROLL |
|------------------------------|-----------------|

STATION BREAK

ROUND TWO

- | | |
|-----------------|------------|
| 5. TROLLEY SONG | PRODUCTION |
|-----------------|------------|

COMMERCIAL THREE

- | | |
|------------------------------------|------------------------|
| 6. SWINGING ON A STAR | ORCHESTRA |
| 7. WHERE IS MY SOMBRERO | TOWN CRIERS |

FINAL ROUND

COMMERCIAL FOUR

- | | |
|-----------------------|-----------|
| 8. 'DEED I DO (faded) | ORCHESTRA |
|-----------------------|-----------|

ATX01 0117091

KAY KYSER

- 2 -

10-25-44

(FROM SAN DIEGO, CALIFORNIA)

ORCHESTRA: "LUCKY DAY"

FORMAN: LUCKY STRIKE presents for the entertainment of the men
and women of the U. S. Naval Repair Base at San Diego,
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!"

(AUDIENCE HUMS)

FORMAN: ^{*This week*} As America at war observes Navy Day, we salute our
fighting Navy!

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

ORCHESTRA: KYSER THEME

(AUDIENCE APPLAUSE UP BIG)

- 2 -

RTX01 0117092

KYSER: Evenin' folks, how y'all?

AUDIENCE: FOUR OH! BO!

KYSER: You're four oh, bo. Well das fine. Chillun, tonight the old College holds a special class to help Uncle Sam celebrate Navy Day at the big U. S. Naval Repair Base, on the Pacific coast below San Diego.

FORMAN: Well, Fess. What do you say ... shall we be timely and talk about Halloween?

KYSER: Ah, yes, Bill, let's. What a thrill I get from Halloween. I remember Halloween parties where girls would stand behind chairs and we'd play Truth or Consequences. If you didn't tell the truth, you had to kiss the girls. WHAT A LIAR I TURNED OUT TO BE! Tell me, Bill, do you believe in witches?

FORMAN: With the girls you go around with, how could I help it?

KYSER: I'll have you know my newest girl is a real lady.

FORMAN: What does she do ... ride her broomstick side-saddle?

KYSER: Listen. My girl and I are full of Halloween fun. We're going to play a prank on her family. She's going to take me to her home ...

FORMAN: What a prank to play on her family.

KYSER: Quiet. After dinner at her house, I'm going to dress up in my masquerade costume. Do you think they'll mind a little goblin?

FORMAN: No. Her father said he didn't mind a little goblin', but you eat like a hog.

KYSER: That's a fine thing to say.

FORMAN: Fess, I wonder if these sailors celebrate Halloween by going in town with big ideas and writing with soap on windows?

KYSER: Writing with soap on windows? No, Bill. When these sailors go in town with big ideas, all they ever hear is "No soap! No soap!" But one sailor here last Halloween got so homesick he went around in hotel lobbies pushing over telephone booths.

ISH: Jest a second, jest a second. I got something to say about Halloween. Last Halloween I got an awful scare from a little Brownie.

KYSER: Ish, you got an awful scare from a little Brownie?

ISH: Yes, a brownie camera. I took your girl's picture.

KYSER: That's a fine remark to make about my girl. I'm getting fonder of her every day. She's a cutie. I call her Cookie.

ISH: No wonder. She's got a face like a fig newton.

KYSER: Listen, Ish. Go away. We're talking about Halloween.

ISH: Oh. Yeah. Did you hear about the sailor here they had to use artificial prespiration on?

KYSER: Not artificial prespiration!! Artificial respiration.

ISH: Prespiration... he broke out in a cold sweat.

KYSER: A sailor breaking out in a cold sweat ... what's that got to do with Halloween?

ISH: He nearly drowned trying to ring the doorbell on a submarine.

KYSER: Ish ... you're stupid.

KAY KYSER

- 2B -

10-25-44

ISH: Oh yeah. Well since you're so smart, do you know why a sailor's skivvies are like an Indian warrior?

KYSER: No, Ish. Why are a sailor's skivvies like an Indian warrior?

ISH: Because they both creep up on you.

KYSER: Oh, take you unawares, huh? Go away, squirt, these men are alert for our \$115 in War Bond prizes. So while they're preparin' for our first question, stop, come on chillun, yet's hop!

1. HOW MANY HEARTS HAVE YOU BROKEN SULLY MASON

2. TIME WAITS FOR NO ONE ,DON LESLIE

- 2B -

ATX01 0117095

(FROM SAN DIEGO, CALIFORNIA)

KYSER: Man oh man, just goes to prove -- the boy is really in the groove! Yessir, that was mellow. And now, here's Kenneth Delmar ...

(FROM NEW YORK)

DELMAR: Ladies and gentlemen, to get real, deep-down smoking enjoyment, pick a cigarette you know is made of fine tobacco. For it takes fine tobacco to make a fine cigarette, and here's one thing you can be sure of: Lucky Strike means fine tobacco -- yes, Lucky Strike means fine tobacco. This very week, at auctions in the Southland, Lucky Strike is again buying for you the ripper, the naturally milder Lucky Strike tobacco. Independent tobacco experts present at the auctions can see just who buys what tobacco. And sworn records show that among such independent experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1!

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: Lucky Strike means fine tobacco - and fine tobacco means
(Impulse Tag #15) real deep-down smoking enjoyment for you. So smoke the
smoke tobacco experts smoke - Lucky Strike.

(SWITCHOVER TO SAN DIEGO, CALIFORNIA)

ORCH: PICKUP: "MYSTERIOUSO" FEW BARS, WITH QUARTET IN UNISON
SINGING A SCARY WAILING "WOO-WOO". TRUMPET IN WEIRD
HIGH LAUGH. FADE UNDER:

FORMAN: There's a rattle in the closet and a step upon the stair
And you hear the hollow laughter of a shape that isn't
there,
You forgot to do your lessons and you're scared enough
to shout
Heh..heh! The Professor will git you..if you don't
watch out!

He's long and lean and slender and his face is like
a spook
His idea of higher education is a nickle in a juke
He tries to act spry like a youngster but he's really
got the gout
The Professor will git ya... if you don't watch out!

LUCY ANN: Hello, Professor!

KYSER: ~~(BARKS THREE TIMES)~~ How about a kiss, good lookin'?

SOUND: TWO LOUD KISSES

KYSER: BOINGG!

FORMAN: Yes, the Professor will git you..if you don't watch out!

~~KYSER:~~ And the first contestant in the first exam is!

10-25-44

~~FORMAN: First round contestant, Fess!~~

~~KYSER: Thanks, Bill Forman, and he is~~

1. Cpl. R. M. Fitzgerald, somewhere in Uncle Sam's Forces, tells us of one Repair Base sailor who is going with one of two sisters who are identical twins. For a long time the poor guy couldn't tell 'em apart - so when he went to call on his girl he'd have to sing (PLAY) But now the sailor says he has it all figured out. He just gets the two girls together and asks them both to give him a kiss in the dark. Whichever kiss makes him go BOINGG!! he yells (PLAY)

2. Here's a question on sports. ~~Motor~~ Machinists Mate 2/C David Smith, somewhere in the Pacific says most sports can be identified by the intervals of play. We'll name a series of intervals and you tell us the sport involved. Quarter. Inning. Set. Hole. Frame.

3. Tonight the thrilling news is that the Imperial Japanese Navy has suffered a crushing defeat off the Philippines. For Seabee Glen Willis can you name two islands in the group? There are a lot of famous Phils like Philadelphia, Phil Baker, Philip the Third, fill up a fifth. What Phil is famous for this song? (SULLY)

4. It's how-when-and-where time in the College, so Miss Georgia Dube of Lewiston, Maine, wants you to tell us, how, when, and where. Paul Revere made a swift journey from Boston to Lexington, Massachusetts the night of April 18th, 1775. How? The battleship Maine was blown up in Havana Harbor, starting the Spanish-American War. When? Dillinger was shot and killed by G-Men. Where?

5. The family name of the Town Criers is Polk. And for Miss Bonnie Raphaelson of Castle Rock, Washington, the Polks are going to do a few polkas with the titles changed. Let's see if you can get two out of the three. (CRIERS) You did so well, take this outfit and give us your own version of a burlesque queen (PIANO).

By the way, chillun, this week as we celebrate Navy Day, for the greatest battle force afloat in history remember the best way you can observe Navy Day is to buy a bond and write a letter to somebody in the service. Nothing means more than mail to our fighting men. So remember, if you don't write ... you're wrong.

6. Seaman Bill Cook and the rest of the Acorns in the Southwest Pacific, say, get set to call the signals on this Saturday's football frays. Virginia plays VMI, Navy plays Penn., Army plays Duke, it's Brown vs. Dartmouth, as Rochester gets an earful of (PLAY) also, Iowa State meets Kansas State, Indiana-Iowa, Illinois-Notre Dame, Missouri-Nebraska, while Michigan goes head-on against (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

(REVISED) 10-25-44

FORMAN: Fess, before we announce the winner of the first round, I'd like to speak to you about you and Lucy Anne Polk, our youngest Town Crier. She's only eighteen and you're old enough to get out of the navy!

KYSER: Look here, Bill Forman! I'm only twenty-seven!

FORMAN: Twenty-seven! You're the only twenty-seven year old guy I've ever seen with forty-five year old hair!

KYSER: What do you mean, sir!

FORMAN: You don't get out of the navy until you're forty-two and your hair has been out for three years!

~~KYSER: That's not true. Besides, I'm only trying to be a brother to Lucy Ann. I'm a brother to all girls!~~

FORMAN: ~~Yes... brother rat!~~ But I'm going to see that you do right by Lucy Ann!

KYSER: *I intend to -- never intended anything else*
~~That I will do.~~ Lucy Ann -- come here!

LUCY ANN: Yes sir?

KYSER: *Lucy Ann*
Will you marry me?

LUCY ANN: Oh yes sir!

KYSER: NOW WAIT A MINUTE! LET'S NOT BE TOO HASTY! (We just can't rush into these things.)

LUCY ANN: But, Kay, are you sure you're not in love with my sister, Elva?

KYSER: Well, Elva's a nice kid, but I could never get into a situation with Elva.

ATX01 0117101

LUCY ANN: Why couldn't you get into a situation with Elva?

KYSER: That would be an Elva situation!

FORMAN: Lucy Ann, do you really like this man, Kay Kyser?

LUCY ANN: Yes I do, because he does so many little things for me.
And after all, it's the little things in life that count.

KYSER: Do you really mean that, Lucy Ann?

LUCY ANN: I do! I love your generosity, I love your personality.
But most of all, Kay, I like your brain!

KYSER: You really like my brain, Lucy Ann?

LUCY ANN: Yes, Kay. It's the little things in life that count!

KYSER: Bill Forman! Where's the first winner!

FORMAN: Here he is, dizi!

KYSER: And he is _____!

You really broke that finish tape. Have a Lucky Strike
and get in shape for the final round while the chillun
dance to a tune by our swell new one family singing group,
The Town Criers!

3. DANCE WITH A DOLLY CRIERS
(APPLAUSE)

(Kay: Cue top of next page)

KAY KYSER
Commercial #2 (Q)
(How the "Stonewall" Got In General Jackson's Name.)

- 4 -

10-25-44

(FROM SAN DIEGO, CALIFORNIA)

KYSER: ... wonderful. Your scattin' was smooth as satin, and
thank you very much.

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: Let that historic chant remind you that Lucky Strike means
fine tobacco - yes, Lucky Strike means fine tobacco - so
round, so firm, so fully packed, so free and easy on the
draw.

RIGGS: (CHANT - SOLD AMERICAN)

VOICE: How the "Stonewall" Got In General Jackson's Name.

SHARBUTT: You can still see the narrow stream in Virginia, winding
through the quiet countryside, close to the rolling hills,
the corn fields, the little white farmhouses, and the
green pastureland. It is a picture of peace and
serenity ... and yet there was a day, almost a hundred
years ago, when all hell broke loose over this very
ground and the sky shook with gunfire. For this is Bull
Run ... and here, on the morning of July 21, 1861, a great
soldier was tempered and hammered and toughened through
the ordeal of fire. His name ... was General Jackson.

(MORE)

- 4 -

ATX01 0117103

KAY KYSER
Commercial #2 (Q) (CONTD)
(How the "Stonewall" Got In General Jackson's Name.)

- 5 -

10-25-44

SHARBUTT: Here, upon these hills, he stood with his brigade from
(CONTD) dawn to darkness and held like a rock against the full
fury of artillery and massed attack. They were
outnumbered ... outgunned ... hemmed in on three sides.
The sun hung over their heads like a chunk of red-hot
steel, and they were parched with thirst. By all the
odds, they should have fallen back. But there was this
black-bearded giant among them ... wounded himself ...
still yelling encouragement ... still refusing to
retreat. And because they would not yield, soon ... all
over the battlefield ... a cry went up, a cry that gave a
great name to a great man ...

VOICE: Look, there stands Jackson like a stone wall!

SHARBUTT: "Like a stone wall." Yes, like a stone wall in his
courage, his determination, his will to victory -- this
was the quality of that soldier who turned the tide of
battle at Bull Run, who won against the odds and wrote
his name in glory upon the pages of military history.
This is the quality of the man the world has come to know
and never will forget, as ... General Stonewall Jackson!

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

- 5 -

ATX01 0117104

KAY KYSER

- 6 -

10-25-44

Commercial #2 (Q) (CONTD)

(How the "Stonewall" Got In General Jackson's Name.)

RUYSDAEL: Quality wins our confidence in a man. And, ladies and
(Closing gentlemen, quality wins our confidence in a product.
#8) When it comes to selecting a cigarette, here's one thing
you can be sure of -- this time, next time, anytime:
Lucky Strike means fine tobacco - yes, Lucky Strike means
fine tobacco!

BOONE: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

DELMAR: Remember - first, last and always - Lucky Strike means
(Impulse fine tobacco, so round, so firm, so fully packed, so free
Tag #10) and easy on the draw.

(SWITCHOVER TO SAN DIEGO, CALIFORNIA)

- 6 -

ATX01 0117105

ORCHESTRA: CARROLL INTRO

KYSER: Sailors have sweethearts in every port, but the one
sweetheart in this port tonight is our own cover girl,
gorgeous Georgia Carroll! (APPLAUSE) Tonight Georgia
introduces to the nation Hoagy Carmichael's new song ...

4. MY CHRISTMAS SONG FOR YOU GEORGIA CARROLL
(APPLAUSE)

QUARTET: "ANCHORS AWEIGH"

KAY KYSER

- 7 -

10-25-44

(FROM SAN DIEGO, CALIFORNIA)

QUARTET: "ANCHORS AWEIGH" FADE FOR:

(APPLAUSE)

FORMAN: When a Navy carrier makes a deadly raid
When our battlewagons start their cannonade
When our men and our munitions find their crossings
safely made.
That's Navy's Day.

When a Navy pilot gets a Zero in his sight
When the Navy Seabees build an airstrip overnight
When Marines are landing to get in there and fight
That's Navy's Day.

When a Coast Guard Cutter patrols the last long mile
When Tojo and Der Fuhrer decide it's not worthwhile
When Uncle Sam's whole Navy lands on Hirohito's Isle
That will be Navy's Day.

LOCAL NBC STATION SAYS:

"STATION XXX SALUTES THE NAVY!"

ORCHESTRA: KYSER MARCH

- 7 -

ATX01 0117107

FORMAN: Fess, the first contestant in the second round is ____.

ISH: (TRUMPET) Inside the news with Isk K. Bibble! The Woman's page!

KYSER: By the way, Ish, did you know that there are 30,000 more girls than men in San Diego?

ISH: If there are, the sailors must have 'em stowed away in their sea bags.

KYSER: Ish, just where do you get all your information about girls?

ISH: Oh, I get the inside dope from that there now girl I been running around with.

KYSER: Oh, you mean Rose-lipped Tez from Old Juarez?

ISH: No, no. Liver-lip Donna from Tijuana.

KYSER: So much for the woman's page. How about some football predictions for next Saturday?

ISH: Well now you take the Teacher's College at San Diego.

KYSER: San Diego Normal?

ISH: San Diego hasn't been normal for five years!

KYSER: Sorry I mentioned it. Proceed.

ISH: Yeah. I predict San Diego will win by using the half-dollar play.

KYSER: What's the half-dollar play?

ISH: Split buck.

KYSER: I see. How about Navy? Do you think Navy will pick up much yardage in San Diego?

ISH: Where they need yardage is in the pants they wear.

KYSER: What kind of a line will Navy use?

ISH: Same old line. "Hi'ya babe, what are you doing tonight?"

KYSER: That sounds dandy. How does it work?

11A
~~4B~~

(REVISED) 10/25/44

ISH: It didn't work with one fellow so well last Saturday.
He was getting away with it fine until an S.P. came
along and penalized him for holding.

KYSER: Too bad!

ISH: Yeah, but if this guy'd of had any brains, he could of
turned right around and penalized the S.P.

KYSER: What for?

ISH: For interfering with the passer.

+ G-

ATX01 0117109

10/25/44

FORMAN: First second round seaman, Professor!
KYSER: And he is _____!

1. Tonight for Miss Doris Holland of Fort Lauderdale, Florida, we continue with the plot of the College of Musical Knowledge strip serial which started last Wednesday...

FORMAN: Presenting...the Adventures...of Square Head!
KYSER: Listen!

SOUND: PISTOL SHOTS

FORMAN: What's that there on the floor! It's a crate! (SOUND)
It's a box! (SOUND) No! It's Square Head! (PISTOL SHOTS)

KYSER: Listen to the voice of this cruel inhuman monster whose criminal career is soaked with blood!

FERDY: Hel-loo folks!

KYSER: Last week Square Head stole a valuable string of pearls! Now, pursued through the streets, Square Head is trapped on top of the Empire State Building by Dauntless Dan, the Detective. Dauntless Dan speaks..

FORMAN: It's your move, Square Head! You're trapped...here on the edge of this building. I guess this will teach you that (PLAY)

FERDY: That's right. Say, Dauntless Dan...look at your watch and tell me what time it is.

FORMAN: All right. It's exactly 12:59.

FERDY: Fine. And with a little shove, I have just time to make you do (PLAY)

Kyser: What will happen next week? Tune in
G- and find out!

ATX01 0117110

KYSER: Down, down spins Dauntless Dan as Square Head shoves him off the Empire State Building. In seconds now, brave Dauntless Dan will hear the crack of doom.

SOUND: LOUD CRACKING

KYSER: Thanks, Crack of Doom. What will happen next week??? Tune in and find out.

FORMAN: Look there on the floor! It's a box! (SOUND) It's a crate! (SOUND) No! It's Square Head! (PISTOL SHOTS)

2. Here's tonight's right or wrongers. For Pvt. Merlitz, somewhere in the Southwest Pacific, listen to the following statements and just say right or wrong.

1. One fifth of the world's entire population lives in China.

~~2. The bottom of a ship is called the Cordeiro Hull.~~

3. Wendell Wilkie won the largest number of votes of any Republican presidential candidate in American history.

4. The electoral college has a campus and a football team.

5. V-E Day means Victory in Europe.

6. V-J Day means Victory in Jersey City.

3. Here's a famous song, and Miss Frances Rafferty of Lancaster, South Carolina wants you to tell us the famous bandleader identified with it. (PLAY) That was "sleep." Who was Sleepy? Now we'd like to see how well you can croon this baby to sleep. Here are the words to "Rockabye Baby" and a little baby doll. (PLAY)

4. There are a lot of stevedores around here. Can you tell Miss Betty Does of Buffalo, New York, who played the part of Steve in the radio program, Big Town? Who is Steve Early? Who is K. T. Stevens? What famous Steve jumped off Brooklyn Bridge on a bet? Who was Robert Louis Stevenson?

5. Our Visiting Deans tonight are four of your own boys, the Aleutian Five. Yes, that's right, the fifth one, Sgt. Bob Moreau, is still up in the Aleutians. They are Von and Rex Gallion, Bill Spreter, and Dick Shannon. Yet's get 'em out here. (APPLAUSE) Those boys really jam it up, and for Seaman J. E. Witcher somewhere in New Guinea, tell us what the boys are going to play. (PLAY) (PLAY)

6. For Miss Barbara Evans of Valparaiso, Chile, let's go into another huddle on this coming Saturday's football tussles. Oklahoma takes on Texas Christian, Randolph Field meets Third Air Force, St. Mary's - Southern California, Kentucky plays host to Alabama while Colgate hears the fighting yell of (PLAY). Georgia hits Louisiana State, Rice - Texas U., Southern Methodist-Tulane, Washington vs. University of California, as Ohio State tries to take the measure of (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

~~KYSER: But those colors are pretty far apart.~~

~~ISH: So are your knees!~~

~~KYSER: Get me out of here Forman, before I start stormin'!~~

FORMAN: How about announcing the second winner!

KYSER: A great idea! He is _____!

You've won the second round for the navy. You're in line
for the final round gravy, so have a Lucky Strike while
Sully Mason and the Town Criers take us cross town on the
Trolley.

5. TROLLEY SONG. PRODUCTION
(APPLAUSE)

(KAY: Cue top of next page)

KAY KYSER
Commercial #3

- 8 -

10-25-44

(FROM SAN DIEGO, CALIFORNIA)

KYSER: Well, well, well ... the gang was really swell! Great goin', fellers. Now here's our friend Basil Ruysdael ...

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: The soldiers who know the great Stonewall Jackson would certainly have agreed that -- Quality wins confidence in a man. And, ladies and gentlemen, the men down South who spend their lives buying, selling and handling tobacco know, from their own experience, that Quality wins confidence in a product. As Mr. Joseph H. Burnett, ace tobacco auctioneer of Buffalo Springs, Virginia recently said ...

BURNETT: The Lucky Strike standard of high quality is not something I've noticed just now and then. It's something that's been going on for a long time -- and if you were present at the auctions you'd see Lucky Strike, year after year, select and buy the finer leaf that makes finer smoking. That's why I've been a Lucky Strike smoker for 12 years.

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

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ATX01 0117115

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

BOONE: (CHANT - SOLD AMERICAN)

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

(SWITCHOVER TO SAN DIEGO, CALIFORNIA)

6. *Swinging on a Star - Orchestra*
(Applause)

Rock. Kiser March

FORMAN: Final round, Fess, for our winning tars.

KYSER: Fine, Dean, let's see if they know their notes and bars.

1. Tonight we devote our final round to those fighting women behind our fighting men ... the Navy WAVES. Big Navy news was made recently when Congress passed a new law allowing WAVES to go (PLAY). Do WAVES earn the same pay as Navy men? What do the letters W-A-V-E stand for?

2. The law allowing the WAVES to go overseas specifically states the areas where the WAVES may be sent. Boatswain Mate F. J. Rusche, somewhere in the Pacific, says one of the most important places the girls may now go is the beautiful spot where you hear (PLAY). Also WAVES can now go to the islands where they dance the (PLAY). Third, Navy WAVES may go to our northernmost possession ... where is that?

FORMAN: Professor, didn't I see you out with a little bitty WAVE last night?

KYSER: Yes, Bill, you did. And I'm getting mighty tired of it. Everywhere I go I get dated up with little bitty Navy girls. I may be on the radio but I don't see why I have to be short waved!

3. Can WAVES wear makeup? Can they date? Can they marry? Miss Mary Burtis of Portland, Oregon, says that when the WAVES go over the waves the fellows here at home will have those (PLAY). Say, I had the Bye Bye Blues last night. I met a WAVE in San Diego who was too literal-minded. She took everything I said seriously.

FORMAN: What happened?

KYSER: I told her I was an old salt, so she tossed me over her left shoulder.

4. Pvt. Leighton Brooks, somewhere in the Pacific asks are WAVES supposed to salute? If WAVES stay in Service after the war will they be called permanent WAVES? Do WAVES use only one uniform? We're all mighty glad the WAVES will have a chance to serve overseas as faithfully and courageously as they have served our flag at home. So, to the WAVES everywhere, long may you wave, because each of you is a real (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

KAY KYSER
Commercial #4

- 10 -

10-25-44

(FROM SAN DIEGO, CALIFORNIA)

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

KYSER: First, a friendly suggestion to all of you!

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

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

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

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

BOONE: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO SAN DIEGO, CALIFORNIA)

- 10 -

ATX01 0117119

(FANFARE)

FORMAN: Fess, here's our final beamin' winnin' seaman!

KYSER: It's a tie and it's both of them with a perfect score all the way. It's Storekeeper 1/C George Conniff of San Francisco and Machinist Mate 1/C Tony DiFulvio from Binghamton, N. Y. and for having a perfect score all the way both of them get not only a \$50 War Bond 1st prize, but an additional \$25 Bond for having a perfect score and therefore, \$75 to each of our winning contestants. Ten in Stamps to the other four sittin' there. You just missed first and second by a hair. All six get a carton of Luckies. And then, AND THEN! We hope to be seein' all of you soon, so our thanks for the evenin' and afternoon AND A PACKAGE OF BETTER THAN EVER LUCKY STRIKE CIGARETTES!

(CHEERS)

B. DEED I DO (FADED) ORCHESTRA

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 - War Bonds. Mr. Kyser.

KYSER:

Ladies and gentlemen, Uncle Sam has asked me to emphasize the continuing need to support the War effort by buying War Bonds. And not only buying them - but keeping them. We Americans like to set goals for ourselves because we like to win...and now of all times, we must win. We have no more right to stop half way to our goal than our men in uniform have to stop half way on the march to Berlin and Tokyo. So buying bonds and keeping them is our job-- the beach head we have to hit and win at home. That means that up and down every street in America, in every apartment and house, we must lend more than before. And don't forget ... it's not "give" it's "lend". *There men are giving - we're only lending.* We not only get it back, but we get four dollars for three. Savings all over the country today are at an all time high. Cash savings. If we will put only part of that cash surplus into bonds, we'll have the satisfaction of playing a direct role in Victory. Out here today we're at the Naval Repair Base where just one fighting ship costs from 5 to 50 million dollars. So remember what it costs to win, to beat those other guys. And remember we haven't won yet, so what about it America?

(APPLAUSE)

KYSER:

KYSER THEME

10-25-44

KYSER: Das all, chillun. The old College collapses until next Wednesday when class takes up again in the state of Nevada. For the honor of being asked to help celebrate Navy Day here at this great Naval Repair Base we thank a great man and a splendid officer, Commodore Byron McCandless. Also Captain C. H. Morrison, Lt. R. E. Carter, and all you men and you Navy WAVES, the fighting women behind our fighting men. Next week we hold class with Uncle Sam's battling heavy bomber crews at Tonapah Army Air Field, Tonapah, Nevada. 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 58:35)

(FROM CHICAGO)

CHICAGO

ANNOUNCER: This program was presented by Lucky Strike for the entertainment of the courageous men and women of the U. S. Naval Repair Base, San Diego, California. 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)

RUYSDAEL: LS - MFT
LS - MFT
LS - MFT

DELMAR: For real deep-down smoking enjoyment smoke Lucky Strike,
(Impulse
Tag #17) 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.

NBC

ANNOUNCER: THIS IS THE NATIONAL BROADCASTING COMPANY.



FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE NEW YORK 17 • WICKERSHAM 2-6500

CLIENT: THE AMERICAN TOBACCO CO REVISION: NETWORK: NBC
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 10-11:00 PM EWT
DATE: NOVEMBER 1, 1944 - #345 REPEAT:

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

ROUTINE

OPENING COMMERCIAL

- | | |
|------------------------------|------------|
| 1. IS YOU IS OR IS YOU AIN'T | ORCHESTRA |
| 2. I'M MAKING BELIEVE | DON LESLIE |

COMMERCIAL ONE

- | | | |
|--------------------------------|-----------|-------------|
| <i>Don 4 Fence Me In</i> | ROUND ONE | |
| 3. <u>WHERE IS MY SOMBRERO</u> | | TOWN CRIERS |

COMMERCIAL TWO

- | | |
|---------------------|-----------------|
| 4. IT HAD TO BE YOU | GEORGIA CARROLL |
|---------------------|-----------------|

STATION BREAK

ROUND TWO

- | | |
|-----------|------------|
| 5. ALWAYS | PRODUCTION |
|-----------|------------|

COMMERCIAL THREE

- | | |
|---------------------------------|------------------------|
| 6. SHADRACK | SULLY MASON |
| 7. DON'T FENCE ME IN | TOWN CRIERS |

FINAL ROUND

COMMERCIAL FOUR

- | | |
|-------------|-----------|
| 8. RIO RITA | ORCHESTRA |
|-------------|-----------|

CLOSING COMMERCIAL

ATX01 0117125

- 1 -

WEAF

THE AMERICAN TOBACCO COMPANY

11-1-44

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #345

10:00-11:00 PM EWT

NOVEMBER 1, 1944

WEDNESDAY

Program originates at Tonopah Army Air Field, Tonopah, Nevada, with
switchovers to NEC New York for commercials and closing.

(FROM NEW YORK)

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

BOONE: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

SHLRBUTT: Right you are!
(Ex. 1)

DELMAR: Yes, sir!

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

BOONE: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO TONOPAH, NEVADA)

- 1 -

ATX01 0117126

KAY KYSER

- 2 -

11-1-44

(FROM TONOPAH, NEVADA)

ORCHESTRA: "LUCKY DAY"

FORMAN: LUCKY STRIKE presents for the fighting men of the 4th
Air Force Heavy Bombardment Training Unit, Tonopah Army
Air Field, Tonopah, Nevada ... KAY KYSER'S COLLEGE OF
MUSICAL KNOWLEDGE!

AUDIENCE: YEAH AIR FORCES! BOMBARDMENT! HOORAY!

ORCHESTRA: KYSER THEME

(AUDIENCE APPLAUSE UP BIG)

- 2 -

ATX01 0117127

KAY KYSER

- 2 -

11-1-44

KYSER: Evenin' folks, how y'all?

AUDIENCE: HAPPY, PAPPY!

KYSER: Happy Pappy? Well so are we, because the Old College is the first show ever to play for these fighting 4th Air Force fliers of Tonopah Army Air Field, Tonopah, Nevada. Tonopah ... that's an old Indian name meaning "if you survive this, the South Pacific's a pushover!"

FORMAN: Hello, Fess. What's up besides my popularity rating?

KYSER: Well, if it isn't Pretty Face Forman, our Dean of Public Speaking. Take a look at him, fellows. Pretty Face Forman ... the only man who ever went thru the fourteen-day Palmolive Plan in seven days.

FORMAN: I did not ... it took me eight. Fess, how would you describe the city of Tonopah?

KYSER: Bill, you've heard of places called desolate? Well, just to give you a brief description, I'd say Tonopah is the ring around the bathtub of life!

FORMAN: It's really isolated here, all right.

KYSER: You're talking about isolated? Listen, I was talking politics in Goldfield last night and a miner came up to me and said, "Talk all you like, Stranger, but when you get thru I'm still votin' for Landon."

FORMAN: Say, Professor, I hear Tonopah is wide open for gambling.

KYSER: Wide open for gambling! ... Why, even the Chamber of Commerce meets around a crap table...Yes, they make a game out of it, the first man that rolls 7 gets to be mayor. They gamble so much around here they even have slot machines in the link trainers.

- 2 -

ATX01 0117128

KAY KYSER

- 2A -

11-1-44

FORMAN: Don't start using all those fancy flying terms. You don't know anything about flying.

KYSER: Listen, I know plenty about flying. I have a cousin who's a stomach gunner on a B-24.

FORMAN: Stomach gunner? It's a belly gunner.

KYSER: Well, my mother taught me not to be vulgar.

ISH: Jest a second, jest a second. I have a comment which I wouldst like to make same.

KYSER: It's Ish Kabibble. He was in Tonopah last night. He didn't go to the barber shop, but boy, did he get clipped!

ISH: Never mind that. Who is that girl I seen you with last night?

KYSER: That's my new girl. Her name is Goldfield Gertie.

FORMAN: Yes, she has nuggets for teeth.

KYSER: She has not. Ish, you ought to see Goldfield Gertie. We're going in the mining business together.

ISH: Yeeh. I seen her. After I seen her legs, I decided your venture should be a great success.

KYSER: After you saw her legs? Why?

ISH: You belong in the mining business when you've got shafts like that.

KYSER: Well you better be careful what you say about my girl.

ISH: And you sure better watch her around Thanksgiving. Somebody's gonna raffle her off.

KYSER: Ish, if you haven't got anything sensible to say, shut up.

ISH: Well, I certainly think the hero of that there picture KISMET should ought to stop going around hitting people. Have you seen those billboards advertisin' that picture KISMET?

- 2A -

ATX01 0117129

KAY KYSER

- 2B -

11-1-44

KYSER: Yes, Ish. I've seen the billboards advertising KISMET.

What's that got to do with the hero hitting people?

ISH: Well, from the way Marlene Dietrich is lying there on the ground he sure must have hung a haymaker on her.

KYSER: Ish, go away, because we're giving away \$115 in War Bond prizes.

FORMAN: And while the old college sets up classes on the desert's vast expanse, the Professor says ...

KYSER: Come on, chillun, yet's dance.

1. IS YOU IS OR IS YOU AIN'T ORCHESTRA

2. I'M MAKING BELIEVE DON LESLIE

(APPLAUSE)

- 2B -

ATX01 0117130

KAY KYSER
Commercial #1

- 3 -

11-1-44

(FROM TONOPAH, NEVADA)

KYSER: Yessir, that was great. And now here's our friend,
Kenneth Delmar ...

(FROM NEW YORK)

DELMAR: What does it take to make a fine cigarette? Answer!!
Fine tobacco! For in a cigarette it's the tobacco that
counts ... the better the tobacco, the better the
cigarette. So, ladies and gentlemen, remember that Lucky
Strike means fine tobacco ... yes, first, last and
always, Lucky Strike means fine tobacco. This very week
at auctions in the Southland, Lucky Strike is again
buying for you the finer, the riper, the naturally milder
Lucky Strike tobacco. Independent tobacco experts present
at the auctions can see just who buys what tobacco. And
sworn records show that among such independent tobacco
experts - auctioneers, buyers and warehousemen - with
men who know tobacco best, it's Luckies 2 to 1!

RIGGS: (CHANT - SOLD AMERICAN)

SHARBUTT: For real deep-down smoking enjoyment smoke Lucky Strike -
(Impulse
Tag #22) for Lucky Strike means fine tobacco -- yes, Lucky Strike
means fine tobacco.

(SWITCHOVER TO TONOPAH, NEVADA)

Orch: Kyser March

- 3 -

ATX01 0117131

11-1-44

FORMAN: Let's go to town with the first round, Fess!

KYSER: And our first contestant is _____!

1. Here's some local color about Tonopah Army Air Field from Kirk Cannon of Charlotte Hall Academy, Charlotte Hall, Maryland, who tells us about a fellow who hadn't been to the city for six months. He said to one of his buddies, "Say, I'm getting pretty lonesome, I haven't seen a girl for six months. Don't they ever send a (PLAY). "Well," replied the buddy, "just once in a (PLAY). "But look," said the first one, "I'm desperate!" "Desperate?" replied the second, "up here we don't call a guy desperate until he looks a gopher in the eyes and says (PLAY).

2. From Mrs. Corydon Taylor of Pensacola, Florida, come the titles of some well-known songs, all dressed up in fancy words. For instance, the phrase 'Taking a Poke at a Motion Picture Celebrity' would be swinging on a star -- what's this? 'Trip the Light Fantastic With an Empty Headed Babe With a Runner in Her Rayon.' 'Get the Kinks Out of Your Beam and Soar through the Air in a Correct Manner!' And last, 'I Got a Two-Day Pass and Went to the Town of Bishop for Some Romance.'

CONTESTANT: "I Got Plenty of Nothin'."

ATX01 0117132

3. Janet Anderson of Hollywood says the other night she wanted to listen in to hear Burns & Allen. Well, she had the right hour and the right station, but the wrong night, so instead of Burns & Allen she got (PLAY). Who signs off that program by saying, "This is C.B. saying 'good night from Hollywood'!" Who signs off by saying "I remain obediently yours."

4. It's by what and by whom time, so Mrs. Lee Carey of New York City wants you to tell us by what and by whom. An apple was shot with an arrow off his son's head by whom? The State of California is bordered on the South by Mexico, on the West by the Pacific Ocean, on the North by Oregon, on the southeast by Arizona and on the East by what? The Declaration of Independence was signed first by whom? The great Chicago fire was said to have been started by what?

5. Lt. Ralph Harnish, somewhere in France, reminds us that the country around Tonopah used to be the home of the Indians, ~~tribe known as the (NAME)~~. See if you can name two of the beautiful Indian songs in this medley. (PLAY) Say, you did so well, take this Indian war bonnet and tomahawk and go on the war path for us. (PLAY). ~~That was terrific, and now, an Indian maiden has sent over a little present for you. Here it is.~~

6. For Lt. Chris Harris somewhere in England, let's call the line-up for some of this Saturday's top football battles. When the whistle blows, Army will go against Villanova, Brown vs. Coast Guard, Bucknell -- New York U., Columbia tackles Cornell, Lehigh fights Rutgers, as the Yale Bulldog snaps at (PLAY). Also, Navy takes on Notre Dame, Minnesota-Northwestern, Iowa-Nebraska, Michigan State - Missouri, while Pennsylvania tries to stop (PLAY).

(APPLAUSE)

SOUND: . CLASS BELL

KAY KYSER

- 8 -

11-1-44

FORMAN: Here's the first winner, Professor.

KYSER: And he is ...

ISH: (TRUMPET) Riddles and games for fellahs and dames, poems
and jokes for people and folks, includin' human bein's.
First item poem about love.

Ohhhhhhh whenever I go out with girls, I'm bold, I'm gay,
I'm reckless. But my dates are like a string of pearls.

KYSER: A string of pearls?

ISH: Yeah ... Neckless.

KYSER: What about a riddle?

ISH: Oh sure. What's a waggle-wiggle? Give up?

KYSER: Yes.

ISH: A waggle-wiggle is a wiggle waggle when it waggles
backwards.

KYSER: All high class stuff, folks.

ISH: Second riddle. Why is two rabbits necking like a refreshin'
drink?

KYSER: Why?

ISH: "Just the kiss of the hops."

KYSER: Now you look here. Say something sensible. How about some
football predictions? What do you predict will be the
score between U.S.C. and San Diego Navy?

ISH: That's a tough one. We'll have to put our heads together
for that one.

KYSER: Okay, let's put our heads together. There. What's the score?

ISH: Nothing to nothing.

KYSER: Tight game. What do you think William and Mary will do?

- 8 -

ATX01 0117135

ISH: They're pretty stuck on each other, they'll probably go out behind a Joshua tree and neck.

KYSER: Man, the corn is ripe tonight. Ish, I understand the Tonopah team has trouble getting ends for the team.

ISH: Nah, nah. They got more ends than they know what to do with.

KYSER: They have more ends than they know what to do with?

ISH: Yeah. Every new guy that comes to Tonopah takes one look and says, "Fellahs, this is the end."

KYSER: That's enough. Where's the first winner?

FORMAN: Right here, Professor.

KYSER: And she is Pvt. Maria Cintula. You made the first round scholarship easy, light a Lucky Strike and take it easy, while the Polk family, who are known as the Town Criers, really harmonize a Cole Porter cutie.

3. DON'T FENCE ME IN TOWN CRIERS
(APPLAUSE)

KAY KYSER

- 4 -

11-1-44

Commercial #2 (Q)

(I only regret that I have but one life for my country!)

(FROM TONOPAH, NEVADA)

KYSER: ... I call that cuttin' a groove. You really made it move. Thanks for a swell job.

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

SHARBUTT: Let that historic chant remind you that Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

BOONE: (CHANT - SOLD AMERICAN)

HALE: (21) "I only regret ... that I have but one life ... for my country!"

RUYSDAEL: Somewhere, in any encyclopedia, you'll find ... "Nathan Hale, American Revolutionary officer ... born Coventry, Connecticut, June 6, 1755 ... died New York City, September 22, 1776." Those are the plain words, but behind them is one of the most heroic stories in the history of free men. It is the story of a man who stood proud and defiant in a public square in New York, on a cold September day in 1776. Drawn up before him was a row of enemy troops, fronted by a military tribunal of three stern-faced officers.

(MORE)

- 4 -

ATX01 0117137

KAY KYSER

- 5 -

11-1-44

Commercial #2 (Q) - (CONTD)

(I only regret that I have but one life for my country!)

RUYSDAEL: Yet this young man ... this 21-year old soldier,
(CONTD) Nathan Halefaced the enemy calmly, without fear.
And deep within his mind, as he waited, he heard the
echo of a voice that had spoken to him only a few days
before ... a voice he honored and adored ... the voice of
his commander-in-chief, George Washington ...

WASHINGTON: "Captain Hale ... It will be a dangerous mission. Good
(44-ECHO) luck -- and may God be with you!"

RUYSDAEL: That was the beginning of the trek through the
wilderness -- of endless days and sleepless nights when
every rustling leaf warned of danger. And now ...
captured by the enemy, Nathan Hale's work was almost
done. Suddenly another voice roused him from his
memories ...

VOICE: Nathan Hale ... is there anything further you wish to
(45) say ... before sentence is carried out?

RUYSDAEL: It was then that Nathan Hale made himself famous when he
spoke those immortal words that were to inspire
generations of Americans yet unborn ...

HALE: "I only regret ... that I have but one life ... to lose
for my country!"

(MORE)

- 5 -

ATX01 011713B

KAY KYSER

- 6 -

11-1-44

Commercial #2 (Q) - (CONTD)

(I only regret that I have but one life for my country!)

RUYSDAEL: No, this was not defeat for Nathan Hale ... but glorious victory. For his was the spirit that marched with the embattled Revolutionary troops, and his was the great cause that triumphed -- as the cause of free men always will. (PAUSE) And it is this quality that will live forever ... the unflinching courage ... the steadfast faith ... the selfless devotion that holds to Liberty above Life. Yes, this is the quality of a great American patriot the world will always honor by the name of Nathan Hale ... Soldier of Freedom!

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

- 6 -

ATX01 0117139

KAY KYSER

- 7 -

11-1-44

Commercial #2 (Q) - (CONTD)

(I only regret that I have but one life for my country!)

SHARBUTT: Quality puts the stamp of greatness on a man. And
(Closing #10) quality, ladies and gentlemen, puts the stamp of
greatness on a product. So next time you buy cigarettes,
remember that Lucky Strike means fine tobacco -- yes,
year-in, year-out ... today, tomorrow, and always,
Lucky Strike means fine tobacco!

RIGGS: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

DELMAR: Many things may change with the years but here's one
(Impulse Tag #20) thing you can depend on always - Lucky Strike means fine
tobacco, yes, first, last and always Lucky Strike means
fine tobacco, so round, so firm, so fully packed, so free
and easy on the draw.

(SWITCHOVER TO TONOPAH, NEVADA)

- 7 -

ATX01 0117140

KAY KYSER

- 9 -

11-1-44

ORCHESTRA: CARROLL INTRO

KYSER: For these thousands of fliers here under the desert stars,
we present our stop, look at, and listen to girl,
gorgeous Georgia Carroll! (APPLAUSE) And Georgia, I know
the hearts of these men will hit high altitude when they
hear you sing ...

4. IT HAD TO BE YOU GEORGIA CARROLL
(APPLAUSE)

QUARTET: "ARMY AIR CORPS SONG"

- 9 -

ATX01 0117141

KAY KYSER

- 8 -

11-1-44

(FROM TONOPAH, NEVADA)

QUARTET: "ARMY AIR CORPS SONG" FADE FOR:

(APPLAUSE)

FORMAN: From the frontier gates of the Rhineland
To the Axis' very core
Right through the vaunted Luftwaffe
The Yankee eagles roar.

And where the western sun sets
Where the hated Jap flag flies
Ride the Army air armadas
And their thunder fills the skies.

And to you men who serve and fly them
Where your mission calls tonight
When it's "bombs away" make the Axis pay
And break their will to fight.

LOCAL NBC STATION SAYS:

"STATION X X X SALUTES THE ARMY AIR FORCES"

ORCHESTRA: KYSER MARCH

- 8 -

ATX01 0117142

FORMAN: *Here is the* First second rounder, Fess.

KYSER: And he is _____.

1. With the election almost at hand, both ^{political} parties are a bit worried over some of the states. These states are so evenly divided in their choice, according to certain polls, that they could go either way.

From the following medley, pick out three of those states. (PLAY)

ISH: Jest a second. Can you define the term 'political parley'?

KYSER: No, ish, what is a political parley?

ISH: Well, a political meetin' is a parley, and a parley is a bird, so a political parley is when politicians get on the radio and give each other the bird.

2. Since we're in the midst of a presidential race, Mrs. Dallas Moore of Minneapolis, Minnesota, wants to know if you can recognize some American presidents from the names of the women who became their wives. Name the president who married Mrs. Martha Curtis. Name the president who married Mary Todd. ~~Name the president who married a Miss Eleanor Roosevelt.~~ Who was Dolly Madison? ~~Who played the second Mrs. Woodrow Wilson in the picture WILSON?~~

3. Our Visiting Dean tonight is Tech. Sgt. Earl Penny of San Leandro, California, one of your own boys. Sgt. Penny can really make that trumpet sing. Yet's get him out here. (APPLAUSE) Now for Linda Bannister of Fort Sill, Oklahoma, see if you can identify the tunes Sgt. Penny is going to play. (PLAY) (PLAY)

4. Here's tonight's right or wrongers. For Corp. Kenneth Angus of Buffalo, New York, listen to the following statements and just say right or wrong. 1. There are 24 Berlins in the United States. 2. The League of Nations is no longer operating. 3. A presidential candidate may win the higher popular vote and still lose the election. 4. There are 11 machine guns on a B-25. 5. Cactus is a geranium with a bayonet.

5. John Combes of Fort Lauderdale, Florida, wants you to listen closely and help us with the plot as we bring you another bloodcurdling episode of the College of Musical Knowledge strip serial.

FORMAN: Presenting ... the Adventures ... of Square Head!

SOUND: PISTOL SHOTS

FORMAN: What's that there on the floor! It's a box! (SOUND)

It's a crate! (SOUND) No! It's Square Head!

(PISTOL SHOTS)

KYSER: Listen to the voice of this savage remorseless killer.
This planner of merciless crimes.

FERDY: Hel-loo, folks.

KYSER: As we left Square Head last week, he had just pushed Dauntless Dan the Detective off the Empire State Building.
Was Dauntless Dan killed? What has happened? Listen!
Dauntless Dan speaks...

FORMAN: Here I am in the hospital, but I have foiled Square Head. Little does he know that I am alive. When he pushed me off that building, I had on rubber heels, and I did (PLAY).

FERDY: Heh, heh. I'll get that Dauntless Dan. Little does he know that I know he is saying "Little does he know". Here I am outside his window setting fire to the hospital.
I want to get Dauntless Dan, but of course (PLAY)

KYSER: As the smoke curls upward, Dauntless Dan confronts mortal peril.

MAX: Hello, Mortal.

ISH: Hi, Peril.

KYSER: What will happen next week? Tune in and find out.

(Applause)

11/1/44

6. For Lt. Louis Wagner of the Reno Army Air Base, I'll run your interference while you name more of this Saturday's big games. Iowa State plays Oklahoma, Duke plays Georgia Tech, it's Purdue vs. Wisconsin, Louisiana State vs. Tennessee, as Ohio State tangles with (PLAY) Also UCLA plays March Field, Rice Meets Texas Tech, Maryland vs. Virginia, Alabama vs. Georgia, while Southern Methodist tries to stampede (PLAY) What team is called the Yellowjackets? Who played the part of Knute Rockne on the screen?

(APPLAUSE)

SOUND: CLASS BELL

K.Y KYSER

- 15 -

11-1-44

KYSER: Get the name of the winner, Dean Forman.

FORMAN: I will in a minute. But first I want to look at you.
Man, are you prettied up tonight. Mascara, plucked eye-
brows, perfume ... still making a play for Elva Polk of
the Town Criers, eh?

KYSER: Bill Forman, I'm not wearing perfume.

FORMAN: Not wearing perfume. Man, you smell like a sad snook's
dream. (PAUSE) Listen Kyser, I'm here to see that you
leave Elva alone. Give some fellows her age a chance ...
or would you rather be a pig?

KYSER: Now look here, Bill Forman, I haven't even talked to Elva,

ELVA: Oh, Mr. Kyser.

KYSER: Oh, hello, Elva.

ELVA: I brought it back to you, Mr. Kyser.

KYSER: Brought back what?

ELVA: That lock of your hair you gave me. Mother said you need
it more than I do.

FORMAN: Second winner, Fess.

KYSER: And he is Cpl. Chuck Elkind. You're all set for round
number three, smoke a Lucky Strike to you from me, while
the chillun dance, or listen as Georgia, the Town Criers
and the orchestra bring you George Duning's arrangement
of "Always."

5. ALWAYS PRODUCTION
(APPLAUSE)

- 15 -

ATX01 0117147

KAY KYSER
Commercial #3

- 9 -

11-1-44

(FROM TONOPAH, NEVADA)

KYSER: Yessir, that's my gang! You really did a job on that one, and I'm proud of you! And now, you take over.
Del Sharbutt ...

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

SHARBUTT: Quality puts the stamp of greatness on a man -- you'll find proof of this in the story of Nathan Hale, American patriot. And, ladies and gentlemen, quality ... outstanding quality ... puts the stamp of greatness on a product. You'll find proof of this in the statements of independent tobacco experts ... men like Mr. J. Franklin Barfield of Durham, North Carolina who recently said ...

BARFIELD: At the markets, I see just who buys what tobacco. Ever since Luckies were first manufactured, I've seen them select the finer, milder, better-tasting tobacco. That's why I'm a Lucky Strike smoker.

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

- 9 -

ATX01 0117148

KAY KYSER
Commercial #3 (CONTD)

- 10 -

11-1-44

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

RIGGS: (CHANT - SOLD AMERICAN)

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

(SWITCHOVER TO TONOPAH, NEVADA)

6. Shadrach ——— Lully Mason

(Applause)

Orch. Kyser March

- 10 -

ATX01 0117149

FORMAN: The Final Exam! B-24's loop, fighter planes swoop,
cooks drop the soup, while right out of the coop comes
the nincompoop of the group, that stupe with a droop...
Kay Kyser!

KYSER: The final exam is upon us, students, and the first
quaking winner is _____.

1. Since you flyers have to know every mood of the wind, tonight we
want to devote our final round to that great element of nature. Tell
Helen Lefton of Cleveland the name of this song which has to do with
the wind. (PLAY) What's a Wind Jammer? Who is ^{Ed} Wyn? ~~Can you~~
~~knit a Wind Sock?~~

2. This song title is also the title of one of the greatest books
and one of the greatest pictures of all times. Tell Richard Jufeld
of Evanston, Illinois, what it is. (PLAY) Who is known as the
Perfect Fool? What's a Wind Bag?

3. Here's a beautiful ditty with "wind" in its title. Name it for
Sgt. Gen Harrigan of Camp Pendleton. (PLAY) Distinguish between
Windy Barrie, England's Winnie and the Windy City.

4. Rosemary Byars of Los Angeles, reminds us of another beautiful
wind song. Tell us what it is. (PLAY) Complete this proverb for us:
"It's an ill wind that _____". What's the difference
between a hurricane and a tornado? Wind is spelled w-i-n-d, but the
only way the air forces spell it is W-I-N -- Win! How about it, gang?
(APPLAUSE)

SOUND: (CLASS BELL)

KAY KYSER
Commercial #4

- 11 -

11-1-44

(FROM TONOPAH, NEVADA)

FORMAN: Shall I bring out the winner for the final toast?

KYSER: First a friendly suggestion from coast to coast ...!

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

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

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

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

RIGGS: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO TONOPAH, NEVADA)

- 11 -

ATX01 0117152

(FANFARE)

FORMAN: High man, Professor!

KYSER: It is with a perfect score all the way, and therefore not only a \$50 War Bond first prize but an additional \$25 Bond for a perfect score all the way - in other words, it's \$75 to Cpl. Chuck Elkind of San Francisco. You are Good, great and grand. You are the dean of this no woman's land! Let me shake your hand. (RACHET) And number two of the final team you really came in on the beam! The twenty-five dollar Bond is yours! The other four flyers in the old formation each get ten in Stamps for a fine examination. All six get a carton of Lucky Strikes, and then, AND THEN! To all you braves for your shouts and raves, a package of better-than-ever LUCKY STRIKE CIGARETTES!

(CHEERS)

8. RIO RITL. ORCHESTRA

(L.PFLAUSE)

ORCHESTR.: KYSER THEME

KYSER: Chillum, das about all. The old College folds its tents in the desert and bobs up next Wednesday with the Leathernecks to celebrate the 169th Anniversary of the U. S. Marine Corps. For a truly terrific welcome here at Tonopah Army Air Field, our thanks go to Brig. General James C. Parker ^{Green}, Commanding the 4th Air Force, to Colonel Stanton T. Smith, Captain Richard O. Roehard, and all you ^{and women,} men. Next week for the Marine Anniversary we hold class with the fighting devildogs at Camp Pendleton, California. Until then, this is Kay Kyser, thinkin' of you. Thanks a lot for bein' with us. And so long ... everybody.

(APPLAUSE)

ORCHESTRA: "LUCKY DAY"

(SWITCHOVER TO CHICAGO AT 10:58:35)

KAY KYSER

- 14 -

11-1-44

(FROM CHICAGO)

CHICAGO

ANNOUNCER: This program was presented by Lucky Strike for the entertainment of the courageous men of the Tonopah Army Air Field, Fourth Air Force Heavy Bombardment Training Unit, Tonopah, Nevada. Defend the Constitution! Buy War Bonds!

(FROM NEW YORK)

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

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT
LS - MFT
LS - MFT

SHARBUTT: Remember - first, last and always - Lucky Strike means fine tobacco, so round, so firm, so fully packed, so free and easy on the draw.
(Impulse Tag #10)

NBC

ANNOUNCER: THIS IS THE NATIONAL BROADCASTING COMPANY.

- 14 -

ATX01 0117155

FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE, NEW YORK • WICKERSHAM 2-6500

CLIENT: THE AMERICAN TOBACCO CO. REVISION: NETWORK: NBC
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 10-11:00 PM EWT
DATE: NOVEMBER 8, 1944 - #346 REPEAT:

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

ROUTINE

OPENING COMMERCIAL

- | | |
|------------------------------------|-------------|
| 1. HOW MANY HEARTS HAVE YOU BROKEN | SULLY MASON |
| 2. LET ME LOVE YOU TONIGHT | DON LESLIE |

COMMERCIAL ONE

ROUND ONE

- | | |
|-----------------------|-------------|
| 3. SWINGING ON A STAR | TOWN CRIERS |
|-----------------------|-------------|

COMMERCIAL TWO

- | | |
|------------------------------|-----------------|
| 4. MY CHRISTMAS SONG FOR YOU | GEORGIA CARROLL |
|------------------------------|-----------------|

STATION BREAK

ROUND TWO

- | | |
|-----------------------------|------------|
| 5. POOR LITTLE RHODE ISLAND | PRODUCTION |
|-----------------------------|------------|

COMMERCIAL THREE

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

- | | |
|---|------------------------|
| 7. STRAIGHTEN UP AND FLY RIGHT | TOWN CRIERS |
|---|------------------------|

FINAL ROUND

COMMERCIAL FOUR

- | | |
|---------------------------------|-----------|
| 8. FIVE FOOT TWO <i>(faded)</i> | ORCHESTRA |
|---------------------------------|-----------|

CLOSING COMMERCIAL

ATX01 0117156

- 1 -

WEAF

THE AMERICAN TOBACCO COMPANY

11-8-44

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #346

10:00-11:00 PM EWT

NOVEMBER 8, 1944

WEDNESDAY

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

(FROM NEW YORK)

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

RIGGS: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

SHARBUTT: Of course!
(Ex. O)

DELMAR: Correct!

RUYSDAEL: Right you are!

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

RIGGS: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO CAMP PENDLETON, CALIFORNIA)

- 1 -

ATX01 0117157

KAY KYSER

- 2 -

11-8-44

(FROM CAMP PENDLETON, CALIFORNIA)

ORCHESTRA: "LUCKY DAY"

FORMAN: LUCKY STRIKE presents for the entertainment of the
fighting U. S. Marines at Camp Pendleton, California ...
and in celebration of the Marine Corps' 169th
Birthday -- Kay Kyser's College of Musical Knowledge!

AUDIENCE: "YEAH MARINES!" "ONE! SIX! NINE!" "HOORAY!"

ORCHESTRA: KYSER THEME

(AUDIENCE APPLAUSE UP BIG)

- 2 -

ATX01 0117158

KAY KYSER

- 2 -

11-8-44

KYSER: Evenin' folks, how y'all?

AUDIENCE: GLAD YOU'RE BACK, MAC.

KYSER: Well, we're glad to be back at Camp Pendleton for the 169th birthday of the Marine Corps. And man is this camp big. Camp Pendleton ... the only unexplored continent with a front gate! It's so big you have to have a three-day pass to go AWOL.

FORMAN: Hello Fess, what's up besides my popularity rating?

KYSER: Well, if it isn't Pretty Face Forman, our Dean of Public Speaking. How are you Bill, have you had your facial cocktail today?

FORMAN: Of course not. I have my mind on higher things. I've been studying yesterday's election results.

KYSER: You have? Well, that reminds me. I met a foreigner this morning who commented on what a clean country we have. I said, "No wonder the nation is clean -- Roosevelt sweeps it every four years!"

FORMAN: Say, Fess, getting back to Camp Pendleton. I'll bet you're glad to pay another visit here.

KYSER: You bet I am, Bill Forman. When I arrived today I went straight to the men's barracks and boy, were they glad to see me. They got down on their knees to welcome me. I thought it was some kind of ritual or ceremony so I got down on my knees, too. And when I got up, I was broke!

FORMAN: This camp is huge. Why, some of these poor guys are miles from nowhere, out in those tent cities called Little Berlin and Little Tokyo.

- 2 -

ATX01 0117159

KYSER: Have you seen Little Tokyo?

FORMAN: Yes, cheerful little spot, isn't it?

KYSER: Cheerful? The last time a Marine smiled out there it took the medics three days to reassemble his face.

ISH: Jest a second, jest a second. I have writ the shortest pome in the world, which I wouldst like to read same.

KYSER: Oh. What's it about?

ISH: San Clemente.

KYSER: Okay. Read the shortest poem in the world.

ISH: San Clemente ... once is plenty.

KYSER: Ish, forget that. What have you been doing around here?

ISH: Oh, I just been foolin' around, catchin' foreign animals.

KYSER: Catching foreign animals?

ISH: Yep. First thing this morning I caught an opossum.

KYSER: An opossum? That's not a foreign animal.

ISH: Sure it is. O'possum ... that's an Irish possum.
O'possum. Also, I caught some fierce birds.

KYSER: Fierce birds? Where did you catch them?

ISH: In the yard. They were yard birds. You know, there ain't but one bird I'm afraid of.

KYSER: There's only one bird you're afraid of? What bird?

ISH: The stork.

KYSER: Why don't you quit talking about silly birds like the stork?

ISH: What's the matter? I always thought you liked storks.

KYSER: You're stupid. What made you think I liked storks.

ISH: Well, your own family told me you were stark crazy.

KAY KYSER

- 2B -

11-8-44

KYSER: Ish, disappear. These Marines want to hear about our \$115 in War Bond prizes.

FORMAN: But before the College gives its new freshmen a chance, the Professor says ...

KYSER: Come on, chillun, yet's dance.

1. HOW MANY HEARTS HAVE YOU BROKEN SULLY MASON

2. LET ME LOVE YOU TONIGHT DON LESLIE

(APPLAUSE)

- 2B -

ATX01 0117161

KAY KYSER
Commercial #1

- 3 -

11-8-44

(FROM CAMP PENDLETON, CALIFORNIA)

KYSER: Yes sir, that was grand! Now here's our friend, Basil
Ruysdael ...

(FROM NEW YORK)

RUYSDAEL: Plain common sense tells you that a cigarette is only as good as the tobacco that goes into it. For in a cigarette it's the tobacco that counts and it takes fine tobacco to make a fine cigarette. So remember ... Lucky Strike means fine tobacco -- yes, first, last and always, Lucky Strike means fine tobacco. This very week at auctions in the Southland, Lucky Strike is again buying for you the finer, the riper, the naturally milder Lucky Strike tobacco. Independent tobacco experts present at the auctions can see just who buys what tobacco. And sworn records show that among such independent tobacco experts -- auctioneers, buyers and warehousemen -- with men who know tobacco best, it's Luckies 2 to 1!

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: Lucky Strike means fine tobacco - so round, so firm, so
(Impulse
Tag #19) fully packed - so free and easy on the draw. Certainly it takes fine tobacco to make a fine cigarette and so, for real deep-down smoking enjoyment, smoke the smoke tobacco experts smoke - Lucky Strike.

(SWITCHOVER TO CAMP PENDLETON, CALIFORNIA)

Check: Kyser March - 3 -

ATX01 0117162

FORMAN: First examination, Fess.

KYSER: And our first contestant is _____!

1. Marine Pvt. William S. Johnson, Jr. of Rocky Mount, North Carolina, says the Democrats all over the country woke up today singing (LYMAN). After last night's election the Democrat donkey is braying in triumph, but the elephant says ... for another four years (PLAY). But that's only as far as politics is concerned the Donkey and Elephant agree as far as the war is concerned, they'll both be (PLAY).

2. Our boys all around the world are handling all kinds of coins, so for PFC Virginia Hall of Camp Pendleton, we're going to mention different foreign coins, and you tell us a country or countries using that coin. First, the peso. The mark. The franc. Speaking of coins, has the United States ever used three-cent pieces?

3. A famous orchestra leader is stationed here at Pendleton. You'll recognize his name when you hear his theme song. (PLAY) He has a swell Marine orchestra now, and speaking of _____, there's a famous commentator who broadcasts for _____. Who is he? What's a gherkin? Now just for fun, let's assume _____ has been ordered to the boondocks and you have to pinch hit for him on the trumpet. Here's his horn, and every time our orchestra stops, you be _____
_____. (PLAY)

4. It's which, why, and what time in the college, and Ken Smith of Mexico City, wants you to tell us "Which", "why" and "what". The Vice President of the U.S. is President of the Senate or Speaker of the House, which? The United States Marines are called Leathernecks. Why? In the nursery rhyme, Little Jack Horner sat in a corner eating what?

5. Here's a sound effects question. We'll tell you the first name of some well-known movie and radio personalities. You listen to the sound effects and tell us their last names. We'll start off with Ed (SOUND) He's King Bubbles of Happy Island, his swell new-radio show. Then there is Claude (SOUND) Then there is an orchestra leader named John Scott (SOUND) Also, you ought to recognize Lena (SOUND) This one is easy...Frederick (SOUND).

6. For Dorothy Lund of Minneapolis, let's go through left tackle on this coming Saturday's football games. Army meets Notre Dame, Brown meets Yale, it's Colgate vs. Holy Cross, Columbia vs Penn., as Navy's Annapolis midshipmen lift anchor against (PLAY). In the midwest, Indiana tackles Minnesota, Iowa takes on Wisconsin, Iowa State vs. Nebraska, Oklahoma vs. Missouri, as the Wolverines of Michigan snap their teeth in the face of (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

KAY KYSER

- 8 -

11-8-44

FORMAN: Professor, the first round winner is born.

KYSER: Well, Bill Forman, toot that ever lovin' horn.

ISH: (TRUMPET)

KYSER: Please drop the other shoe!

ISH: (TRUMPET)

KYSER: Thank you.

ISH: Vote for Ish K. Bibble. Choice of the girl Marines. So vote for Ish K. Bibble. My slogan, "A car for every Marine and a couple of chickens in every car."

KYSER: Well, wait a minute, Ish. What office are you running for?

ISH: Plumbing inspector in the boondocks.

KYSER: Plumbing inspector, eh? What's your platform?

ISH: Well, I say nobody can get a good night's sleep when they is a leaky kitchen faucet around. I intend to see that they aren't any more leaky kitchen faucets.

KYSER: What do you know about leaky faucets?

ISH: You're on the radio every Wednesday night, aren't you?

KYSER: Yes.

ISH: Well, I ought to know a drip when I hear one. And furthermore ...

KYSER: And furthermore ...

ISH: I intend to put the U.S. Navy to work repairin' kitchen plumbing.

KYSER: The Navy repairing kitchen plumbing? Why the Navy?

ISH: Best sinkers in the world. (APPLAUSE)

- 8 -

ATX01 0117166

KAY KYSER

- 8A -

11-8-44

KYSER: Well, Ish, that's some platform, but I doubt if you can get anybody to vote for you except your girl friend.

ISH: Oh my girl can't vote.

KYSER: Too young?

ISH: She just moved from La Jolla and she ain't been naturalized yet.

KYSER: Dean Forman who's the first winner? What do the judges say?

FORMAN: The judges say ...

EDDIE: (DOUBLE TALK)

KYSER: And she is PFC Margaret Laughlin. You had the punch, yo could really sock it. That final dough's half way in your pocket. The Town Criers are raring to go. So light up a Lucky Strike Cigarette and come on chillun, let's really rock it.

3. SWINGING ON A STAR TOWN CRIERS
(APPLAUSE)

- 8A -

ATX01 0117167

KAY KYSER

- 4 -

11-8-44

Commercial #2 (Q)

(No, gentlemen, we shall not retreat. Remember ... the best defense is ... attack!)

(FROM CAMP PENDLETON, CALIFORNIA)

KYSER: ... the rhythm was boomin' and you were zoomin'. Thanks for some swell singin'.

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

RIGGS: (CHANT - SOLD AMERICAN)

LEE: No, gentlemen, we shall not retreat. Remember ... the
(55) best defense is ... attack!

DELMAR: The mark of greatness was upon him from earliest youth. And as he climbed rung by rung up the ladder to everlasting fame, his elders noted the spark of genius that lay within him. His grammar school teacher put it this way ...

SOUTHERNER: Yes sir, there's something about Robert that sets him
(ABOUT 40) apart. You know, he always finishes up every last thing
he ever begins.

DELMAR: When he wore the blue and gold of a West Point cadet, the Academy Superintendent said ...

(MORE)

- 4 -

ATX01 0117168

KAY KYSER

- 5 -

11-8-44

Commercial #2 (Q) - (CONTD)

(No, gentlemen, we shall not retreat. Remember ... the best defense is ... attack!)

OFFICER: You want to know how Robert's getting on? I can size him
(NORTHERN:
ABOUT 50) up in two words: Model cadet!

DELMAR: After graduation he served in the war against Mexico, and his commander reported ...

OFFICER: He gave the greatest example of physical and moral
(WESTERN:
45) courage ... shown by any soldier in the entire campaign.

DELMAR: And even the great General Stonewall Jackson, one of the world's most brilliant cavalrymen, spoke of him in these words ...

JACKSON: There is one man in the world I would follow blindfolded --
(38) wherever he leads. His name ... is Robert E. Lee.

DELMAR: Yes, Robert E. Lee. The same Lee who met with his officers in Richmond, Virginia, in the perilous year of 1862 ... when an overwhelming enemy force waited to attack on the outskirts of the city. That was the day when all his officers advised only one course: retreat. But General Lee had other plans ...

LEE: No, gentlemen, we shall not retreat. Remember ... the best defense is ... attack!

(MORE)

- 5 -

ATX01 0117169

KAY KYSER

- 6 -

11-8-44

Commercial #2 (Q) - (CONTD)

(No, gentlemen, we shall not retreat. Remember ... the best defense is ... attack!)

DELMAR: This was the spirit that launched a lightning campaign that sent the enemy reeling back ... crushed by one defeat after another. And it was this inspired leadership, together with a personal sense of honor and integrity that was the supreme quality of a great soldier and a great gentleman ... Robert E. Lee!

RIGGS: (CHANT - SOLD AMERICAN)

SHARBUTT: QUALITY is the key to a man's greatness. And, ladies and gentlemen, quality is also the key to the greatness of a product. So let these five simple words be your key to real, deep-down smoking enjoyment - Lucky Strike means fine tobacco ... yes, year-in, year-out, Lucky Strike means fine tobacco!

BOONE: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

DELMAR: Lucky Strike means fine tobacco - and fine tobacco means (Impulse Tag #15) real deep-down smoking enjoyment for you. So smoke the smoke tobacco experts smoke - Lucky Strike!

(SWITCHOVER TO CAMP PENDLETON, CALIFORNIA)

- 6 -

ATX01 0117170

ORCHESTRA: CARROLL INTRODUCTION

KYSER: To wish you Marines many happy returns on this 169th Marine Corps birthday, here is our own cover girl, gorgeous Georgia Carroll! (APPLAUSE) Georgia's gonna repeat Hoagy Carmichael's beautiful Christmas song she introduced a couple of weeks ago.

4. MY CHRISTMAS SONG FOR YOU GEORGIA CARROLL
(APPLAUSE)

ORCHESTRA: SPECIAL MUSICAL INTRODUCTION

KAY KYSER

- 7 -

11-8-44

(FROM CAMP PENDLETON, CALIFORNIA)

ORCHESTRA: SPECIAL MUSICAL INTRO FADE FOR:

FORMAN: In observing the 169th Anniversary of the founding of the United States Marine Corps, the Marines stationed here at Camp Pendleton, California, want to sing their own Marine Hymn to all of their buddies wherever they may be tonight.

AUDIENCE: (SING "THE MARINES' HYMN")

From the Halls of Montezuma,
To the shores of Tripoli,
We fight our country's battles,
In the air, on land and sea.
First to fight for right and freedom,
And to keep our honor clean,
We are proud to claim the title
of United States Marine.

FORMAN: We pause for station identification and a salutation to the fighting Marines of a fighting nation.

LOCAL NBC STATION SAYS:

"STATION X X X SALUTES THE MARINE CORPS ON ITS 169TH BIRTHDAY."

13 ORCHESTRA: KYSER MARCH

- 7 -

ATX01 0117172

KYSER: Well, Dean Forman, bring on our second rounders and...

ISH: Just a second, little chum! I got a dramatic song and recitation here in regards to which I wouldst like to get off same.

KYSER: Well, hurry up with it.

ISH: Okay, a little music professor.

ORCH: (SHORT VAMP TO "I'LL BE SEEING YOU" THEN ACCOMPANY ISH AS:)

ISH: (SINGS) I'll be seein' you in all the old familiar places, AT - the Caliente races, or the zoo...

LLOYD: (CONTINUES ON MUTED VIOLIN OVER ISH'S RECITATION)

ISH: Ah, Nellie, do you remember that moonlight night at Balboa Zoo? When you whispered in my ear "I love you," how tickled I was! --You should shave once in a while.... That night as you stole my heart, I held your little hand-- to keep you from stealing my watch too. And Nellie, how we planned our little love nest on Front Street -- a humble wedding cottage with adjoining Marines. There would be roses round the door, roses in the garden, roses in the trolis, roses in the patio, roses....YE GODS! CAN'T WE HAVE AT LEAST ONE GERANIUM!?? (TENDERLY AGAIN) We talked about your mother, Nellie and how lonely she'd be without you. And remember how we decided to send her a big remembrance bundle each week? -- our laundry?....~~And Nellie~~ (VERY TENDER) we planned that some day there would be the ~~spatter of tiny feet around the house. How we laughed as we seemed to hear those little protesting cries at bed time... and then the deep quiet as we'd lull the little one to sleep with an andiron.~~

(MORE)

ISH:
(CONT.)

Remember, Nellie, how we began buying knickknacks for our little home? --and the trouble we had finding a big enough trousseau for your torso? How we laughed. How gay we were! (TRAGIC) Then, Nellie! then -- came the lovers' quarrel! You got on a boat and went to South American -- and I got on a binge and went to Oceanside! Life has nothing to offer, Nellie! But if you think life has nothing to offer, you should see Oceanside! But it's not over, Nellie! I'll be seeing you. (VIOLIN OUT)
(TRAGICALLY BITTER) I'LL BE SEEING YOU NELLIE, because, I'm going back....

ORCH: (ACCOMPANY ISH ON LAST TWO LINES AS HE SINGS!)

ISH: (SINGS) Back to our old stamping grounds, the Sandiego Zoo!
I'll be looking at the big baboon, but I'll be seeing you!

FORMAN: That was all very touching, but these men are clutching for that dough.

KYSER: Right, Bill Forman, our first contestant is _____, so yet's go!

1. Elwood Ramay of the Florida Coast Guards writes us that he overheard two marines talking at Pacific Square Ballroom. One said "You know, that girl I've been dancing with every night has money, because when I dance with her I can hear it (PLAY). But for the life of me I don't know where she keeps it. The second one said "didn't you know? All girls keep their money in their stockings." In that case, said the first, "I'll come home rich tonight, cause I'm going to (PLAY).

2. Our versatile Casanova, Bill Forman, is an expert on imitating foreign accents - he is known as the man with 39 throats behind a single collar button. The Adam's apple of all nations. "Today our men in uniform are hearing every language under the sun, so let's see how good you are at detecting the accent of foreigners using our own language, as Bill rips off a few imitations. (FORMAN)

3. Here's a cutie from Jean Dockerty of Portsmouth, Virginia. We'll set the scene and you name the picture. In a certain picture, Spencer Tracy and Irene Dunne are dancing to a phonograph record overseas, and she is singing this song as they dance. (GEORGIA & PIANO) What's the picture? Here's a scene from an Irene Dunne, Charles Boyer picture. With a group of children gathered around her, Irene sang (GEORGIA & PIANO) Name the picture.

4. It's right or wrong time again, so for Corporal L. E. Stone of Fort Bliss, listen to the following statements and just answer right or wrong.

1. The Marine Corps is older than our nation.
2. More of our men are engaged in the present war than all the wars this country has participated in, put together.
3. The Military Order of the Purple Heart was founded by General Ulysses S. Grant.
4. Irving Berlin wrote "God Bless America" for the last war.
5. The American flag is never allowed to fly night and day.

5.

4 ALT. Sgt. John Nugent somewhere in France, wants you to listen and help us with the plot as we continue with another episode of the College of Musical Knowledge strip serial.

FORMAN: Presenting...the Adventures...of Square Head!

SOUND: PISTOL SHOTS

FORMAN: What's that there on the floor! It's a box! (SOUND) It's a crate! (SOUND) No! It's Square Head! (PISTOL SHOTS)

KYSER: Listen to the voice of this brutal monster, a fiend in human flesh!

FERDY: Hel-loo, folks!

KYSER: As we left Square Head last week, he had just set fire to the hospital where Dauntless Dan, the detective, lay injured. But firemen saved Dauntless Dan, leaving him on the hospital lawn to rush to the aid of others. Now Dauntless Dan speaks.

FORMAN: Square Head must have caused this. But I am saved...and now a kind and beautiful nurse is helping me. In fact, *the nurse is* she's so sweet and pretty (PLAY)

FERDY: Heh heh...little does he know that his nurso is none other than me, Square Head, in this nurse's uniform. And I have a surgeon's saw in my hand. Pretty soon Dauntless Dan's head is going to be singing (PLAY).

KYSER: Square Head disguised as a nurse plans to saw Dauntless Dan's head from his body. Dauntless Dan faces sudden extinction!

MAX: Hello, Sudden.

ISH: Hi, Extinction.

KYSER: What will happen next week? Tune in and find out!
(APPLAUSE)

5. SPECIALTY

6. For Carol Smith of Australia, here comes a spinner for the rest of this Saturday's football classics. Alabama collides with Mississippi, Arkansas takes on Rice, UCLA plays ^{California} Stanford, it's Duke vs Wake Forest, George Tech vs. Tulane, as Purdue tries to stop (PLAY). Also, Auburn meets Mississippi State, Florida tangles with Georgia, Texas plays Oklahoma A. & M., Texas Christian goes against Texas Tech, while Southern Methodist tries to stampede (PLAY).

(APPLAUSE

SOUND: CLASS BELL

FORMAN: Second round winner, Professor.

KYSER: Have the judges made a decision?

FORMAN: Yes, the judges decision is ...

EDDIE: (DOUBLE TALK)

KYSER: And she is PFC Marie Good. Here's your Phi Beta Kysers
key and your second round Victory V. And a Lucky Strike,
have a puff or three, and yet's dance, a one, a two,
a three.

5. POOR LITTLE RHODE ISLAND PRODUCTION
(APPLAUSE)

(FROM CAMP PENDLETON, CALIFORNIA)

KYSER: Ah, yessir! My hep-cat team was really on the beam!
Great, gang! And now, here's Del Sharbutt ...

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

SHARBUTT: Quality is the key to a man's greatness: those words sum up the life-story of General Robert E. Lee. And, ladies and gentlemen, quality is also the key to the greatness of a product - the quality referred to by Mr. Elvin Bradley Hicks, independent tobacco expert of Wilson, North Carolina, who recently said:

HICKS: I've smoked Luckies now for the last 17 years, and I enjoy smoking them, because I know that the tobacco bought for Luckies is the finest you can get. The ripe, mellow loaf that gives a mild, cool smoke -- that's the kind of tobacco I see Lucky Strike buy at the auctions, season after season.

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

KAY KYSER
Commercial #3 (CONTD)

- 9 -

11-8-44

SHARBUTT: Yes, ladies and gentlemen, sworn records show that among independent tobacco experts like Mr. Hicks - 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 real, deep-down
(Impulse
Tag #3) smoking enjoyment, smoke the smoke tobacco experts smoke -
Lucky Strike.

(SWITCHOVER TO CAMP PENDLETON, CALIFORNIA)

6 Together - ...
...
Only Super March

- 9 -

ATX01 0117181

FORMAN: Fess, shall I tell these Leathernecks it's time for the showdown?

KYSER: Yes, bring 'em up, Dean, and I'll shoot 'em the lowdown. And the first man in our final exam is PFC Margaret Laughlin.

1. This week, not only America but the whole world had its eyes fixed on the Presidential election. Tonight we want to devote our final examination to some of our presidential campaigns. Mr. & Mrs. H. Fogarty of Rochester, New York, say that one of the most popular of all political figures ran for president using this campaign song (PLAY). Who was he? Was he also called the Happy Warrior? What presidential candidate's supporters wore sunflowers? Who ran against F.D.R. in 1932? In 1936? In 1940? In 1944?

2. Sgt. & Mrs. K. E. Williams of Fresno, say this has been a famous campaign song for a famous presidential candidate (PLAY). What great presidential candidate used it for one of his campaign songs? How many times was Teddy Roosevelt president? What presidential candidate went to bed thinking he was elected, and woke up to find he had lost?

(APPLAUSE)

SOUND: CLASS BELL

KAY KYSER
Commercial #4

- 10 -

11-8-44

(FROM CAMP PENDLETON, CALIFORNIA)

FORMAN: Shall I name the winner? His score was really nice!

KYSER: Sure! But first let's hear some really good advice!

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

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

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

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

BOONE: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO CAMP PENDLETON, CALIFORNIA)

- 10 -

ATX01 0117183

(FANFARE)

FORMAN: The winner, Foss!

KYSER: And she is PFC Margaret Laughlin of Akron, Ohio. For you, Miss Laughlin, you've fought to the end. Present yourself, my devil-dog friend. Let me pin this medal on your uniform. (BREEZE: SCREAMS) You win the \$50 U.S. War Bond first prize. And number two, you came through for the \$25 Bond. The other four in your swell corps each get ten dollars in Stamps. All six for their mental tricks, each get a carton of Lucky Strikes. And then, AND THEN! To all you Semper Fidelis follas, for your hoots and hollers and bays and bellers, a package of better-than-ever LUCKY STRIKE CIGARETTES! (CHEERS)

8. FIVE FOOT TWO (FADED) ORCHESTRA

KAY KYSER

- 12 -

11-8-44

KYSER: Well chillun, class is out until next Wednesday when the Old College transfers its hallowed halls to Point Loma with the United States Army. For the honor of helping celebrate the 169th Anniversary of Uncle Sam's fighting Marine Corps, we thank Major General Charles F. B. Price, *Big* General *Caldwell* Caldwell, Major *Harrison* Harrison, all you men and you Marine women who back up our fighting men. Next Wednesday we hold class with the Army Coast Artillery and Amphibious Training Units at Fort Rosecrans, Point Loma, California. Until then ... this is Kay Kyser, thinkin' of you. Thanks a lot for bein' with us ... and so long ... everybody!

(APPLAUSE)

ORCHESTRA: "LUCKY DAY"

(SWITCHOVER TO CHICAGO AT 10:58:35)

- 12 -

ATX01 0117185

KAY KYSER

- 13 -

11-8-44

(FROM CHICAGO)

CHICAGO

ANNOUNCER: This program was presented by Lucky Strike for the entertainment of the courageous men and women of the U. S. Marine Corps at Camp Pendleton, California. Defend the Constitution! Buy War Bonds!

(FROM NEW YORK)

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

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

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

NBC

ANNOUNCER: THIS IS THE NATIONAL BROADCASTING COMPANY.

- 13 -

ATX01 0117186

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: 10-11:00 PM EST
DATE: NOVEMBER 15, 1944 - #347 REPEAT: _____

"KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE"

As Broadcast

ROUTINE

OPENING COMMERCIAL

- | | |
|-----------------------------------|-------------|
| 1. AND HER TEARS FLOWED LIKE WINE | SULLY MASON |
| 2. I'M MAKING BELIEVE | DON LESLIE |

COMMERCIAL ONE

ROUND ONE

- | | |
|-----------------------|-------------|
| 3. DANCE WITH A DOLLY | TOWN CRIERS |
|-----------------------|-------------|

COMMERCIAL TWO

- | | |
|---------------------|-----------------|
| 4. IT HAD TO BE YOU | GEORGIA CARROLL |
|---------------------|-----------------|

STATION BREAK

ROUND TWO

- | | |
|-------------------------------|------------|
| 5. DANCE OF THE SPANISH ONION | PRODUCTION |
|-------------------------------|------------|

COMMERCIAL THREE

- | | |
|---|----------------------|
| 6. IS YOU IS OR IS YOU AIN'T | ORCHESTRA |
| OR | |
| SWINGING ON A STAR | ORCHESTRA |
| 7. STRAIGHTEN UP AND FLY RIGHT | TOWN CRIERS |

FINAL ROUND

COMMERCIAL FOUR

- | | |
|-----------------|-----------|
| 8. I NEVER KNEW | ORCHESTRA |
|-----------------|-----------|

CLOSING COMMERCIAL

ATX01 0117187

- 1 -

WEAF

THE AMERICAN TOBACCO COMPANY

11-15-44

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #347

10:00-11:00 PM EWT

NOVEMBER 15, 1944

WEDNESDAY

Program originates at Fort Rosecrans, San Diego, California, with
switchovers to NBC New York for commercials and closing.

(FROM NEW YORK)

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

BOONE: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

SHARBUTT: You said it!
(Ex. B)

DELMAR: Why, sure!

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

BOONE: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO SAN DIEGO, CALIFORNIA)

- 1 -

ATX01 0117188

KAY KYSER

- 2 -

11-15-44

(FROM SAN DIEGO, CALIFORNIA)

ORCHESTRA: "LUCKY DAY"

FORMAN: LUCKY STRIKE presents for the entertainment of the
hard-hitting fighters of Uncle Sam's Coast Artillery
and ~~Infantry~~ ^{Calvary} Units at Fort Rosecrans, Point Loma,
California -- Kay Kyser's College of Musical Knowledge!

AUDIENCE: YEAH ARMY! A-R-M-Y! HOORAY!

ORCHESTRA: KYSER THEME

(AUDIENCE APPLAUSE UP BIG)

- 2 -

ATX01 0117189

KAY KYSER

- 2 -

11-15-44

KYSER: Evenin' folks, how y'all. Are all the students happy?

AUDIENCE: YES SIR, PROFESSOR.

KYSER: Yes sir, Professor? Well, das fine, because we're happy to open the College halls for the Coast Artillery and Cavalry here at Fort Rosecrans at Point Loma. Ah, yes ... Point Loma ... where the cannery aroma makes you long for Homa Sweet Homa! It's Fort Rosecrans ... except when the wind blows a certain direction, then it's Liederkrantz. I don't know where they get the "rose" in Rosecrans. A rose by any other name would still smell like fish!

FORMAN: Well, hello, Fess. What's up besides my popularity rating?

KYSER: You're about as modest as a new top sergeant. It's Pretty Face Forman, our Dean of Public Speaking. Hello "Plucked Eyebrows."

FORMAN: Well, at least I don't use my profile to cut bread.

KYSER: Wait a minute, Bill. Didn't we decide to try to get along together? Didn't you promise to boost the program at every opportunity?

FORMAN: That's right. I'm sorry. Ladies and gentlemen, we are very happy to have you listening to this program. Tell your friends to listen. Better still, tell your enemies to listen. It's a swell way to get even.

KYSER: You cur, sir ... you are discharged from the faculty.

FORMAN: It's a privilege. But getting back to Fort Rosecrans, Fess, and this is on the level, did you know that the Spanish explorer, Juan Rodriguez Cabrillo, discovered Point Loma in 1542 ... over 400 years ago.

- 2 -

ATX01 0117190

KAY KYSER

- 2A -

11-15-44

KYSER: Four hundred years ago? Well, that clears up the mystery of those mess hall eggs. Cabrillo brought them over with him.

FORMAN: Why don't you say something nice about this place? Aren't you even interested in the amphibious training that goes on here?

KYSER: Of course I am. I watched 'em train. I saw one soldier in the water. He had gone down so many times the fish were betting on it. Of course I dived in after him.

FORMAN: My father-in-law can dive.

KYSER: Oh, really?

FORMAN: No. O'Reilly.

KYSER: Ooooh, no!

FORMAN: Fess, when the men come back all wet from a landing, what do they do with their clothes? Send them to the laundry?

KYSER: Certainly. One guy brought his in and the laundryman said, "These clothes aren't dirty, they've been in the water eight hours." The guy replied, "I don't want 'em washed. Just see if you can get that barracuda out of my shorts!"

ISH: Jest a second. I been having a heck of a time. Some guy here's been teachin' me to swim.

KYSER: Oh, really?

ISH: No. O'Reilly.

KYSER: Ish, take O'Reilly and blow, these men want to go for our \$115 in War Bond prizes.

- 2A -

ATX01 0117191

KAY KYSER

- 2B -

11-15-44

FORMAN: But before we get into the high finance, the Professor
says

KYSER: Come on, chillun, yet's dance.

1. AND HER TEARS FLOWED LIKE WINE SULLY MASON

2. I'M MAKING BELIEVE DON LESLIE

(APPLAUSE)

- 2B -

ATX01 0117192

KAY KYSER
Commercial #1

- 3 -

11-15-44

(FROM SAN DIEGO, CALIFORNIA)

KYSER: Yes sir, that's my boy! Sweet and mellow and a wonderful fellow. And now it's your turn ... Kenneth Delmar ...

(FROM NEW YORK)

DELMAR: Here it is -- ladies and gentlemen -- straight and plain -- for real deep-down smoking enjoyment, remember - Lucky Strike means fine tobacco. Yes, first, last and always Lucky Strike means fine tobacco. It takes fine tobacco to make a fine cigarette and this very week, at auctions in the Southland, Lucky Strike is again buying for you the finer, the riper, the naturally milder Lucky Strike tobacco. Independent tobacco experts present at the auctions can see just who buys what tobacco. And sworn records show that among such independent tobacco experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1!

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: A friendly suggestion: For your own real, deep-down
(Impulse
Tag #3) smoking enjoyment, smoke the smoke tobacco experts smoke -
Lucky Strike.

(SWITCHOVER TO SAN DIEGO, CALIFORNIA)

- 3 -

ATX01 0117193

QUARTET: WITH PIANO AND RHYTHM TUNE OF "TROLLEY SONG"

Spat, spat, spat go the spitballs,
Crash, crash, crash goes the glass,
Meow, meow, meow go the catcalls,
The old Professor is coming to class!

Buzz, Buzz, Buzz, go the students,
Ding, ding, ding goes the bell,
It's time for class at Point Loma,
And the College is going to ... the dogs, I said
the dogs! (APPLAUSE)

KYSER: Well, that reminds me, I used to have a dog that panted
all the time, hot or cold weather, he panted all the time.
So they operated on him.

FORMAN: Operated on him?

KYSER: Yes, they were trying to get to the seat of his pants.

FORMAN: Fess, it's time for classes and rookies with passes, so
shoot the questions to the masses.

11-15-44

FORMAN: And here is your first contestant.

1. A soldier here was writing home and he said, "Dear Family: Fort Roscerans is situated at the barren tip of Point Loma. To picture Fort Roscerans to you, I will use only (PLAY). "That is," his letter continued, "I was going to use only three little words, but the censor won't permit those words to go in the mail. So you'll have to use your own (PLAY).

2. From the following expressions, tell Corp. J. E. Jones, somewhere in Uncle Sam's service, with what sport each is associated. Wing back, hammerlock, half gainor, K.O., and snake eyes.

ATX01 0117195

3. Corp. Clifford Smith, somewhere in the Pacific, says, since we're at Point Loma, this is an appropriate orchestra theme to play.

(PLAY) G.G.'s name is a color. Can you name two other band leaders whose first or last names are also a color?

4. Here are some things you should know about Old Glory and our other flags. In this country when our flag is flown with flags of other nations, what position should it take? When a mounted or motorized unit carries a flag, it is called a 'standard,' when a ship flies a flag, it's called an 'ensign.' Can you tell us what flags are called when carried by infantry?

5. Down here around Point Loma, the soldiers say if you want to get the girls, you have to (PLAY). For the girls listening, we'd like to see if you can learn to croon, first like Crosby, then like Vallee, then like Sinatra. Here are the words for you to sing, so first let's hear you croon like Bing. (PLAY) Now like Vallee. (PLAY) Now like Sinatra. (PLAY)

6. For Solomon Black of Mount Vernon, New York, we're tossin' a pass at you on this coming Saturday's football contests. In the east, Brown meets Columbia, Cornell tackles Dartmouth, Navy takes on Purdue, Bucknell goes against Villanova, and Colgate against Syracuse, as Penn tries to stop the rampaging cadets of (PLAY). In the midwest, Illinois meets Ohio State, Iowa tangles with the gophers of Minnesota, Michigan hits Wisconsin, Notre Dame's Irish march against Northwestern, while Pitt listens to (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

FORMAN: First winner, Fess!

KYSER: And he is

ISH: Just a second, hold on, not so fast, little chum. I got a novel here I wouldst like to get off same wrote by that there now girl I been runnin' around with.

KYSER: Oh, you mean old sweet-faced Joe from near Fresno?

ISH: No, her frog-faced sister from Chula Vister.

KYSER: Oh that new one ... read.

ISH: Ohhhhhh as the young soldier and his sweetheart stood on Point Loma overlooking the sea, the girl was the first to speak.

GIRL: Darling ...

ISH: She snorted, fumbling for an opening remark, also fumbling for an opening in his wallet.

GIRL: Darling, why are you so quiet tonight?

ISH: I was just thinking, was his studied rejoinder. Would you mind lending me the circles under your eyes. I want to send War Admiral a couple of oat bags for Christmas. Grasping the none too kindly humor of his whimsy, a tear trickled from her eye and started to run down the bridge of her nose, but stopped suddenly when it seen some saboteur had blown the bridge. Again she spoke.

Girl: She made a puffed when the hair like that...
GIRL: You make me so sad I don't know what to do.

ISH: Why don't you take your hair down offen the shelf and have a good cry, was his humorous comeback. She laughed.

GIRL: Ha, ha, ha! ... Some jest!

ISH: Yeah...ha, ha, ha ... a hairy jest. Now that the tension was broke, she again spoke.

GIRL: We must observe all the traditions when we are married tomorrow. I have something old and something new. Can you get something borrowed and something blue?

ISH: That's a cinch, he replied, and with that he borrowed fifty bucks and blew.

FORMAN: First winner, Professor!

KYSER: Thank you, Bill Forman, and he is 2T Sgt. Guido Mitzger! You're the pride of Roscorans, you're in line for the final chance, so have a Lucky Strike while the chillun dance or listen to Gordon, Vernon, Elva, and Lucy Anne Polk ... in other words, it's the Town Criers!

3. DANCE WITH A DOLLY TOWN CRIERS
(APPLAUSE)

KAY KYSER
Commercial #2 (Q)

- 4 -

11-15-44

(General Washington, give me 400 brave men ... and this war will be over!)

(FROM SAN DIEGO, CALIFORNIA)

KYSER: ... your scattin' was smooth as satin. Thanks gang!

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

BOONE: (CHANT - SOLD AMERICAN)

HAMILTON: General Washington, give me 400 brave men ... and this war
(24) will be over!

SHARBUTT: The "ragged irregulars," the soldiers of the Continental Army, were running now ... their ranks were broken ... they were falling back across the little wooden bridge over the Raritan River in New Jersey. This was December, 1776 ... a cold, bleak, heartbreaking day for General George Washington, commander of an army in retreat. Grimly, he rode his horse along the west bank of the river, attempting to rally his men -- and then, suddenly, he wheeled back to the bridge for he had seen something that fired him with new hope, new courage. The bridge was being held -- yes, held by a 19 year old American in an ill-fitting captain's uniform ... who was directing an inferno of cannon fire upon the opposite shore. Now General Washington called out ...

- 4 -

(MORE)

ATX01 0117200

KAY KYSER

- 5 -

11-15-44

Commercial #2 (Q) - (CONTD)

(General Washington, give me 400 brave men ... and this war will be over!)

WASHINGTON: (PROJECTING) Well done! Well done, Captain! Continue
(44) firing. (PAUSE) Tell me, Captain ... what is your name?

HAMILTON: The name is Hamilton, Sir ... Alexander Hamilton.
(19)

SHARBUTT: Alexander Hamilton ... in the gruelling days ahead, that stout-hearted youth became as important to George Washington as his own right hand. Soon he was Colonel Alexander Hamilton ... Washington's brilliant 20 year old adviser. And then came an October day, four years later, when America's enlarged army took the offensive, pounding a huge enemy force onto the plains of Yorktown. Once again the two soldiers faced each other ... the silver-haired commander-in-chief and the slight-built colonel of 24 ... Alexander Hamilton ...

HAMILTON: General Washington, give me 400 brave men ... and this war
(24) will be over!

SHARBUTT: That very day, Colonel Hamilton led a daring raid against the enemy fortification and struck the blow that led to victory at Yorktown. Within three days the Revolutionary War was over. Yes, the great war of American Independence was over, but Alexander Hamilton's years of service were just beginning. He was a soldier with Washington in time of war; and he continued serving his country in time of peace, as Washington's great Secretary of the Treasury.

(MORE)

- 5 -

ATX01 0117201

KAY KYSER

- 6 -

11-15-44

Commercial #2 (Q) - (CONTD)

(General Washington, give me 400 brave men and this war will be over.)

SHARBUTT: (PAUSE) Well has it been said ... he lived for the public
(CONTD) good. For this quality was always the outstanding quality
of the brilliant, courageous, tireless soldier and patriot
... Alexander Hamilton!

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: Just as quality makes a man, so quality makes a product.
(Closing
#4) And, ladies and gentlemen, here's one thing you can be sure
of -- Lucky Strike means fine tobacco ... yes, Lucky Strike
means fine tobacco, so round, so firm, so fully packed, so
free and easy on the draw!

RIGGS: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

DELMAR: It takes fine tobacco to make a fine cigarette. Remember -
(Impulse
Tag #5) Lucky Strike means fine tobacco - yes, Lucky Strike means
fine tobacco.

(SWITCHOVER TO SAN DIEGO, CALIFORNIA)

- 6 -

ATX01 0117202

KAY KYSER

- 9 -

11-15-44

ORCHESTRA: CARROLL INTRODUCTION

KYSER: Besides the blue Pacific, here's a beautiful vision for
you thousands of soldiers. It's our stop, look at, and
listen to girl, gorgeous Georgia Carroll! (APPLAUSE)
Georgia I'm sure these men of Point Loma will get the
point, as you sing ...

4. IT HAD TO BE YOU GEORGIA CARROLL
(APPLAUSE)

ORCHESTRA: "THIS IS THE ARMY, MR. JONES"

- 9 -

ATX01 0117203

KAY KYSER

- 7 -

11-15-44

(FROM SAN DIEGO, CALIFORNIA)

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

(APPLAUSE)

FORMAN: On the grim gray dawn of D-Day
At the zero hour, is when
It's not the guns you count on
But the bravery of men.

It's the courage of a soldier
When the landing ramps go down
That takes a beach and starts the tanks
That storm a flaming town.

After the big push over yonder
When the Berlin-Tokyo job is done
You'll thank those Army heroes
When victory is won.

LOCAL NBC STATION SAYS:

"STATION X X X SALUTES THE UNITED STATES ARMY"

ORCHESTRA: KYSER MARCH

- 7 -

ATX01 0117204

KAY KYSER

- 11 -

11-15-44

FORMAN: Ladies and gentlemen, tonight the College players present their own version of that popular play "Arsenic and Old Lace."

ISH: I seen that play. That Raymond Massey is sure great.

KYSER: Yes he is. Of course some people say there's very little difference in Massey's acting and mine.

ISH: Yeah - only the difference between A and E. He's Massey and you're messy!

FORMAN: To continue after that forced gaiety, we've changed the title of Arsenic and Old Lace slightly to fit the description of our two leading characters. We present Ish. K. Bibble and Kay Kyser in "Horse's Neck and Old Face." Curtain.

ISH: (TRUMPET) Charge!

KYSER: Ish, please, for the love of Mike.

ISH: Well anyway, I don't think you've had enough experience to be in this play.

KYSER: What do you mean, experience! I'm a great tragedian, a thespian, a mummer!

ISH: A what?

KYSER: I'm a mummer!

ISH: Congratulations! Boy or girl?

KYSER: Never mind. You and I are the two old ladies who poison people. Ferdy Froghammer you can be the mean hard-hearted villain.

FERDY: Not me! I ain't mean enough. Why don't you get a top sergeant!

KYSER: No no, Those fellows are too nice.

- 11 -

ATX01 0117205

KAY KYSER

- 11A -

11-15-44

FERDY: Ahhhhhh you're bugs!

KYSER: I am not bugs!

ISH: I got a poem about bugs I could get off same.

Ohhhhhh, the doodle bug said to the sow bug

How do you doodle do.

The sow bug answered the doodle bug,

Oh just sow sow.

KYSER: Cut it out, Ish. We have to put on this play. Now you
and I are sisters. Breeze Thomas will be the man we
poison. Here he comes to the door now.

SOUND: DOOR KNOCK AND OPEN

ISH: How do you do. Would you like a cup of tea with some
arsenic in it?

BREEZE: Yes, thank you. (SMACK LIPS) My! That's good!
(SCREAMS AND FALLS)

SOUND: BODY THUD

KYSER: Ish! He's out like a light! You didn't really give him
tea with arsenic in it, did you?

ISH: No, they didn't have no tea or arsenic at this here now
base, so I gave him the next best thing.

KYSER: What?

ISH: A cup of G.I. Coffee!

- 11A -

ATX01 0117206

FORMAN: First second rounder, Fess.

KYSER: And he is _____.

1. If you know anything about horse racing you should be able to tell Pvt. Jim McCarthy of San Marcos, Texas, what this bugle call signifies. (BUGLE) One of your buddies told me they should change "Call to the Post" to (PLAY). I know you don't get a shave and a hair cut at a race track, but you can certainly get trimmed. (LAUGHS LIKE H---) In other words, when you go to the track, you usually come away (PLAY).

2. By heck, it's "by whom" time in the College, so for Ellen Snider of St. Louis, Missouri, answer up and tell us "By whom." The fighting words, "Give me liberty or give me death" were spoken by whom? Cook Robin was killed by whom? Words to the "Star Spangled Banner" were written by whom? The telegraph was invented by whom?

3. Here's one from the Gang at Fort George G. Meade. We'll set the scene and you name the picture. In a certain movie, Dooley Wilson is at the piano, in Humphrey Bogart's nightclub, and Ingrid Bergman asks him to play this song especially for her. (PIANO) What is the picture? Dooley Wilson was in that picture, but who is Teddy Wilson? Now in this next scene, James Cagney plays the role of George M. Cohan. He is at the piano, about to play a new song he has written, a song in honor of his wife. And the song he plays is (PIANO) What is the picture?

Here's a cutie for you men of Coast Artillery - Know why they call 'em Coast Artillery - while one of them stays out on a date his buddy watches to be sure the Coast is clear.

4. By their nicknames, ye shall know them. I'm going to rattle off a series of nicknames, and Ensign Robert Altemost of San Diego, wants you to tell us the real names of the personalities referred to. Honest Abe, Stonewall, The Bambino, Blackjack, Old Blood and Guts, Vinegar Joe.

5. The Town Criers sing terrific modern harmony, but for Bonnie Michael of Tulsa, Oklahoma, they're gonna give you samples of other types of singing. Listen and tell us what familiar type this is.
(PLAY) (PLAY) (PLAY)

KYSER: By the way, folks, we'll be in Chicago next week in the interest of the war effort. On Monday, we'll help Chicago launch it's Sixth War Loan, Wednesday our class session will come from the Navy Sixth War Loan Exhibit, and Thanksgiving Day we'll be seeing you G.I.'s at Vaughn General Hospital and Gardner Hospital in Chicago. By the way, Bob Hope will attend class in the College next Wednesday, and I'll be on his show on Tuesday. Imagine that ... Bob Hope and I on the same program in the Windy City!

ISH: Yeah. Boy is that wind going to have some competition.

6. George Gaurley of Portsmouth, Virginia, wants you to buck the line for more of this week's football classics. Down south, it's Alabama-Mississippi State, Auburn-Georgia, Clemson vs. Tulane, Duke vs. South Carolina, as Arkansas' Razorbacks try to rip (PLAY). Also, Georgia Tech takes on LSU, Rice meets Texas A & M, Texas versus Texas Christian, UCLA meets College of the Pacific, and California tries to stop (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

KAY KYSER

- 15 -

11-15-44

FORMAN: Second winner, Fess.

KYSER: Thanks, Bill, and open the till for _____.
That round for you was just a romp, so have a Lucky
Strike while the chillun stomp. Lyman Gandee will beat
the baby grand as the orchestra accompanies him on
"The Dance of the Spanish Onion."

5. DANCE OF THE SPANISH ONION PRODUCTION
(APPLAUSE)

- 15 -

ATX01 0117210

KAY KYSER
Commercial #3

- 8 -

11-15-44

(FROM SAN DIEGO, CALIFORNIA)

KYSER: Thanks, gang. Yes, sires ... your jivin' suits us to a tee. Now you take over, Basil Ruysdael ...

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: Quality makes a man. That fact is proved by the life-story of Alexander Hamilton, brilliant soldier and statesman. And, ladies and gentlemen, quality makes a product -- that fact is proved by the sworn statements of independent tobacco experts like Mr. Thomas J. Green, ace auctioneer of Walnut Cove, North Carolina - who recently said ...

MR.GREEN: For many years, I've noticed that at the different markets where I've been auctioneering, Lucky Strike has bought the finest tobacco that came up for sale -- tobacco that's ripe and mild. So for my own cigarette, naturally I pick Lucky Strike. Been smokin' 'em now for 21 years.

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

- 8 -

ATX01 0117211

KAY KYSER
Commercial #3 (CONTD)

- 9 -

11-15-44

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

RIGGS: (CHANT - SOLD AMERICAN)

SHARBUTT: Lucky Strike means fine tobacco - and fine tobacco means (Impulse Tag #15) real deep-down smoking enjoyment for you. So smoke the smoke tobacco experts smoke - Lucky Strike.

(SWITCHOVER TO SAN DIEGO, CALIFORNIA)

6. *Straighten Up + Fly Right* — Cries
(Applause)
Arch: Eyes March

- 9 -

ATX01 0117212

FORMAN: The final exam! Soldiers pack their knapsacks, trains run off of the track, while out from the back comes that whack with a quack, that wet smack, old civilian sad sack ... Kay Kyser!

KYSER: And the first contestant to try for the jack is _____

1. Your amphibious troops are landing on island after island these days, so in your honor we are going to take 'islands' for the theme of our final exam tonight. For instance, where would the Army be fighting if they were stationed on the title of this song? (PLAY) Sgt. Michael Verrilli of Davis Monthan Field, Arizona, wants to know the female star of "Coney Island." What island is a certain kind of onion named for?

KYSER: By the way, Ish, there's a beautiful little island out in the bay here. It's called the Isle of View.

ISH: The what?

KYSER: Isle of View! Isle of View!

ISH: That's fine, but don't you think you're a little old for me?

2. Shirley Warren of Spokane, Washington, says this song should remind you of our greatest island base in the Pacific. (PLAY) How did we acquire the Philippine Islands? What islands were little ponies named for? What islands have the same name as our Army Chief of Staff?

(APPLAUSE)

SOUND: CLASS BELL

KAY KYSER
Commercial #4

- 10 -

11-15-44

(FROM SAN DIEGO, CALIFORNIA)

FORMAN: 'Fess, shall we give the winner a big ovation?

KYSER: First a friendly suggestion from across the nation!

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

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

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

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

RIGGS: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO SAN DIEGO, CALIFORNIA)

- 10 -

ATX01 0117214

(FROM SAN DIEGO, CALIFORNIA)

(PANFARE)

FORMAN: Final winner, Professor!

KYSER:

Both with a perfect score. Therefore they each
And he is ~~And he is~~ *your exam was really a*
decide a so war bond first prize
quarry dillery, that elects you dear of the old
Breeze - could be enough.
Sold - antillary and gets you the fifty-dollar War Bond first
crunch.
prize. To second high, your answers weren't shoddy,

you get to be pres. of the student body and the
twenty-five dollar Bond is yours. The other four were
in no mess. Ten each to them in Stamps, yes, all six
get a carton of Lucky Strikes, and then, AND THEN to
all you men of Fort Rosecrans, when you leave the
school room hold out your hands for a package of
better-than-ever LUCKY STRIKE CIGARETTES!

(CHEERS)

8. I NEVER KNEW ORCHESTRA

(APPLAUSE)

~~ORCHESTRA: KYSER THEME~~

KAY KYSER

- 12 -

11-15-55

KYSER: Well chillun, das all for now. ~~The old College folds its tents to journey to Chicago where we'll take part in the Navy's 6th War Loan Exhibit next week. For a rousing Army welcome here at Fort Rosecrans we thank Colonel P. H. Ottosen, Lt. S. G. Case, and all you men.~~ Next Wednesday we hold class with the fighting bluejackets from the Great Lakes Naval Training Station as we broadcast from the grounds of the Navy 6th War Loan Exhibit in Chicago. So until then, this is Kay Kyser ... thinkin' of you. Thanks a lot for bein' with us ... and so long ... everybody!

(APPLAUSE)

ORCHESTRA: "LUCKY DAY"

(SWITCHOVER TO CHICAGO AT 10:58:35)

- 12 -

ATX01 0117216

KAY KYSER

- 13 -

11-15-44

(FROM CHICAGO)

CHICAGO

ANNOUNCER: This program was presented by Lucky Strike for the entertainment of the fighting men of the United States Army at Fort Rosecrans, San Diego, California. Defend the Constitution! Buy War Bonds!

(FROM NEW YORK)

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

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

SHARBUTT: There's fine smoking pleasure in fine tobacco. And Lucky (Impulse Tag #8) Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

NBC

ANNOUNCER: THIS IS THE NATIONAL BROADCASTING COMPANY.

- 13 -

ATX01 0117217

FOOTE, CONE & BEEDING

Advertising

217 PARK AVENUE, NEW YORK • WICKERSHAM 2-6000

CLIENT: THE AMERICAN TOBACCO CO.

PRODUCT: LUCKY STRIKE

DATE: NOVEMBER 22, 1944 - #348

REVISION:

APPROVAL: FINAL

NETWORK: NBC

B'CAST: 10-11:00 PM EWT

REPEAT:

As Broadcast

"KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE"

ROUTINE

OPENING COMMERCIAL

1. TOGETHER

ORCHESTRA

2. THERE GOES THAT SONG AGAIN

DON LESLIE

COMMERCIAL ONE

ROUND ONE

3. IS YOU IS OR IS YOU AIN'T

TOWN CRIERS

COMMERCIAL TWO

4. MY CHRISTMAS SONG FOR YOU

GEORGIA CARROLL

STATION BREAK

ROUND TWO

5. THE TROLLEY SONG

PRODUCTION

COMMERCIAL THREE

6. I'M GONNA SEE MY BABY

SULLY MASON

~~7. I FOUND A MILLION DOLLAR BABY~~

~~TOWN CRIERS~~

FINAL ROUND

COMMERCIAL FOUR

~~8. STINGING ON A STAR~~

~~ORCHESTRA~~

CLOSING COMMERCIAL

ATX01 0117218

- 1 -

WEAF

THE AMERICAN TOBACCO COMPANY

11-22-44

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #348

10:00-11:00 PM EWT

NOVEMBER 22, 1944

WEDNESDAY

Program originates at the Navy Exhibit, Navy Pier, Chicago, Illinois,
with switchovers to NBC New York for commercials and closing.

(FROM NEW YORK)

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

RIGGS: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

SHARBUTT: Yes, sir!
(Ex. Q)

DELMAR: That says it!

RUYSDAEL: And how!

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

RIGGS: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO CHICAGO, ILLINOIS)

- 1 -

ATX01 0117219

KAY KYSER

- 2 -

11-22-44

(FROM CHICAGO, ILLINOIS)

ORCHESTRA: "LUCKY DAY"

FORMAN: LUCKY STRIKE presents for the entertainment of the
Battling Bluejackets of the United States Navy and as
part of the Navy's 6th War Loan Exhibit in Chicago,

Illinois -- Kay Kyser's College of Musical Knowledge! *with our*

special guest - Bob Hope!
AUDIENCE: "YEAH NAVY!" "BACK THE ATTACK!" "HOORAY!"

ORCHESTRA: KYSER THEME

(AUDIENCE APPLAUSE UP BIG)

- 2 -

ATX01 0117220

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

AUDIENCE: CHIPPER, SKIPPER.

KYSER: Chipper skipper? Well das fine, we're chipper too, 'cause we're holding class on the Navy pier at the Navy's mighty 6th War Loan Exhibit in Chicago, before a student body of fightin' bluejackets. This wonderful war Exhibit is trying to show the public exactly how the Navy lives. This is, they were going to show the public exactly how the Navy lives, but they couldn't import ten million mosquitos, stage a fog, have it rain buckets, truck in enough mud, or get the food cold enough!

FORMAN: Hello, Fess, What's up, besides my popularity rating?

KYSER: Well, if it isn't Pretty Face Forman, our Dean of Public Speaking. My, what a modest retiring violet you are.

FORMAN: Violet, huh? Well, at least I haven't got a geranium face on a slim stem sticking out of a big pot.

KYSER: Well anyway, I smell sweet. Say Bill, isn't it wonderful to be here? And just think, last week we were in California at Delmar, where the turf meets the surf.

FORMAN: Yes. Now you're at Chicago where the droop meets the Loop! Say, Fess, they're showing everything at the Navy Exhibit. They even plan to have a display of the buzz bomb.

KYSER: No. sir. I will not permit it ... I won't allow Ishkabibble to stand out there all day with his head exposed.

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

KYSER: Wait a minute, Ish.

ISH: Washington, D. C. On account of the administration bein' there so long, they have decided to change the Democratic mascot from a donkey to a zebra.

KYSER: A zebra?

ISH: Yeah. That's a donkey with hash marks.

KYSER: Never mind that, Ish.

ISH: All right, but who was that girl I seen you out with last night?

KYSER: She's a very pretty, up-to-date girl. She even uses pancake make-up.

ISH: No wonder she uses pancake make-up. She's got a face like an old waffle.

KYSER: Ish, have you done any sight seeing in Chicago?

ISH: Sure. I been over to the stock yards and they offered me a job over there.

KYSER: The stock yards offered you a job? Why, you wouldn't even know a cow from a hog.

ISH: Is that so? ... you're on the air every Wednesday night, aren't you?

KYSER: Yes.

ISH: Well I ought to know a ham when I see one.

KYSER: Back to the school room, Ish. You could stand some learning because right now these sailors are burnin' to try for our \$115 in War Bond prizes.

FORMAN: But before we watch the students take their chance, the Professor says ...

KYSER: Come on, chillun, yet's dance.

1. TOGETHER ORCHESTRA

2. THERE GOES THAT SONG AGAIN DON LESLIE

KAY KYSER
Commercial #1

- 3 -

11-22-44

(FROM CHICAGO, ILLINOIS)

KYSER: Yessir, that was my boy! And now, here's our good friend,
Del Sharbutt ...

(FROM NEW YORK)

SHARBUTT: Today, tomorrow, always: it takes fine tobacco to make a fine cigarette. And here's a fact proved by the long experience of millions of smokers: Lucky Strike means fine tobacco -- yes, today, tomorrow, always Lucky Strike means fine tobacco. Remember that all-important fact, ladies and gentlemen, and remember that this very week at auctions now open in the Southland, Lucky Strike is again buying for you the finer, the riper, the naturally milder Lucky Strike tobacco. Independent tobacco experts present at the auctions can see just who buys what tobacco. And sworn records show that among such independent tobacco experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1!

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: For real, deep-down smoking enjoyment smoke the smoke
(Old
Impulse tobacco experts smoke - Lucky Strike!
Tag #23)

(SWITCHOVER TO CHICAGO, ILLINOIS)

Orch. Kysers March

- 3 -

ATX01 0117223

FORMAN: First examination, Fess.

KYSER: And our first contestant is _____!

1. Pvt. Melvin Barnett of Camp Pendleton, California, wants us to go back to the night of October 8, 1871. Do you know what the lantern said to Mrs. O'Leary's cow? Well, to the cow the lantern said (PLAY). After the first, they tried the cow in court. She pleaded her own case. The cow said, "It was an accident, believe me (PLAY)." Well, that's the ^{cow} story - and this next is no bull, we're mighty happy to be back here, cause we still get a kick out of (PLAY).

2. Pat and Jimmie England of Athens, Pennsylvania, would like you to name two radio quiz classes that originated here in Chicago. Now pretend you're Dr. I.Q. announcing another contestant.

CONTESTANT: I HAVE A WAVE IN THE BALCONY, DOCTOR.

KYSER: WELL, DON'T LET HER GET AWAY!

3. Margaret Nagy of New York City, says here's the theme of one of America's best known bands and the leader once played a clarinet in the band of Chicago's famous Hull House. (PLAY) Let's pretend you are B.G. Here is his _____. Now every time our band stops, you be B.G. (PLAY)

4. It's how-when-and-where time again, so Pvt. Richard Bazingski of Tonopah, Nevada, wants you to tell us how, when and where. In the Selective Service Act, the order of draft numbers were determined in Washington, D. C. How? World War Two began with Germany's attack on Poland. When? The German battleship, Tirpitz, was destroyed November 12 in Troms Fjord by RAF planes. Where?

KYSER: Incidentally, I just want to say that all these G.I.'s here before us tonight bought a bond to support the 6th war loan. That's an example for all of us -- let's back the team that backs itself!

KAY KYSER

- 7 -

11-22-44

~~12-25-44~~

5. Here comes the 'what whats.' For Seaman Dominic Sylvester somewhere in Uncle Sam's Navy, we're going to take the right words out of some song titles and insert the word 'what.' You take out the 'whats' and put the right words back. What's the right title for this one? "I Want To What With A Whaty With a What In Her Whating." "What You What Or What You What My Whaty?" "What Is What What They What About Whatsy?"

6. It's football time in the college. This Saturday Cornell meets Penn, Dartmouth hits Columbia, while Georgia Tech hears the fighting chant of (PLAY). Also, Fred Gillespie of Elsmere, New York, says look out for Northwestern against Illinois, Michigan vs. Ohio State, as Indiana collides with (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

- 7 -

ATX01 0117226

FORMAN: First winning seaman, Fess.

KYSER: But before the first winning seaman, let's introduce our Visiting Demon, our special guest and visiting dean, old "Sway beak" himself, Bob Hope! (APPLAUSE)

HOPE: Yes, sir. This is Bob "College of Musical Knowledge" Hope ... saying, brush your teeth with Pepsodent and on Thanksgiving when you attack the bird you won't find your gums shifting into third. Say, it's really nice to be here on Kay's program ... with the older generation. How are you anyway, Gramps?

KYSER: Gramps. What do you mean? I'm not old.

HOPE: Not old? Who are you kidding? You can remember other presidents.

KYSER: Now listen here ... swoop snozz.

HOPE: Foul! Swoop snozz ... who's writing your stuff ... Crosby? You know your nose must be fun at parties ... so handy for chipping ice.

KYSER: But Bob, I like your nose. It brings back Thanksgiving memories.

HOPE: My nose brings back Thanksgiving memories?

KYSER: Yeah, it reminds me of the part of the turkey I always get.

HOPE: Well it comes in handy for opening bottles.

KYSER: Say Bob, you're really spruced out for Chicago. Is that a suit you're wearing ... or a sea bag, with lapels?

HOPE: Charming boy! You must feel pretty confident coming to work in that bathrobe. What an outfit. Cap and goon.

KYSER: That's cap and gown! Look in your script.

HOPE: That's cap and goon. Look in your mirror.

KYSER: Sir, this is an academic gown.

HOPE: It must be wonderful to dress like that on the radio ...
then you can lay your eggs in privacy.

KYSER: You know something Bob? You should be in the Navy.

HOPE: Me in the Navy? What could I do in the Navy?

KYSER: Release a Wave for active duty.

HOPE: Waves ... you mean an old salt with a new shaker? Fellas
... now we're really going to take our hair down. I'm
going to take mine down, Kyser will do the best he can.

KYSER: Say, spout snout ...

HOPE: Steady now, hawl: hook.

KYSER: Say Bob, have you been around the Navy Exhibit? What do
you think of this jet propulsion?

HOPE: Jet propulsion? I thought I saw them demonstrating it this
morning. I heard a big rush of wind and saw a streak
whizz past.

KYSER: You did? What was it?

HOPE: Just Eleanor running behind schedule.

FORMAN: The winner of the first exam.

KYSER: And he is Lawrence Jones. Ah, thanks for waitin'. On
your answers you weren't hesitatin'. Light up a Lucky
Strike while the chillun start skatin', and the Town
Criers go to town on "Is You Is or Is You Ain't My Baby?"

3. IS YOU IS OR IS YOU AIN'T TOWN CRIERS
(APPLAUSE)

KAY KYSER

- 4 -

11-22-44

Commercial #2 (Q)

(Let us give thanks for the bounty that is ours this day and for the promise of the years before us.)

(FROM CHICAGO, ILLINOIS)

KYSER: You're real troupers. The Chicago Loop says you are super. Thanks kids 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 - so round, so firm, so fully packed, so free and easy on the draw.

RIGGS: (CHANT - SOLD AMERICAN)

VOICE II: Let us give thanks for the bounty that is ours this day
... and for the promise of the years before us.

RUYSDAEL: They came as immigrants to a strange land. They came, as immigrants have always come to America, not to find gold, but to seek that which is richer than gold ... the blessed gift of freedom: freedom to live in dignity and in peace ... freedom to worship according to the dictates of their own hearts and their own conscience. They came a long, long way to Plymouth Rock, a journey of 63 days in an ancient vessel called the Mayflower. They called themselves Pilgrims, and some of their names are still famous ...

- 4 -

(MORE)

ATK01 0117229

KAY KYSER

- 5 -

11-22-44

Commercial #2 (Q) - (CONTD)

(Let us give thanks for the bounty that is ours this day and for the promise of the years before us.)

VOICE I: John Carver, William Bradford, Captain Miles Standish,
(FADE) John Alden ...

RUYSDAEL: They were God-fearing men who worked with their hands,
and they knew many trades ...

VOICE II: Carpenter ... Mariner ... Printer ... Tailor ...
Blacksmith ... (FADE) Shoemaker ... Cooper ...

RUYSDAEL: That first winter in America was bleak and bitter-cold,
and they huddled together in the log cabins, and they
carried their muskets when they walked to church. And in
the Spring, a friendly Indian named Squanto taught them to
grow corn ...

SQUANTO: You must make a little mound over the seed ... like this
... and you must pack it hard (FADE) against the wind ...

RUYSDAEL: And when the time of autumn had come and the land was
glorious with color, the twenty acres were harvested, and
a lovely girl named Priscilla was given in marriage to a
shy, handsome man named John Alden. Then it was that the
young men brought venison and waterfowl and wild turkey,
and there was a feast ... a great feast to commemorate
their victory over the wilderness ... the first American
feast of Thanksgiving ...

VOICE II: (PROJECTING) Let us give thanks for the bounty that is
ours this day ... and for the promise of the years before
us.

(MORE)

- 5 -

ATX01 0117230

KAY KYSER

- 6 -

11-22-44

Commercial #2 (Q) - (CONTD)

(Let us give thanks for the bounty that is ours this day and for the promise of the years before us.)

RUYSDAEL: Perhaps the story of Thanksgiving should end there ... on that clear sunlit day in 1621. And yet, it can never end. Tomorrow, in this year of 1944, Americans everywhere will again give thanks for the bounty that is ours ... and for the promise of the years before us. And wherever Thanksgiving is observed ... whether in the little house on Main Street, or in the mountains of Italy, or on a battleship in the Pacific, or along the road to Berlin ... the same American spirit will prevail -- the courage, the faith in freedom and in the dignity of all men that is the sustaining quality of ... America.

RIGGS: (CHANT - SOLD AMERICAN)

DEINAR: You can always rely upon men of quality just as you
(Closing
#14) can always rely upon a product of quality. Certainly, you can always rely on Lucky Strike ... for year-in, year-out, Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco, so round, so firm, so fully packed, so free and easy on the draw.

BOONE: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT
LS - MFT
LS - MFT

SHARBUTT: There's real, deep-down smoking enjoyment in Lucky Strike
(Old ...
Impulse ... for Lucky Strike means fine tobacco. Yes, Lucky
Tag #13) Strike means fine tobacco.

(SWITCHOVER TO CHICAGO, ILLINOIS) - 6 -

ATX01 0117231

KAY KYSER

- 9 -

11-22-44

ORCHESTRA: CARROLL INTRODUCTION

KYSER: Now from the Navy Pier, here's a dear. It's our own cover
girl gorgeous Georgia Carroll! (APPLAUSE) And for all our
guys overseas and the Navy here before us ... Georgia
sings ...

4. MY CHRISTMAS SONG FOR YOU GEORGIA CARROLL
(APPLAUSE)

- 9 -

ATX01 0117232

KAY KYSER

- 7 -

11-22-44

(FROM CHICAGO, ILLINOIS)

FORMAN: From the Navy 6th War Loan Exhibit in Chicago, Kyser
College pays tribute to our victorious Navy!

QUARTET: "ANCHORS AWEIGH" FADE FOR:

(APPLAUSE)

FORMAN: To the fighting men of Navy
Who rule the seas and skies
To the guardian hand of Navy
Above each ship that plies
All hail our blue-clothed service,
From shore to shore resound
The planes and guns of Navy
That sent the Jap ships down.
To you we pay our homage
Your names with glory blaze
The fighting sons of Navy
Have earned a Nation's praise!

LOCAL NBC STATION SAYS:

"STATION X X X SALUTES THE UNITED STATES NAVY!"

ORCHESTRA: KYSER MARCH

- 7 -

ATX01 0117233

KAY KYSER

- 11 -

11-22-44

FORMAN: Ladies and gentlemen, apropos of the Thanksgiving holidays, tonight the College Players presents "The Story of the Pilgrims," starring those two grim pills, Bob Hope and Kay Kyser! As the scene opens, the little Mayflower is sailing valiantly on. Curtain!

HOPE: It's about time we were reaching land, isn't it?

KYSER: We're almost there. Listen.

SOUND: CHICKEN CACKLING

HOPE: What's that?

KYSER: Plymouth Rock.

HOPE: Kyser, that's an old joke.

KYSER: I never use an old joke unless I'm in a tough spot.

HOPE: You never use an old joke unless you're in a tough spot?

KYSER: No.

HOPE: Where did you broadcast from last week ... Alcatraz? Look, Kay, there's a bottle with a note in it.

KYSER: What does it say?

HOPE: How about a refill? Signed W. C. Fields.

KYSER: Never mind. Steer the boat! And look out! There's a big rock right in front of you.

HOPE: Where?

SOUND: A CRASH, BUT BIG

KYSER: There! ... You're a fine guy to steer a boat.

HOPE: Can I help it? I used to be a parking lot attendant. Come on, let's get off.

SOUND: WALKING DOWN GANG PLANK

HOPE: Well, we've landed.

GIRL: No! Don't! I won't! I tell you! (SCREAMS)

KYSER: So have the Marines. Hey, look, there's a bunch of

- 11 -

BTX01 0117234

KAY KYSER

- 11A -

11-22-44

KYSER: (CONTD) Indians and one of them is coming to meet us.

HOPE: Hello, Indian.

JOE: Helloooooo there! This very hard place to land in boat.
How you get ashore?

HOPE: Well, I landed in an L.S.T. Kyser came in on an L.S.M.F.T.

JOE: Good. Me young brave. My name Little Water. How,

HOPE: How are you, Little Water?

ISH: And I am the chief, Little Water's father.

KYSER: Glad to know you, Big Drip.

ISH: You like to join Indian tribe? Me give you Indian names.
Hey you, bucket puss.

KYSER: Bucket puss?

ISH: Yeah ... pale face. Me give you Indian name ... Drooling
Wolf.

HOPE: What's mine?

ISH: Bassoon Beak.

HOPE: Don't criticize me. Your folks have a little change
coming too!

ISH: Now we prepare sacrifice. Tie up pale faces and build fire
for burning at stake.

HOPE: Hey, wait a minute. Why us?

ISH: Long time no rain come. No rain, no grain grow. No grain,
people starve. If we make pale face sacrifice, maybe rain
come and grain grow again.

HOPE: But aren't you going to let us say something, even goodbye?

ISH: Talk! One minute.

HOPE: You start it, Kyser.

KYSER: Okay. This is Kay Kyser saying so long everybody.

HOPE: And this is Bob Hope saying thanks for the memory.

- 11A -

ATX01 0117235

KAY KYSER

-- 11B --

11-22-44

ISH: Hey, wait a minute! Are you pale faces Kay Kyser and
Bob Hope?

HOPE: That's right.

ISH: Famine over! Famine over! With Kyser and Hope here,
plenty of corn for everybody!

ORCH: CHORD

- 11B -

ATX01 0117236

FORMAN: First second round contestant, Fess.

KYSER: And he is _____.

1. In these days of civilian scarcities, there are lots of things almost impossible to obtain. Seaman Rance Long somewhere in Uncle Sam's Service, says he decided to interview some of those articles to see what they think about the situation. First he interviewed a pair of nylons. "I have to be very, very careful," said the nylons, "so everytime my mistress gets a little careless, I remind her I'm her last pair and I'm going to spring a runner if she doesn't (PLAY). Next he interviewed a garter. The garter said, "I used to be a snappy fellow, you know, no metal can touch you. But now, everybody's legs are singing (PLAY).

2. Here come the right and wrongers again, so for Wave Mary Ingels in Uncle Sam's Service, just listen to the following statements and answer right or wrong. 1. "I dream of Jeannie with the Light Brown Hair" was written by George M. Cohan. 2. Chicago has a river which runs up stream. 3. On the Fibber McGee and Molly program, the part of Beulah is played by a man. 4. Patsy Kelly is Mayor Kelly's daughter.

3. For Mary Center of Kansas City, Missouri, we've taken the number one, two, and three songs from last Saturday's Hit Parade, and scrambled them up. You listen and name 2 out of 3 and tell us which one was number one. (PLAY)

4. Jeepers Creepers, it's a beep beep beeper. Pvt. Robert Nichol of Fort Sill, Oklahoma, wants us to see how well you can beep beep, by saying 'beep beep' everytime our orchestra stops playing a familiar overture. I'll demonstrate for you, then you try it. (PLAY) Okay ... happy beeping. (PLAY)

KYSER: We're looking forward to spending Thanksgiving with the G. I.'s. Tomorrow afternoon we'll see you men at the Great Lakes Navy Hospital, later Thanksgiving evening with the army men at Gardiner General Hospital, Friday night at Vaughn General Hospital and then to Topeka, Kansas - the Army Hospital Saturday afternoon and that evening we'll see the gang at Topeka Army Air Base. Next Wednesday we'll hold class with the Navy Hell Divers at the Naval Air Station, North Island, California.

5. For Wave Bernice Cosgrove of Washington, D. C., our Dean of Public Speaking, Pretty Face Forman, will give further proof of his vocal versatility. He's going to do an impersonation for us. You listen and tell us who it is. (FORMAN.) Now Bill will comment on his own performance in the voice of another well-known radio personality. (FORMAN.)

6. For Bert Duncan of Georgetown, South Carolina, here are more of this Saturday's football games. Iowa meets Iowa Preflight, Duke vs. North Carolina (my alma mammy), while in a ding-dong battle Wisconsin will tackle (PLAY). Also, it's Mississippi vs. Mississippi State. In the far west, California meets St. Mary's Preflight, as Southern California tries to trap (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

KAY KYSER

- 15 -

11-22-44

FORMAN: The second round winner, Foss!

KYSER: Tell the judges to unwind a decision, Dean.

SOUND: RATCHET

KYSER: Thank you.

FORMAN: And the winner is!

KYSER: Harold Goodman. Ah, my boy, I knew you'd arrive. You're the pride of Lakeshore Drive, so light up a Lucky Strike and rest, recess is here. Right now the chillun dance or listen as our gang transports them with ... "The Trolley Song."

5. THE TROLLEY SONG PRODUCTION
(APPLAUSE)

- 15 -

ATX01 0117240

(FROM CHICAGO, ILLINOIS)

KYSER: Well, fan mah brow and blow me down, the gang was really goin' to town. That was great, fellers. And now, you take over, Kenneth Delmar ...

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: Quality ... fine quality in a product is one thing, ladies and gentlemen, you always seek. And you can always rely on the year-in, year-out fine quality of Lucky Strike, the cigarette that has won the esteem of independent tobacco experts ... men like Mr. Edwin Lee Moore of Greenville, North Carolina, who recently said ...

MR. MOORE: For many years I've been in a good position to know the facts about who buys what tobacco at the auctions every season. And in all this time, I've seen the tobacco Lucky Strike has been buying -- the lighter, naturally milder leaf that makes a milder more enjoyable smoke. That's why my own cigarette, for the last 16 years, has been Lucky Strike.

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

11-22-44

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

(SWITCHOVER TO CHICAGO, ILLINOIS)

6 I'm Gonna See My Baby - Sully Mason
(Applause)

Orch. Eyes March

KAY KYSER

- 17 -

11-22-44

FORMAN: The final exam! Lakeshore traffic stops, girls call for the cops, S.P.'s blow their tops, while we greet little Caesar, that old geezer with the sun-kist beezer, Kay Keezer!

KYSER: And our first contestant is _____!

1. Our final exam tonight is dedicated to Thanksgiving. I know each of us has our individual blessings for which to be thankful, but I agree with Corp. Andrew Kisecky somewhere in England, that all of us here under the Star Spangled Banner should be most thankful for (PLAY). Tomorrow is Thanksgiving Day, who writes "My Day?" What comic strip do you associate with Sadie Hawkins Day?

- 17 -

ATX01 0117243

KAY KYSER

- 18 -

11-22-44

4. Calvin Carter of Globe, Arizona, says, when you give thanks tomorrow, to be sure to (PLAY). To what nation do we give thanks for the statue of Liberty? And this year, we should offer a special prayer of thanks for Uncle Sam's Army, Marines and our fighting Navy. To all of them, the College says "Happy Thanksgiving" and thanks a million. (PLAY)

(APPLAUSE)

SOUND: CLASS BELL

- 18 -

ATX01 0117244

KAY KYSER
Commercial #4

- 10 -

11-22-44

(FROM CHICAGO, ILLINOIS)

FORMAN: Fess, shall I bring the winner before the band?

KYSER: First a solid suggestion goes across the land!

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

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

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

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

BOONE: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO CHICAGO, ILLINOIS)

- 10 -

ATX01 0117245

(FANFARE)

FORMAN: The final winner, Professor.

KYSER: And he is Chief Lawrence Jones of Dallas, Texas with a perfect score all the way. Man you really had the knack, let me pat your back.

SOUND: EXPLOSION

KYSER: Sorry. I should have put that hand grenade down first. Anyway, the \$50 Bond first prize to you plus a \$25 Bond for a perfect score all the way, and a twenty-five to number two. Ten each in stamps to you other men, a carton of Lucky Strikes to all six, and then, AND THEN! To all of you from the theater of the Pacific, for your shouts and cheers which were super terrific, a package of better-than-ever LUCKY STRIKE CIGARETTES.

(CHEERS)

11-22-44

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

KYSER: Uncle Sam has asked me to give you just a few facts about the Sixth War Loan. Here at the Navy's Sixth War Loan Exhibit our citizens are seeing with their own eyes the costly machinery of war -- planes, guns, and ships -- the duplicates of which landed our forces in Europe and which are smashing at the Japs in the Pacific. To see this preparation gives you an idea of the task ahead. To see it underlines the solemn fact that the war on both fronts ranks very much as unfinished business. It means that each of us as citizens faces a continuing responsibility, to back our fighting men with fighting dollars - not just until Germany surrenders, but until the last Jap quits. The Sixth War Loan has a total goal of 14 billion dollars. To meet the 5 billion dollar quota for individuals, every person in the United States is asked to buy, if possible, one extra \$100 War Bond over regular purchases. ~~With all who can, urged to buy \$200, \$300 or more.~~ You'll be called on by the Victory Volunteers during the Drive. When he calls, remember he is speaking for ^{your son} Uncle Sam. ~~We've promised our men continuing superiority in weapons. Let's all of us spare nothing to make good that promise. What about it America?~~

ORCHESTRA: KYSER THEME

ATX01 0117247

KAY KYSER

- 13 -

11-22-44

(FROM CHICAGO)

CHICAGO

ANNOUNCER: This program was presented by Lucky Strike for the entertainment of the courageous men of the United States Navy at the Navy's mighty Sixth War Loan Exhibit in Chicago. 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)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

DELMAR: Remember - first, last and always - Lucky Strike means
(Old fine tobacco - so round, so firm, so fully packed, so
Impulse Tag #10) free and easy on the draw.

NBC

ANNOUNCER: THIS IS THE NATIONAL BROADCASTING COMPANY.

- 13 -

ATX01 011724B

FOOTE, CONE & BELDING

Advertising

212 PARK AVENUE NEW YORK • WICKERSHAM 2-6600

CLIENT: THE AMERICAN TOBACCO CO. REVISION: _____ NETWORK: NBC
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 10-11:00 PM
DATE: NOVEMBER 29, 1944 - #349 REPEAT: *As Broadcast*

"KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE"

ROUTINE

OPENING COMMERCIAL

- | | |
|-----------------------|-------------|
| 1. DANCE WITH A DOLLY | SULLY MASON |
| 2. I DREAM OF YOU | DON LESLIE |

COMMERCIAL ONE

ROUND ONE

- | | |
|---------------|-------------|
| 3. WHISPERING | TOWN CRIERS |
|---------------|-------------|

COMMERCIAL TWO

- | | |
|-----------------------------|-----------------|
| 4. I DON'T WANT TO LOVE YOU | GEORGIA CARROLL |
|-----------------------------|-----------------|

STATION BREAK

ROUND TWO

- | | |
|-----------|------------|
| 5. ALWAYS | PRODUCTION |
|-----------|------------|

COMMERCIAL THREE

- | | |
|---|------------------------|
| 6. SWINGING ON A STAR | ORCHESTRA |
| 7. I FOUND A MILLION DOLLAR BABY | TOWN CRIERS |

FINAL ROUND

COMMERCIAL FOUR

- | | |
|---------------------|-----------|
| 8. YEARNING (faded) | ORCHESTRA |
|---------------------|-----------|

CLOSING COMMERCIAL

ATX01 0117249

- 1 -

WEAF

THE AMERICAN TOBACCO COMPANY

11-29-44

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #349

10:00-11:00 PM EDT

NOVEMBER 29, 1944

WEDNESDAY

Program originates at the Naval Air Station, North Island, San Diego, California with switchovers to NBC, New York, for commercials and closing.

(FROM NEW YORK)

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

BOONE: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: IS - MFT

IS - MFT

IS - MFT

SHARBUTT: Of course!
(Ex. D)

DELMAR: Right you are!

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

BOONE: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO SAN DIEGO, CALIFORNIA)

- 1 -

ATX01 0117250

KAY KYSER

- 2 -

11-29-44

(FROM SAN DIEGO, CALIFORNIA)

ORCHESTRA: "LUCKY DAY"

FORMAN: LUCKY STRIKE presents for the entertainment of the
helldiving pilots and crews of the U. S. Naval Air
Station on North Island, San Diego, California --
Kay Kyser's College of Musical Knowledge!

AUDIENCE: "YEAH NAVY!" "FLIERS!" (SOUND: PLANE ZOOM) "HOORAY!"

ORCHESTRA: KYSER THEME

(AUDIENCE APPLAUSE UP BIG)

- 2 -

ATX01 0117251

KLY KYSER

- 2 -

11-29-44

KYSER: Evenin' folks, how y'all?

AUDIENCE: GREAT, MATE.

KYSER: You're great, mate. And the old College is glad to keep this date for a class session with Uncle Sam's fighting Navy Airmen at the U.S. Naval Air Station, North Island, in San Diego harbor. The guys who send Jap ships to the nearest land ... two miles ...straight down! (APPLAUSE) They just named the newest squadron here the Carrier Pigeons. When their carrier docks, they head for the San Francisco Pigeons!

FORMAN: Hello, Fess. What's up besides my popularity rating?

KYSER: Well if it isn't Pretty Face Forman, our Dean of Public Speaking. The only man who sleeps in a grease mask every night so he'll have perpetual beauty.

FORMAN: Well, from the mask you're wearing, it must be perpetually Halloween. (PAUSE) But seriously, Professor, this is one of Naval Air's great bases. Carriers with their courageous crews are in and out of here all the time from Pacific battles.

KYSER: That's right, Bill. These veteran pilots have their combat troubles, but some of the new pilots training here have Dick Tracy trouble.

FORMAN: Dick Tracy trouble?

KYSER: Yes. Everytime they see a flattop they get Shakoy. But say, Bill, I wonder why the girls are so unfriendly here?

FORMAN: The girls are unfriendly? What makes you think that?

KYSER: Well, the weather tower just reported "another cold Wave approaching North Island."

- 2 -

ATX01 0117252

KAY KYSER

- 2A -

11-29-44

FORMAN:

It's certainly low around here. Do you think this island is ever troubled with rain?

KYSER:

Bill, it never rains here ... of course sometimes the fog gets a little juicy. And speaking of fog, I lost my girl here once in a fog. After 20 minutes, I saw a figure loom up through the mist.

FORMAN:

Was it she?

KYSER:

No, it was a sailor. I said, "Hey, mate. There's a girl lost in that fog bank." The sailor answered, "Yes, I know, friendly little thing, isn't she?" But I love to come to the Naval Air Station. This afternoon Admiral Buckmaster took me up in his plane. When we landed, the plane bounced 15 feet. The plane would buck and he would say "Roger." The plane bucked again and he said "Roger." I said, "I thought you wore Buckmaster ... not Buck Rogers!" By the way, you know what "roger" means in Navy Aviation, don't you? Well, "roger" means I just overshot the carrier, the tail's shot off, the fuel's gone, the landing gear is stuck, the motors are missing, but clear the runway, here I come again.

ISH:

Jest a second, jest a second, little chum. I got a nice Yuletide poem here which I wouldst like to read samo.

KYSER:

Read your Yuletide poem.

ISH:

Ohhhhh, 'twas the night before payday and oh what a pity, Not a creature was stirring. It was National City.

KYSER:

That's a favorite liberty town near here, folks.

ISH:

Ohhhhh sing a song of sixpence, pocket full of rye, four and twenty sea gulls baked in a pie. No wonder the sailors go out to eat.

- 2A -

ATX01 0117253

KAY KYSER

- 2B -

11-29-44

FORMAN: Ish, take your poems and soram, it's time for the first exam and \$115 in War Bond prizes. But before we turn a prop, the Professor says ...

KYSER: Come on, chillun, yet's hop.

1. DANCE WITH A DOLLY SULLY MASON

2. I DREAM OF YOU DON LESLIE

(APPLAUSE)

- 2B -

ATX01 0117254

KAY KYSER
Commercial #1

- 3 -

11-29-44

(FROM SAN DIEGO, CALIFORNIA)

KYSER: Ah, well done, well done. That was a beautiful song,
beautifully sung. And now, here's Basil Ruysdael ...

(FROM NEW YORK)

RUYSDAEL: Ladies and gentlemen, if you want to make sure that you
get real, deep-down smoking enjoyment from a cigarette,
then make sure to pick a cigarette of fine tobacco. For
the plain fact is that it takes fine tobacco to make a
fine cigarette. And Lucky Strike means fine tobacco - yes,
first, last and always, Lucky Strike means fine tobacco.
This very week, at auctions in the Southland, Lucky Strike
is again buying for you the finer, the riper, the naturally
milder Lucky Strike tobacco. Independent tobacco experts
present at the Auctions -- men who spend their lives
buying, selling and handling tobacco -- can see just who
buys what tobacco. And sworn records show that among such
independent tobacco experts -- auctioneers, buyers and
warehousemen -- with men who know tobacco best, it's
Luckies 2 to 1!

RIGGS: (CHANT - SOLD AMERICAN)

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

(SWITCHOVER TO SAN DIEGO, CALIFORNIA)

Orch: Kyser March

- 3 -

ATX01 0117255

KAY KYSER

- 4 & 5 -

11-29-44

FORMAN: First contestant, Fess!

KYSER: Thank you, Bill Forman, and he is _____!

1. Corporal Kenneth Angus of Buffalo, New York, says what happened to one of his friends is typical of all the men stationed at North Island. His friend was a real Romeo, the kind of a guy who used to sit and spoon and make all the girls yell (PLAY). But now Johnny's out here on North Island and when you're here, if it's love you want, you and the lobsters sit on the pier and (PLAY).

2. Certain bandleaders have characteristic ways of greeting their listeners. For example, who says, "Hi ho, everybody?" Who says, "Is everybody happy?" And a fine guy uses this greeting, "Hello, you pretty things." He also says, "Hiya Jackson." Who says, "Lopez speaking?" And what would you say when your radio said, "Evenin' folks, how y'all?"

BREEZE: I'D SAY, SHUT IT OFF!!

- 4 & 5 -

ATX01 0117256

3. Bill Browning of Wichita, Kansas, wants you to listen and tell us what favorite mystery program has this theme? (PLAY) What are the hero and heroines names on that program? I'll give you a hint ... It's Nick and (LYMLIN) Say, we'd like to hear you give a blood-curdling laugh like you hear on those mystery programs. Try it.

4. Navy pilots are known as hell divers so Sgt. Bob Scott of San Luis Obispo, is sure you'd know what kind of a diver would go into action to get a (PLAY). Can you name three popular dives?

5. Our Visiting Dean tonight is Jesse Purdue of Los Angeles, California. Yet's get him out here. (APPLAUSE) Jesse played trumpet with Lionel Hampton just before he entered the Navy, and man, he can really play. Now for Lt. Erwin Wegman, of Hamilton Field, California, tell us what Jesse is going to give out with. (PLAY).

6. Wilford Schuster and the rest of the boys at Texas Tech, want us to do a round-up on this weekend's football battles. Notre Dame meets Great Lakes, Louisiana State plays Tulane, while Georgia hears the engineers sing (PLAY). And we are sure you'll know these two teams that play this Saturday in the greatest football classic of the year. (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

KAY KYSER

- 8 -

11-29-44

FORMAN: First winning Seamen, Fess!

KYSER: And he is _____!

ISH: (TRUMPET) Presentin' Ish Kabibble, your Sports Announcer!

KYSER: Ish, you don't know anything about sports announcing.

ISH: Well, I'd just like you to know that I'm auditioning to broadcast the Army-Navy battle. I just turn on this here movie machine here, watch the plays and give 'em the inside ... dope.

KYSER: Okay, I'll listen. Turn on the machine.

SOUND: CROWD ROAR RECORD - IN AND FADE LOW

ISH: Hello sport fans! Well here's the pitchure the way I see it in this great game out here today. Now the fellas are sort of gathered around out there in some kind of formation ... they're comin' out of a muddle up to the line of cribbage. The fellah with the single wing on his back just got clipped for a block and tackle! And there goes the gun fer the half! Now fer the football prediotions.

KYSER: All right. Tomorrow - Naval Air plays Fleet Air. What do you think of that battle, Mr. Kabibble?

ISH: Why ... ah ... I think it's nice. If the two teams want to get together and play a little football, I ain't got nothin' against it.

KYSER: No, no stupid. In your opinion, how do the teams stack up?

ISH: Well fans, I imagine they'll stack up like any other bunch of fellas when they smear into each other. Offhand, I'd say they'd stack up in piles.

- 8 -

ATX01 0117259

KAY KYSER

- 8A -

11-29-44

KYSER: Listen, wizard of the gridiron. Your public is waiting to hear how the two teams compare with each other.

ISH: Oh, that. Well, both clubs have a fine, a fast ... the offense is right in there ... somewhere ...

KYSER: Kabibble predicts the score! On the eastern seaboard! Mouthdart versus Visibility College! The score!

ISH: Mouthdart eight-two ... Visibility Zero!

KYSER: And now, Ish Kabibble will give you a little of the color of this great game out here today. Come in, Ish Kabibble.

ISH: Howdy fans. It's a beautiful afternoon out here, and I want to give you a little color of this game. I see a babe over there in a green dress ... and boy, has she got!

KYSER: (BREAK IN) That's enough color! Hey, Ish! They're starting to play again. Watch that tackle take out that guard!

ISH: That ain't nothin'. Watch me take out that babe in the green dress!

FORMAN: The first winner, Professor!

KYSER: And he is _____! You're the first winner for Uncle Sam, get your sea legs for the final exam, and have a Lucky Strike while the chillun jam!

3. WHISPERING TOWN CRIERS
(APPLAUSE)

- 8A -

ATX01 0117260

KAY KYSER

- 4 -

11-29-44

Commercial #2 (Q)

(We are a band of brothers ... and we stand on the side of Freedom!)

(FROM SAN DIEGO, CALIFORNIA)

KYSER: ... you were on the beam and that's no dream. Thanks for some swell singin'.

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

SHARBUTT: Let that historic chant remind you that Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

BOONE: (CHANT - SOLD AMERICAN)

NELSON: We are a band of brothers ... and we stand on the side of Freedom!
(47)

DELMAR: Just four years ago, a man in a brown shirt paced furiously up and down the corridor of a house set high in the hills at Berchtesgaden. His eyes had the burning look of a fanatic, and his voice was touched with hysteria ...

HITLER: I tell you ... England must be destroyed! And I will destroy her! Yes, before the month is out, we shall set sail against England!
(50)

(MORE)

- 4 -

ATX01 0117261

KAY KYSER

- 5 -

11-29-44

Commercial #2 (Q) - (CONTD)

(We are a band of brothers ... and we stand on the side of Freedom!)

DELMAR: That man, as you remember, was ... Mr. Adolf Hitler, and he tried ... and he failed -- just as another war lord had failed more than a hundred years earlier. This was a man named ... Napoleon Bonaparte, and he, too, was given to pacing floors and shouting at the top of his voice ...

NAPOLEON: The time has come, gentlemen. We shall invade England ...
(34) and break her as we have broken the rest of Europe!

DELMAR: He tried, too. That was in the month of October, in the year 1805. But there was one man Napoleon did not reckon with ... a slender, slight-built Englishman named Horatio Nelson, Admiral of the British Fleet. On the morning of October 21, 1805, Admiral Nelson looked through his spyglass, saw the huge enemy armada ... and decided to go in -- punching! He called his officers together and spoke the words that became the everlasting inspiration for his countrymen.

NELSON: We shall attack in force -- and we shall be victorious.
For we are a band of brothers, and we stand on the side of
freedom. (PAUSE) Let this message fly from our masthead:
England expects that every man will do his duty.

(MORE)

- 5 -

ATX01 0117262

KAY KYSER

- 6 -

11-29-44

Commercial #2 (Q) - (CONTD)

(We are a band of brothers ... and we stand on the side of Freedom!)

DELMAR: The rest is history.... the history of glorious victory at Trafalgar. In that titanic battle, Horatio Nelson gave his own life. But his words were to be remembered and spoken by the plain people of England in 1940 - '41 - '42 - '43 - and again in 1944, as they searched the sky from the rooftops of London and the white cliffs of Dover waiting for the black wings of Hitler's murderous armada ... waiting for the German planes and robot bombs.

NEELSON: We are a band of brothers ... England expects that every
(LIGHT (man will do his duty!

DELMAR: Yes, Admiral Nelson's words were spoken again and lived up to -- lived up to in the highest spirit of Nelson's own courage ... For this spirit of fearless patriotism was the undying quality of Horatio Nelson, Lord Admiral of the Fleet, guardian of the homeland, defender of Freedom.

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

- 6 -

ATX01 0117263

KAY KYSER

- 6A -

11-22-44

Commercial #2 (Q) - (CONTD)

(We are a band of brothers ... and we stand on the side of Freedom!)

SHARBUTT: Quality is the standard by which we judge a man or a
(Closing
#15) nation. And, ladies and gentlemen, quality is also the
standard by which we judge a product. Remember that Lucky
Strike -- so round, so firm, so fully packed, so free and
easy on the draw -- means fine tobacco -- yes, first, last
and always, Lucky Strike means fine tobacco!

RIGGS: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

DELMAR: Today and every day, Lucky Strike means fine tobacco.

(Old

Impulse

Tag #11

Yes, Lucky Strike means fine tobacco.

(SWITCHOVER TO SAN DIEGO, CALIFORNIA)

- 6A -

ATX01 0117264

KAY KYSER

- 9 -

11-29-44

ORCHESTRA: CARROLL INTRODUCTION

KYSER: Now here's a queen of hearts for you Navy aces ... it's
our stop, look at, and listen to girl ... gorgeous Georgia
Carroll! (APPLAUSE) Georgia, I'm sure every flier's
heart will do a spin for you as you sing ...

4. I DON'T WANT TO LOVE YOU GEORGIA CARROLL
(APPLAUSE)

QUARTET "ANCHORS AWEIGH"

- 9 -

ATX01 0117265

(FROM SAN DIEGO, CALIFORNIA)

QUARTET: "ANCHORS AWEIGH" APPLAUSE FADE FOR:

FORMAN: Cutting like a saber
 Diving from the blue
 Our Naval Air Force battles
 For the flag and you.

 Down upon their airstrips
 Knocking Jap guns out
 Then our Hellcats search for Zeros
 To down or put to rout.

 Pouncing on their troop ships
 Smashing up their fleet
 Knocking out their flattops
 Cutting off retreat.

 Navy's airmen will be in there
 With every blazing gun
 Till our foes' last flag is lowered
 And Victory is won!

LOCAL NBC STATION SAYS:

"STATION X X X SALUTES UNCLE SAM'S NAVAL AVIATION!"

ORCHESTRA: KYSER MARCH

KAY KYSER

- 11 -

11-29-44

FORMAN: Ladies and gentlemen, tonight the College Players present
Blackouts of 1944 marked down from twenty-nine ninety-five.
Curtain.

ORCH: SHORT MYSTERIOSO, FADE FOR:

KYSER: (FIENDISH LAUGH) I am Dracula. Bloodthirsty Dracula.
How I long to sink my fangs into the soft white throat of
a beautiful maiden.

ISH: You and thirty thousand other guys.

ORCH: CHORD, THEN INTO RUSTLE OF SPRING VERY SHORT AND FADE:

FORMAN: (FEMALE VOICE) Oh, it's so lovely in Balboa Park today.
Come along, Junior.

HOWARD: (BRAT KID VOICE) Nurse, I want an orange all-day sucker.

FORMAN: No Junior.

HOWARD: I want an orange all-day sucker.

FORMAN: Quiet. Here comes a sailor.

HOWARD: I don't want that kind of a sucker. (PAUSE) I want an
orange sucker.

FORMAN: Shut up. I think this Naval Officer is going to speak to
us. Now you be nice.

KYSER: Hello there.

HOWARD: Oh boy. A potty officer.

KYSER: Potty officer? That's potty officer. Look at your script.

HOWARD: It's potty officer. Look at your stomick.

FORMAN: Oh, sir. Don't pay any attention to Junior. He's a little
punk ... j.g.

KYSER: Yeah. How about a kiss, babe?

HOWARD: I wanta have some fun.

KYSER: Here, kid, play with this for a while.

- 11 -

ATX01 0117267

KAY KYSER

- 11A -

11-29-44

FORMAN: But that's a revolver. He's liable to kill himself.

SOUND: SHOT

FORMAN: Oh you fool. You nitwit. You're the most stupid person
I've met.

KYSER: Oh goody, now maybe they'll make me a bosun's mate.

ORCH: CHORD

- 11A -

ATX01 0117268

FORMAN: First second round contestant, Professor.

KYSER: And he is _____.

1. Navy pilots really get around. One pilot here recently took off on a flight to (PLAY). While in Rio, he met a beautiful dark-eyed senorita with more curves than a scenic railway. She looked soulfully at him and said, "Senor, forget the U.S. Now you are in the romantic land of the coffee bean, and I want to please you, senor. Is there anything you want?" "Yes," said the Navy man, (PLAY).

2. All around the world our fighting men are using different kinds of coins. We're going to mention three more kinds of coins and you tell us the countries or country associated with the coin. The ruble. The lira. The yen. Can you tell me at least four combinations of coins that make up 30¢?

3. Martha Axelrod of Portland, Oregon, wants us to see how good a singer you can be, and also test you out on words to the hit songs. I'll sing part of the song, and you see if you can come in with the words that come next.

1. "Clang, clang, clang, went the trolley ... ding, ding, ding, went the bell."

2. "Some others I've seen, might never be mean, might never be cross or try to be boss, but they wouldn't do."

3. "Shine on, shine on harvest moon, up in the sky."

4. Louise Maltz of Inglewood, California, wants us to play bits of some famous war songs. You listen and tell us the war with which you'd associate three of the four songs. (PLAY).

KAY KYSER

- 13A -

11-29-44

5. It's swell to be able to visit one of our own guys now in training here at the Naval Air Station ... it's Harry Babbitt. (APPLAUSE)

BABBITT: Thanks, mates. And thanks, Professor. And by the way, that's "Harry Babbitt, Seaman 2nd Class."

KYSER: Glad to see you ... I'm civilian, third class.

BABBITT: Oh ... been promoted, eh?

KYSER: For Corp. Bill Webb and the boys of the 226 Battalion, Fort Blanding, Florida, Harry is going to do some of the impersonations he used to do in the college, so you listen and identify them. First Harry will imitate a member of one of show business' outstanding comedy teams.

HARRY: Oh Uncle Oli. Isn't it wonderful looking into the faces of (BREAK UP) These sailors. And believe me, there's a lot of these faces that (BREAK UP) need looking into.

KYSER: Now who's this?

HARRY: (JERRY COLONNA)

KYSER: Now who's this?

HARRY: (POPEYE)

KYSER: Well Harry, it's great to see you again and to know you're doing a great job in Uncle Sam's Navy. Give me a really honest answer. What do you think of North Island?

HARRY: I'm crazy about it.

KYSER: Crazy about it? And I saw you licking the Admiral's shoes.

HARRY: Yes, but he wears a smaller size than you do.

KYSER: Still the same kind of guy... "Habit the Rabbit Babbitt."

HARRY: Easy now, remember what Bob Hope called you last week ... Hawk hook. Say Kay, I know everybody on the station. How'd you like to go over and hang around the Waves pavilion?

KYSER: No sir. I'm not going to stick my nose in there. I'm liable to get in trouble.

HARRY: Oh come on. Nobody could get that far in trouble.

- 13A -

ATX01 0117271

KAY KYSER

- 14 -

11-29-44

6. For Harvey Caprine somewhere in the South Pacific, let's hit the line for the rest of this Saturday's football tussles. Rice meets Southwestern, William and Mary plays Richmond, while Virginia tacklos (PLAY). Also, Southern Methodist plays Texas Christian, and the following musical comedy song will tell you what school plays Nebraska. (PLAY)

(APPLAUSE)

SOUND: CLASS BELL

- 14 -

ATX01 0117272

KAY KYSER

- 15 -

11-29-44

FORMAN: Scoond winning airman, Foss.

KYSER: And he is ...

ISH: Just a second. Excuse me, Professor, but if you're through with that napkin you used at our house Thanksgivin', we'd like to put it back.

KYSER: Ish, I didn't steal your napkin ... what is this, a gag?

ISH: No, it's a napkin but you can use it for a gag.

KYSER: Ish, shut up. However, I do want to thank you for that Thanksgiving dinner ... even though that wasn't a turkey you served.

ISH: It was too a turkey.

KYSER: If that was a turkey, it had the longest neck I've ever seen.

ISH: Nevertheless, it was a turkey.

KYSER: I don't believe it.

ISH: It was a turkey.

KYSER: Then when you started to carve it why did it bury its head in the mashed potatoes?

ISH: Can I help it if it was hungry?

KYSER: Ish, that was a terrible mistake to make. To think that you don't even know a turkey from an ostrich.

ISH: Oh I don't? Well, you're on the air every Wednesday night, aren't you?

KYSER: Yes.

ISH: Well, I ought to know a turkey when I see one.

KYSER: And those cranberries looked a little bit tired and beat up

ISH: Yep, I had a heck of a time gittin' the seeds out of them.

KYSER: You fool, you don't seed cranberry seeds.

ISH: I know. They were so small I hardly seed them myself.

- 15 -

ATX01 0117273

KYSER: Well, Ish, I will say that I stayed at the table a long time to finish off that turkey leg.

ISH: Yep, even after a man is married, he still likes to hang around the old joints.

FORMAN: Second winner, Fess!

KYSER: _____! You were really on a flyin' spree. Have a Lucky Strike before round three, while the chillun dance, a Hibble I be!

5. ALWAYS PRODUCTION
(APPLAUSE)

KAY KYSER
Commercial #3

- 8 -

11-29-44

(FROM SAN DIEGO, CALIFORNIA)

KYSER: Great, fellas. I'm here to say ... your jivin's swell today. Now, here's our friend, Del Sharbutt ...

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

SHARBUTT: The officers who served under Admiral Nelson, his band of brothers, surely knew that -- Quality is the standard for judging a man. They proved that quality is the Standard for judging a nation. And, ladies and gentlemen, the independent tobacco experts down South -- men who spend their lives buying, selling and handling tobacco -- know that Quality is the standard for judging a product. As Mr. Robert N. Cooper of Washington, North Carolina, recently stated ...

COOPER: For a long, long time now, I have seen Lucky Strike buy the choicest tobacco in the house, the kind of tobacco that makes a really fine cigarette. So when I pick a cigarette for my own enjoyment, that cigarette is Lucky Strike.

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

- 8 -

ATX01 0117275

KAY KYSER
Commercial #3 (CONTD)

- 9 -

11-29-44

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

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: ~~For your own real, deep-down~~
(Old Impulse Tag #3) smoking enjoyment, smoke the smoke tobacco experts smoke -
Lucky Strike.

(SWITCHOVER TO SAN DIEGO, CALIFORNIA)

6. *Swinging on a Star - Orchestra*
(Applause)

Rock - King's March

- 9 -

ATX01 0117276

KAY KYSER

- 17 & 18 -

11-29-44

FORMAN: Final exam! Planes lose their float, mates rock the boat,
(GULP) and a lump comes to my throat as I introduce that
old goat in a petticoat -- Kay Kyser!

KYSER: And our first finalist is _____!

1. There's no question about it, the Navy Flyers are really in the
swing of things, so we're devoting our final round tonight to swing.
Private Charles Stokes of Lowry Field, says all the swing bands say
(PLAY) Who is known as King of Swing? In what sport does the
announcer say "he went down swinging?"

2. Here's a beautiful spiritual with "swing" in its title, and
Sylvia Gould of Los Angeles, 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 Mazio?

(APPLAUSE)

SOUND: CLASS BELL

- 17 & 18 -

ATX01 0117277

KAY KYSER
Commercial #4

- 10 -

11-29-44

(FROM SAN DIEGO, CALIFORNIA)

FORMAN: Fess, shall I name the boy who takes the prize?

KYSER: Soon as we hear a friendly word to the wise!

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

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

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

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

RIGGS: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO SAN DIEGO, CALIFORNIA)

- 10 -

ATX01 0117278

11/29/44

(FROM SAN DIEGO, CALIFORNIA)

(FANFARE)

FORMAN: The final winner, professor!

KYSER:

And he is Jimmie Karam *with a perfect score all the way*! ~~Mr. _____ you~~
~~were great, you're the leadin' candidate!~~ So you get the

~~\$50 War Bond!~~ And to candidate number two, here's a
twenty-five dollar bond for you. To each of the others,
stamps worth ten dollars for passin' their tests with
flyin' colors. All six get a carton of Lucky Strikes.
And then. AND THEN! To all you men of naval aviation,
for your royal welcome, our appreciation and a package of
better than ever LUCKY STRIKE CIGARETTES!

(CHEERS)

8.

YEARNING *(faded)* ORCHESTRA

(APPLAUSE)

ORCHESTRA: KYSER THEME

ATX01 0117279

(FROM CHICAGO)

CHICAGO

ANNOUNCER: This program was presented by Lucky Strike for the entertainment of the Hell-diving pilots and crews of the United States Naval Air Station at North Island, San Diego, California. Defend the Constitution! Buy War Bonds!

(SWITCHOVER TO NEW YORK)

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

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT
LS - MFT
LS - MFT

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

NBC
ANNOUNCER: THIS IS THE NATIONAL BROADCASTING COMPANY.



KYSER: Well chillun, the old College folds its tattered tents until class time next Wednesday. For a warm welcome here at the Naval Air Station, North Island, we thank Captain George Ott, Lt. Lyle Maskell and Seaman Harry Babbitt, as well as all you men and you courageous Navy WAVES and nurses, the fighting women beside our fighting men. Next Wednesday we hold class with Uncle Sam's hardhitting Infantrymen and Amphibious Units at Fort Ord. Until then, this is Kay Kyser ... thinkin' of you. Thanks a lot for bein' with us ... and so long ... everybody.

(APPLAUSE)

ORCHESTRA: "LUCKY DAY"

(SWITCHOVER TO CHICAGO AT 10:58:35)

FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE, NEW YORK • WICKLISSHAM 2-6500

CLIENT: THE AMERICAN TOBACCO CO. REVISION: _____ NETWORK: NBC
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 10-11:00 PM EWT
DATE: DECEMBER 6, 1944 - #350 REPEAT: _____

As Broadcast

"KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE"

ROUTINE

OPENING COMMERCIAL

1. YOU, YOU'RE DRIVING ME CRAZY
2. I'M MAKING BELIEVE

Orchestra
~~SULLY MASON~~

DON LESLIE

COMMERCIAL ONE

ROUND ONE

3. DON'T FENCE ME IN

TOWN CRIERS

COMMERCIAL TWO

4. DON'T BLAME ME

GEORGIA CARROLL

STATION BREAK

ROUND TWO

5. THE TROLLEY SONG

PRODUCTION

COMMERCIAL THREE

6. HOW MANY HEARTS HAVE YOU BROKEN

SULLY MASON

- ~~7. I FOUND A MILLION DOLLAR BABY~~

~~TOWN CRIERS~~

FINAL ROUND

COMMERCIAL FOUR

8. IT HAD TO BE YOU *(faded)*

ORCHESTRA

CLOSING COMMERCIAL

ATX01 0117282

- 1 -

WPAF

THE AMERICAN TOBACCO COMPANY

12-6-44

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE .. #350

10:00-11:00 PM EST

DECEMBER 6, 1944

WEDNESDAY

Program originates at Port Ord, Monterey, California, with switchovers to NBC New York for commercials and closing.

(FROM NEW YORK)

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

RIGGS: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT
LS --MFT
LS - MFT

SEARBUTT: Why, sure!
(Ex. S)

DELMAR: Yes, sir!

RUYSDAEL: You said it!

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

RIGGS: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO PORT ORD, CALIFORNIA)

- 1 -

ATX01 0117283

KAY KYSER

- 2 -

12-6-44

(FROM FORT ORD, CALIFORNIA)

ORCHESTRA: "LUCKY DAY"

FORMAN: LUCKY STRIKE presents for the entertainment of Uncle
Sam's fighting doughboys, the hard-hitting infantrymen *and aplus*
at Fort Ord, California ... Kay Kyser's College of
Musical Knowledge!

AUDIENCE: "YEAH ARMY!" "INFANTRY!" "HOORAY!"

ORCHESTRA: KYSER THEME

(AUDIENCE APPLAUSE UP BIG)

- 2 -

ATX01 0117284

KAY KYSER

- 2 -

12-6-44

KYSER: Evenin' folks, how y'all?

AUDIENCE: TOPS, POPS.

KYSER: Tops, pops? Well das fine. Tonight the Old Collage holds class with Uncle Sam's fightin' infantrymen and amphibs, and here we are, near Carmel-by-the-sea, at Fort Ord, under-the-fog! You know, most fogs come in like a blanket, but the fog up here brings along the sheets and pillow cases.

FORMAN: (BORED BOSTONIAN) There it is again and again and again ... that Southern drawl.

KYSER: That's Bill Forman, folks, our dignified Dean of Public Speaking, trying to improve me again.

FORMAN: Of course, try to let your voice be round ... round. Try to speak with a pear-shaped tone.

KYSER: A pear-shaped tone?

FORMAN: Yes. Pear shaped.

KYSER: All right. Which end do you want first?

FORMAN: Oh, heavens to Betsy. It's useless, uscless, uscless.

ISH: Was somebody calling me?

KYSER: Ish, go away.

FORMAN: Professor, might I insert a brief comment upon this military installation known as Fort Ord? This is a tremendous infantry training center. I never saw such a concentration of men in a camp.

KYSER: I never saw such a concentration camp.

FORMAN: Oh, highly amusing ... most diverting.

- 2 -

ATX01 0117285

KAY KYSER

- 2A -

12-6-44

KYSER: But what the men really go for here are those lovely night hikes. I saw one little guy trudging thru the night loaded with full field pack. He sighed and said, "I've heard about this lend-lease equipment, but I didn't expect to carry it to Europe on my back."

FORMAN: Gosh, I'll bet those hikes make your feet hurt.

KYSER: Hurt? After the first 20 miles your arches start suing for lack of support. I wore a pair of those G.I. shoes once. My big toe said to my little toe, "Who are those three guys trying to crowd in between us?"

ISH: Jest a second, not so fast little playmate. I spent the morning seein' them trainin' films they use to train the men here and I didn't like 'em

KYSER: You didn't like them? Why?

ISH: ... no Mickey Mouse.

KYSER: Ish, try to show some interest in the way they train these men here.

ISH: Okay. Naturally they got to train these men, they're wild.

KYSER: Wild?

ISH: Sure. Wild about all the pretty girls at this camp.

KYSER: Ish, there are only 40 girls at this camp.

ISH: I know. That's what makes 'em wild. (PAUSE) Well, anyway, I'm glad I'm up in these hills just when quail season is about to begin.

KYSER: Quail season. A fine hunter you'd make. You don't even know a quail from a duck.

ISH: Oh I don't? Well, you're on the air every Wednesday night, aren't you?

- 2A -

ATK01 0117286

KAY KYSER

- 2B -

12-6-44

KYSER: Yes.

ISH: Well, I ought to know a quack when I hear one.

FORMAN: Ish, get lost with your prattle, these soldiers want to
battle for our \$115 in War Bond prizes. But before the
students take their stand ... the Professor says ...

KYSER: Come on chillun ... yet's dance.

1. YOU'RE DRIVING ME CRAZY ORCHESTRA

2. I'M MAKING BELIEVE DON LESLIE

(APPLAUSE)

- 2B -

ATK01 0117287

KAY KYSER
Commercial #1

- 3 -

12-6-44

(FROM FORT ORD, CALIFORNIA)

KYSER: Yes sir! It don't mean a thing without zing in your
sing! And now you take it, Kenneth Delmar ...

(FROM NEW YORK)

DELMAR: Ladies and gentlemen, fine tobacco is the all-important
thing when it comes to real, deep-down smoking enjoyment.
For it takes fine tobacco to make a fine cigarette -- and
remember, Lucky Strike means fine tobacco ... yes, first,
last and always, Lucky Strike means fine tobacco. This
very week at auctions now open in the Southland, Lucky
Strike is again buying for you the finer, the lighter,
the naturally milder Lucky Strike tobacco. Independent
tobacco experts present at the auctions can see just who
buys what tobacco. And sworn records show that among
such independent experts - auctioneers, buyers and
warehousemen - with men who know tobacco best, it's
Luckies 2 to 1!

BOONE: (CHANT - SOLD AMERICAN)

SHARBUTT: So, smoke the smoke tobacco experts smoke - Lucky Strike,
(Old
Impulse
Tag #25)
for Lucky Strike means fine tobacco - yes, Lucky Strike
means fine tobacco!

(SWITCHOVER TO FORT ORD, CALIFORNIA)

- 3 -

ATX01 0117288

KAY KYSER

- 4 -

12-6-44

QUARTET: (To tune of "Hinky Dinky Parlez Vous")
The old Professor is no fool ... parlez vous.
The old Professor is no fool ... parlez vous.
The old Professor is no fool
He keeps the coeds after school.
Hinky dinky parlez vous.

(APPLAUSE)

SOUND: GLASS BELL

- 4 -

ATX01 01172B9

KAY KYSER

- 5 -

12-6-44

FORMAN: First contestant, Fess.

KYSER: And he is _____!

1. Donald Burns of Vancouver, Canada, is right -- We've had a lot of questions about Ishkabibble's birthday and the occasion of his birth. The day before the child was to arrive, Ish's father said, "I can hardly wait to see the little one, dear. I'll be so proud to say (PLAY). The next day Ishkabibble arrived, his parents took one look and said (PLAY).

2. By heck, it's by whom time. For Barbara Hopper of Warsaw, Indiana, answer up and tell us 'by whom.' The Village Blacksmith was written by whom? In the comic strip, Lil Abner is pursued by whom? Radium was discovered by whom? The 3 little pigs were huffed at and puffed at by whom?

BREEZE: Greer Garson.

- 5 -

ATX01 0117290

12-6-44

3. Mary Backer of Wickliffe, Ohio, was right when she said this Soldier's Club was planned and developed under the direction of General Joe Stillwell. Uncle Joe's plane is called Uncle Joe's Chariot. When he wants to land he just says (PLAY) Who are the Charioteers? Name a famous chariot driver of Roman days.

KYSER: By the way, General "Vinegar Joe" Stillwell really gave the G.I.'s something when he founded this great Soldier's Club we're in tonight. It's for enlisted men only. This is the most beautiful, palatial Soldier's Club I've ever seen - what finery - what furniture - we stayed around here all morning and then in the afternoon we went slumming over at the Officers' Club.

4. Here's a question about famous partners from Capt. and Muriel Finney of Tarboro, N.C. As I give you the first partner, you see how quickly you can name the second. Fibber and _____. Gallagher and _____. Fanchon and _____. Hart, Shaffner and _____. Pick and _____.

BRENZE: Shovel! _____. Lum and _____. Stanley and _____. Romeo and _____. Lunt and _____.

ATX01 0117291

5. For Hershell Cook of Flint, Michigan, Lyman Candee is going to put some notes together. Before he has put 4 notes together, you should name the number one song he is playing. Listen. (LYMAN) What's the tune? Listen again. (LYMAN) Now tell us who says, "all right, all right, all right." Who is he? We'd like to have you audition for the Major so we have a xylophone here. Suppose you try out on it, by playing the breaks for this accompaniment by our orchestra (PLAY).

6. For a moment, I'm not going to be the Professor. For Sgt. Cecil Smith of St. Paul, Minnesota, I'm going to be first, the fellow who mends a certain gadget. I'm (PLAY). Now what would I be if I were singing this song? (PLAY). And what would I be selling if I said (PLAY). Yes sir, and we should all buy plenty of Bonds during the 6th War Loan for these fighting G.I. Joes and Jills in uniform.

(APPLAUSE)

SOUND: CLASS BELL

KAY KYSER

- 8 -

12-6-44

FORMAN: First winner, Professor!

KYSER: And he is Wm. Cohen!

FORMAN: Ladies and gentlemen, tonight instead of more blackouts, the College Players present the Dull-Gray-Outs of 1944, direct from a one-night stand in the Monterey Canning Factory! Curtain!

ORCH: THEN CIRCUS MUSIC FADE FOR:

KYSER: How do you do. I'm Kay Kyser and I'd like to get the job as strong man in your side show.

ISH: You haven't got the figure to be a strong man!

KYSER: Sir! I'll have you know that I have the figure of Charles Atlas.

ISH: You have?

KYSER: Yes!

ISH: Well, you'd better give it back to him. You're letting it go to pot!

MUSIC: CHORD! ORIENTAL, THE SAFARI IS GOING THRU THE JUNGLE
(FADE FOR)

FORMAN: The elephants seem very restless today, Sahib.

KYSER: Yes, probably because our caravan is approaching a country infested by mice.

BREEZE: (SLIGHT PAUSE AND THEN A SCREAM)

FORMAN: What are those elephants screaming for, Sahib?

KYSER: You'd scream too if you had mice in your trunks.

- 8 -

ATX01 0117293

ORCH: CHORD ... THEN VERY LIGHT WALTZ MUSIC BEHIND

FORMAN: (WOMAN'S VOICE) Oh, Gerald, it's so romantic dancing with you in the moonlight. I love waltz music, and people tell me I have a good ear for music.

ISH: Yeah, one of 'em looks like a tuba.

FORMAN: You gay one, you! (GIGGLES)

SOUND: LOUD SNAP

FORMAN: Oh, heavens! What was that!

ISH: My suspenders just broke.

FORMAN: Oh dear! Shall we stop dancing?

ISH: No no! You and I can keep right on dancing and I'll just let my pants sit this one out.

ORCH: CHORD

KYSER: Our winner was grand, so light up a Lucky Strike before your final stand. Meantime, chillun, strike up the band.

3. DON'T FENCE ME IN TOWN CRIERS
(APPLAUSE)

KAY KYSER

- 4 -

12-6-44

Commercial #2 (Q)

(They called him Man of the People ... The Great Emancipator!)

(FROM FORT ORD, CALIFORNIA)

KYSER: You were rockin'. You were in there sockin'. 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 - so round, so firm, so fully packed, so free and easy on the draw.

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: They called him Man of the People ... The Great Emancipator!

SHARBUTT: There was a crude log cabin that stood in a small clearing in the Kentucky wilderness. In this cabin on a cold winter's evening in 1821, a little boy stretched out on the hard earthen floor before the fireplace. He held a notebook, a new notebook of which he was very proud, and on the first clean white page, in a child's hand, he wrote these prophetic words ...

BOY:
(12) "Abraham Lincoln,
His hand and pen;
He will be good,
But Heaven knows when."

- 4 -

(MORE)

ATX01 0117295

Commercial #2 (Q) - (CONTD)

(They called him Man of the People ... The Great Emancipator!)

SHARBUTT: So begins the story of an American giant named ...
Abraham Lincoln. A giant who grew slowly and rose like an oak tree towering in a forest of saplings. He came out of the pioneer earth and the pioneer people, this man with ther big knobby hands, the furrowed face, the gentle eyes ... this man of little learning and much wisdom. He was a field-hand, and a ferryman, a woodchopper, and a butcher-boy ... a tanner, storekeeper, postmaster, surveyor, country lawyer. Once when he was making a speech, an elegant lady called him "common," to which he replied ...

LINCOLN: "God must have loved the common people, my dear lady.
(40) He made so many of them."

SHARBUTT: And once, on a cold March day in 1861, he asked a solemn question.

LINCOLN: "Why should there not be a patient confidence in the ultimate justice of the people? Is there any better or equal hope in the world?"

SHARBUTT: And once, at Gettysburg, when he carried upon his shoulders the great burden of a tragic war, he spoke those immortal words ...

LINCOLN: "... that government of the people, by the people, for the people, shall not perish from the earth."

KAY KYSER

- 6 -

12-6-44

Commercial #2 (Q) - (CONTD)

(They called him Man of the People ... The Great Emancipator!)

SHARBUTT: This, then was the highest quality of this man: his enduring faith in humanity, his love of justice, his passion for freedom. This was the quality of one of the greatest Americans of all time. This was the quality of Abraham Lincoln, Man of the People ... The Great Emancipator!

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: QUALITY tells in a man. And, quality tells in a product.
(Closing
#12) The quality of your Lucky Strike cigarette is summed up in five simple words: Lucky Strike means fine tobacco ... yes, Lucky Strike means fine tobacco!

BOONE: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

DELMAR: For your own real, deep-down smoking enjoyment, smoke
(Old
Impulse
Tag #4) Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw.

(SWITCHOVER TO FORT ORD, CALIFORNIA)

- 6 -

ATX01 0117297

KAY KYSER

- 9 -

12-6-44

ORCH: CARROLL INTRO

KYSER: Beside the blue Pacific, here's a beautiful vision for you
men of Army ... it's our own cover girl, gorgeous Georgia
Carroll! (APPLAUSE) Wherever they may go, Georgia, I'm
sure these Army men will carry memories of you, as you
sing

4. DON'T BLAME ME GEORGIA CARROLL
(APPLAUSE)

QUARTET: "WHAT DO YOU DO IN THE INFANTRY"

- 9 -

ATX01 0117298

KAY KYSER

- 7 -

12-6-44

(FROM PORT ORD, CALIFORNIA)

QUARTET: *What Do You Do in the Infantry?*
~~"THIS IS THE ARMY MR. JONES"~~ FADE FOR:

FORMAN: *(Applause)*
He's a foxhole fighting soldier

Who's ever on the alert

As he faces the foe with a gun and grin

And he fights in the rain and the dirt.

He charges with steel and hand grenade

This G. I. fighting son

He faces odds in battle

To beat the Jap and Hun.

He slogs through mud on the long forced march

Then attacks and follows through

He's giving his all for Uncle Sam

And the Red, White and Blue.

LOCAL NBC STATION SAYS:

"STATION X X X SALUTES THE FIGHTING INFANTRY!"

ORCHESTRA: KYSER MARCH

- 7 -

ATX01 0117299

FORMAN: Second round contestant, Fess!

KYSER: And he is ...

ISH: Just a second! Not so fast, little playmate. I got a story I'd like to get off same, a story in song and verse wrote by that there now girl I been running around with.

KYSER: Oh, you mean Pale Faced May from Monterey?

ISH: No, Bucket-head Nell from Old Carmel. But first I got to set the scene. Music! (SINGS SOFTLY) You always hurt the one you love, the one (FADE) you shouldn't hurt at all ...

ILLOYD: VIOLIN B.G.

ISH: Ah, Theresa, how could you of did what you done? Don't you remember our first long, long trip together from Oakland to San Francisco? I asked you for a kiss and you finally came across on the ferry. How happy we were as we spent our vacation in fragrant Monterey? Remember how you told me you'd give your right leg if you could be with me forever? And how you took it off and gave it to me? Then you were gone. But I came to you, Theresa ... it only took me three weeks to hitch-hike from Fort Ord to Hollywood. How beautiful you were as I bought your dinner at Giro's. How happy you were as I bought your engagement ring at Giro's and Roebuck's. How we planned our Christmas together, Theresa. There would be presents under the tree, you under the mistletoe and dear old mother under the table. Ah, but the next time I saw you! Your heart had turned black, I had turned blue and the ring had

KAY KYSER

- 11A -

12-6-44

ISH: turned green! I knew what the answer would be when I said:
(CONTD)

(VERY SLIGHT PAUSE ... LYMAN GIVE KEY)

ORCH & ISH: (VERY FAST) IS YOU IS OR IS YOU AIN'T MY BABY! (CUT!)

ISH: The answer was ... no. Then with tears in my eyes, I
opened my heart and my misery ran out. Then I opened the
closet and three soldiers ran out! Ah, Theresa, how could
you of did what you done! My soul is doader than Main
Street in Marina. And where did I get that lump in my
throat ... from you? ... From K rations? You hurt me,
Theresa. And now I've got to hurt you! I'VE GOT TO HURT
YOU SOME WAY, SO:

ORCH & ISH: "If I break your neck tonight, it's 'cause I love you most
of all!"

- 11A -

ATX01 0117301

FORMLIN: First second round contestant, Fess.

KYSER: And he is _____.

1. Here's a story from Virginia Barnett of Joplin, Missouri, about a Ford Ord Wae. Here's where this story took place. (PLAY) This Wae started walking to Monterey. A Ford Ord Casanova offered her a ride in his jeep. But instead of taking her on the road to Monterey, he took her (PLAY). "Now," says the Wae, "if ever again I walk to Monterey (PLAY).

2. Here come the right or wrongers, so for El Gross of West Hartford, Connecticut, just listen to the following statements and answer right or wrong. 1. Don Ameche played the part of George M. Cohan on the screen. 2. A ton of lead is heavier than a ton of feathers. 3. Actress Faye Emerson is now Mrs. Elliott Roosevelt. 4. There are living things in the world over 2,000 years old.

3. Here's the theme of a swell radio program. Listen to the theme and name the program's star, a grand comedienne. (PLAY) You knew that Joan. What Joan was married to Franchot Tone? What Joan danced with Fred Astaire in "The Skies the Limit?" What Joan is a sainted heroine of France?

4. It's 'quote and unquote' time. For Pvt. Leonard Collins somewhere in New Guinea, listen and tell us whom we are quoting. Quote: We'll win 'cause God's on our side, unquote. Quote: What a bright boy am I, unquote. Quote: I came through and I will return, unquote. Who said ... Quote: Give me liberty or give me death, unquote.
CONTESTANT: A SOLDIER!

5. Our Visiting Dean tonight is one of your boys from the AGF, Corp. Mert Painter of Kansas City, Missouri. Yot's got him out here. (APPLAUSE) Corp. Painter runs Jack Benny a close second on the violin, and Anna Lee Hold of Bronson, Missouri, wants you to tell us what he's going to scrape out for us. (PLAY) Now Corp. Painter will play a goodie as a beginner might play it then his own interpretation of the same song - listen.

KYSER: That was the foot soldier having fun but America, when you see the crossed rifles insignia of the Infantry, remember you're looking at a fighter. There are no holds barred with these guys. When you see the little black line on your war map, that is the Infantry, up in front. And they'll stay there till we win - what about it gang?

6. Tonight we're with the amphib and infantrymen at Fort Ord, but Waves Lola Lindeen and Sara Gunn of Washington, D.C. say the College of Musical Knowledge certainly gets around. Yes suh, these days the campus is really (PLAY). In the last two weeks we've been in Chicago, in Kansas, and California. Next week, we'll be playing G.I. hospitals in Oregon and Washington States. And for next Wednesday's class session, we'll be with Uncle Sam's Navy at Farragut, way up in (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

FORMAN: Second winning soldier, Foss!

KYSER: And she is Pvt. Helen M. Ryan! Congratulations. Fort
"Ord-or." You won the first round in good order, so enjoy
a Lucky Strike while the chillun dance from coast to coast
and border to border as we do a tune for the crew of LST
646, commanded by Lt. H. F. Fitzgerald.

5. THE TROLLEY SONG PRODUCTION
(APPLAUSE)

KAY KYSER
Commercial #3

- 8 -

12-6-44

(FROM FORT ORD, CALIFORNIA)

KYSER: Ah, well done, well done! That was great, gang. And
now, here's Basil Ruysdael ...

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: Quality tells in a man -- and for a classic example of
that fact look to the life-story of Abraham Lincoln, the
Great Emancipator. And, ladies and gentlemen, quality
tells in a product -- for a classic example of that fact
look to the statements of independent tobacco experts ...
men like Mr. Garland Fletcher Tilley, of Durham, North
Carolina, who said ...

MR. TILLEY: I figure I know tobacco, because I earn my living by
knowing tobacco. And I've found that the only kind of
tobacco Lucky Strike is interested in is the ripe,
lighter bodied, milder tobacco, that makes a better
tasting smoke. That's why for 13 years my cigarette
has been Lucky Strike.

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

- 8 -

RTX01 0117306

KAY KYSER
Commercial #3 (CONTD)

- 9 -

12-6-44

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

BOONE: (CHANT - SOLD AMERICAN)

SHARNUTT: For real, deep-down smoking enjoyment smoke the smoke
(Old Impulse tobacco experts smoke -- Lucky Strike!)
Tag #23)

(SWITCHOVER TO FORT ORD, CALIFORNIA)

6.

*Let's all sing the song for the Lucky Strike
(Applause)*

Back Eyes March

- 9 -

ATX01 0117307

FORMAN: Final exam. Generals swallow their grog, brains slip a cog, as with eyes like a frog comes that demagogue from a catalogue, that gay dog in a fog ... Kay Kysar.

KYSEL: Thank you. And the first of our two finalists is

_____!

1. The old globe's in pretty bad shape these days, but in spite of that, we're going to take the word "world" for the basis of our final round tonight. First, Lt. Rachel Alexander of Charleston, South Carolina is waiting for you to name this song. (PLAY) Which way does the world whirl - east to west or west to east? In mythology, who held the world on his shoulders?

2. Let's name this world song for Louise Ramey of Chicago. (PLAY) Who wished for new worlds to conquer? What teams played in the 1944 World Series? Is the World-Telegram a newspaper? What's a globe trotter?

BREEZE: Eleanor.

(APPLAUSE)

SOUND: CLASS BELL

KAY KYSER
Commercial #4

- 10 -

12-6-44

(FROM FORT ORD, CALIFORNIA)

FORMAN: 'Pess, shall I name the lad who's in the know?

KYSER: First a word of advice and then -- let's go!

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

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

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

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

BOONE: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO FORT ORD, CALIFORNIA)

- 10 -

ATX01 0117309

KAY KYSER

- 19 -

12-6-44

ORCH: FANFARE

FORMAN: Final winner, Professor.

KYSER: It's a tie -- both with a perfect score, so they each get a \$50 War Bond first prize. Ten each in stamps to the other four for coming close, and what's more, all six get a carton of Lucky Strikes. And then. AND THEN, To all you fighting, laughing Yanks, good luck, a million thanks and a package of better-than-ever LUCKY STRIKE CIGARETTES.
(CHEERS)

8. IT HAD TO BE YOU ORCHESTRA
(APPLAUSE)

- 19 -

ATX01 0117310

KAY KYSER

- 12 -

12-6-44

KYSER: Well chillun, das about all until class time next week. We've had a wonderful day here with the infantry at Fort Ord, and what a thrill to have visited this great Service Men's Club founded by General Vinegar Joe Stillwell. For their fine hospitality we thank ^{Col. Dallas R. Alfente} Brigadier General Benjamin C. Lockwood, Jr., Brigadier General David P. Hardy, ~~Col. Dallas R. Alfente~~, Lt. Wayne Anderson, and all you courageous Army men and women. Next Wednesday we hold class with Uncle Sam's battling bluejackets at the U. S. Naval Training Station, Farragut, Idaho. Until then ... this is Kay Kyser ... thinkin' of you. Thanks a lot for bein' with us ... and so long ... everybody!

(APPLAUSE)

ORCHESTRA: "LUCKY DAY"

(SWITCHOVER TO CHICAGO AT 10:58:35)

- 12 -

ATX01 0117311

KAY KYSER

- 13 -

12-6-44

CHICAGO

ANNOUNCER: This program was presented by Lucky Strike for the entertainment of the courageous men of Fort Ord, near Monterey, California. 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)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

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

NBC

ANNOUNCER: THIS IS THE NATIONAL BROADCASTING COMPANY.

- 13 -

RTX01 0117312

FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE, NEW YORK • WICKERSHAM 2-6600

CLIENT: THE AMERICAN TOBACCO CO REVISION: _____ NETWORK: NBC
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 10-11:00 PM EWT
DATE: DECEMBER 13, 1944 - #353 REPEAT: _____

"KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE"

As Broadcast

ROUTINE

OPENING COMMERCIAL

- | | |
|-----------------------|-------------|
| 1. DANCE WITH A DOLLY | SULLY MASON |
| 2. I DREAM OF YOU | DON LESLIE |

COMMERCIAL ONE

ROUND ONE

- | | |
|----------|-------------|
| 3. IDAHO | TOWN CRIERS |
|----------|-------------|

COMMERCIAL TWO

- | | |
|-------------------------------|-----------------|
| 4. THERE GOES THAT SONG AGAIN | GEORGIA CARROLL |
|-------------------------------|-----------------|

STATION BREAK

ROUND TWO

5. ~~POOR LITTLE RHODE ISLAND~~
~~OR~~
DANCE OF THE SPANISH ONION

PRODUCTION

COMMERCIAL THREE

- | | |
|--------------------------------|----------------------|
| 6. ALWAYS | ORCHESTRA |
| 7. STRAIGHTEN UP AND FLY RIGHT | TOWN CRIERS |

FINAL ROUND

COMMERCIAL FOUR

- | | |
|--|-----------|
| 8. DEED-I-DO <i>(faded)</i> | ORCHESTRA |
|--|-----------|

CLOSING COMMERCIAL

ATX01 0117313

- 1 -

WEAF

THE AMERICAN TOBACCO COMPANY

12-13-44

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #351

10:00-11:00 PM EWT

DECEMBER 13, 1944

WEDNESDAY

Program originates at the U. S. Naval Training Center, Farragut, Idaho, with switchovers to NBC New York, for commercials and closing.

(FROM NEW YORK)

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

BOONE: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

DEIMAR: Yes, sir!
(Ex. F)

SHARBUTT: That says it!

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

BOONE: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO FARRAGUT, IDAHO)

- 1 -

ATX01 0117314

KAY KYSER

- 2 -

12-13-44

(FROM FARRAGUT, IDAHO)

ORCHESTRA: "LUCKY DAY"

FORMAN: LUCKY STRIKE presents for the entertainment of Uncle Sam's battling bluejackets and boots at the U. S. Naval Training Center, Farragut, Idaho ... Key Kyser's College of Musical Knowledge!

AUDIENCE: "YEAH NAVY!" "FARRAGUT!" "HOORAY!"

ORCHESTRA: KYSER THEME

(AUDIENCE APPLAUSE UP BIG)

- 2 -

ATX01 0117315

KAY KYSER

- 2 -

12-13-44

KYSER: Evenin' folks, how y'all?

AUDIENCE: BUZZIN, COUSIN.

KYSER: You're buzzin, cousin. Well so is the College, and here we are with Uncle Sam's fightin' bluejackets, WAVES and Navy boots at the great Naval Training Center, Farragut, in the potato state, Idaho! What a place for a Naval Training Center. I don't know what the Navy is doing way out here, unless they are teaching these guys to swim down between the potato vines. And mur-der. Is it cold here. Up here even the earmuffs wear earmuffs. I saw a snowman this morning blowing on his hands. I saw a sailor blowing on his hands, too ... but he was just keeping the dice warm. It's so cold here a boot started to salute the Captain and as his arm started up, his thumb froze to his nose and he's been in the trig three months trying to explain.

FORMAN: There it is again ... that idle persiflage ... that golden bantam for the common herd. It's gruesome, gruesome, gruesome.

ISH: Was somebody calling me?

KYSER: Ish, go away. I love this Idaho potato country, and I want to talk about the gorgeous gals in Idaho. Man, the Navy may build men, but these potatoes really build women.

ISH: Say, Professor, a friend of mine had twins up here in this state ... some mighty fine kids.

FERDY: Hello there, Ish Kabibble.

KYSER: Oh, it's Ferdy Froghammer.

- 2 -

ATX01 0117316

KAY KYSER

- 2A -

12-13-44

FERRY: Say, Ish, who was that snowman I seen you out with last night?

ISH: That was sno-man ... that was Kay Kyser.

KYSER: Oh, great.

ISH: By the by, you know I built a snow woman today out of snow.

KYSER: You built a snow woman? Why?

ISH: I wanted somebody who would melt in my arms.

KYSER: I suppose the snow woman you built had character?

ISH: Yes, she had lots of character, but she drifted.

KYSER: Enough of that Ish. I want to tell the folks something about Farragut. We're up here in the real wilderness. It's so wild that the wild game run loose all around the base. In fact, I saw a reindeer chasing a boot right down a barracks street and boy was that boot travelling.

ISH: No wonder, he didn't want to get antlers in his pantlers.

KYSER: Say, Ish, you must have been out in the woods. How did you get so scratched up?

ISH: Well, I met this trapper, see. And he took me to a cave, and told me he was gonna let me in on a big thing.

KYSER: Going to let you in on a big thing? Well, did he?

ISH: Yes. A big bear.

KYSER: For goodness sake, What did the bear do?

ISH: Tore that overcoat you gave me right off my back.

KYSER: Then what did the bear do?

ISH: Oh, just sat around and chewed the rag. But tomorrow I'm going moose hunting.

KYSER: Ish, that's absurd. Why, you're so dumb you wouldn't know a bull moose from a lady moose.

- 2A -

ATX01 0117317

KAY KYSER

- 2B -

12-15-44

ISH: Oh I wouldn't, eh? Well, you're on the air every
Wednesday night, ain't you?

KYSER: Yes.

ISH: Well, I ought to know the bull when I hear it.

FORMAN: Ish, please take off, these men want to try for the
rake-off, our \$115 in War Bond prizes. And while they're
waiting for the school bell to ring, the Professor says:

KYSER: Come on, chillun, yet's swing.

1. DANCE WITH A DOLLY SULLY MASON

2. I DREAM OF YOU DON LESLIE

(APPLAUSE)

- 2B -

ATX01 0117318

KAY KYSER
Commercial #1

- 3 -

12-13-44

(FROM FARRAGUT, IDAHO)

KYSER: Ah yes sir! That was swell, really swell. And now, you take over, Del Sharbutt ...

(FROM NEW YORK)

SHARBUTT: Fine tobacco makes a fine cigarette -- that's one fact, ladies and gentlemen, time does not change. And here's another fact that remains true, year after year: Lucky Strike means fine tobacco -- yes, today, tomorrow -- always, Lucky Strike means fine tobacco. This very week, at auctions now open in the Southland, Lucky Strike is again buying for you the finer, the lighter, the naturally milder Lucky Strike tobacco. Independent tobacco experts present at the auctions can see just who buys what tobacco. And sworn records show that among such independent experts -- auctioneers, buyers and warehousemen -- with men who know tobacco best, it's Luckies 2 to 1!

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: For your own real deep-down smoking enjoyment, smoke the
(Old Impulse Tag #3) smoke tobacco experts smoke -- Lucky Strike!

(SWITCHOVER TO FARRAGUT, IDAHO)

Arch. Kysen March

- 3 -

ATX01 0117319

FORMAN: First contestant, Foss.

KYSER: And he is _____.

1. Wave Margaret Harris of Washington, D.C., says Farragut is really in a wonderland. A boot here thought so too. He wrote home to his ma and said, "Dear Ma, This is really a wonderland. I'm meeting all the big shots - the musical corpsmen are introducing them to me. But the only place I'm meeting the big shots is (PLAY). And Ma, the barber here is so generous. His theme song is (PLAY). Ma, this is a wonderland all right but all I'm wondering is how I can (PLAY).

2. You men of Farragut do lots of physical training to get in shape, so from the following expressions, tell Pvt. Riley Watters somewhere in the Pacific, with what sport each is associated. Free throw, half gainer, photo finish, chukker, box cars.

12-13-44

3. Farragut men not only man the Navy's bases and ships, but the Specialists School here trains them to repair most everything all over the world. Corp. Arthur Robson somewhere in the Pacific, says this man also repairs things ... who is he? (PLAY) Speaking of watches, here's a radio time signal that advertises a watch. Listen and tell us what make of watch it is. (QUARTET)

4. It's which, why, and what time, so get ready to tell Betty Brown of Columbia, Missouri, which, why, and what. One of the Bennett girls is married to Walter Wanger. Which? Jack and Jill went up the hill. Why? Cleopatra killed herself - with what?

5. Tell Enid Avery of Omaha, what the Town Criers are swinging.

(CRIERS) You men study emergency boat drill. Let's pretend this is an emergency. When the alarm bell rings, you run to that rowing machine, row as fast as you can, and sing ROW ROW ROW, while you row your boat. (BELL) (PLAY)

6. Josephine Haklik of Staten Island, New York, wants us to continue with another bloodcurdling episode of the College of Musical Knowledge strip serial. Listen closely, and help us with the plot.

FORMAN: Presenting...the Adventures of...Square Head! (PISTOL SHOTS)

What's that there on the floor? It's a box. (SOUND) It's a crate. (SOUND) No. It's Square Head. (PISTOL SHOTS)

KYSER: Listen to the voice of this venomous, diabolical monster who has a heart of stone.

FERDY: Hel-loco, folks.

KYSER: Foiled in his attack on Dauntless Dan at the hospital, Square Head has lain low for a week. But Dauntless Dan is back on his track, and has received a note directing him to go to a deserted saw mill. Now Dauntless Dan speaks.

FORMAN: Some friend wrote me this note to lead me to Square Head.

Square Head must be a lover of nature to hide here surrounded by these (PLAY).

FERDY: Sure, I'm a nature lover. Heh, heh, heh. I'll slip up on Dan, strap him to this big pine log, start the buzz saw and let nature take its course. I'll just stand here and watch the teeth of the saw as (PLAY),

KAY KYSER

- 7A -

12-13-44

KYSER: Square Head has lashed Dauntless Dan to the log. As the big
saw grinds closer, Dauntless Dan faces a ghastly doom.

M.X: Hello, Ghastly.

ISH: Hi, Doom.

KYSER: What will happen next week? Tune in and find out.

(APPLAUSE)

SOUND: CLASS BELL

- 7A -

ATX01 0117323

KAY KYSER

- 8 -

12-13-44

FORMAN: First winner, Fess.

KYSER: And he is Al Citron. (APPLAUSE) Nice going Farragut's first winning boot, tuck a Lucky Strike right ...

ISH: (TRUMPET) Ish K. Bibble's timely poems, snappy-get-offs and comical sayings. First comical saying. Did you hear about the rabbit in the Farragut woods that couldn't hop no more?

KYSER: Why couldn't he hop any more?

ISH: He was out of bounds. Now my next is a humorous annydote in regards to history. You heard of the naval hero Captain James Lawrence who said, "Don't give up the ship," haven't you?

KYSER: Yes, of course. Lawrence said, "Don't give up the ship."

ISH: Well you ought to of heard what one of these WAVES said to her pals when they tried to get her to wear them long handled wool creepers.

KYSER: What did she say?

ISH: Don't give up the slips.

KYSER: How about a timely poem.

ISH: Okay. Ohhhhh on his arm, a young boot named Kelly
Hed a picture tattooed of his Nellie.
When they gave him a hypo, there was heard a great yipe-o
Not because of the harm they did Kelly's arm
But cause they needled poor Nellie right ...

KYSER: ISH K. BIBBLE!

ISH: I didn't say anything.

- 8 -

ATX01 0117324

KAY KYSER

- 8A -

12-13-44

KYSER: You were about to infer a very impolite thing.

ISH: I only said they jabbed Kelly's arm.

KYSER: You were about to say something about Nellie.

ISH: I was not. Why don't you let me finish.

KYSER: Well ... all right, but be careful.

ISH: Sure. All I was going to say was, "They needled poor Nellie right in Kelly's elbow." Anything wrong with that?

KYSER: Well, no, I guess not.

ISH: Of course I can't help it if every time Kelly bent his elbow Nellie sat down.

KYSER: Congratulations to Farragut's first winning boat, so tuck a Lucky Strike right under your snoot and come on, chillun, yet's hoost. The Town Criers are from Idaho, so we join them in saluting their home state.

3. IDAHO TOWN CRIERS
(APPLAUSE)

- 8A -

ATX01 0117325

KAY KYSER

- 4 -

12-13-44

Commercial #2 (Q)

(Liberty and Union ... Now and Forever ... One and Inseparable.)

(FROM FARRAGUT, IDAHO)

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

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: Let that historic chant remind you that Lucky Strike means
fine tobacco -- yes, Lucky Strike means fine tobacco -- so
round, so firm, so fully packed, so free and easy on the
draw.

BOONE: (CHANT - SOLD AMERICAN)

WEBSTER: Liberty and Union ... Now and Forever ... One and
(48) Inseparable!

RUYSDAEL: One winter's day, back in 1805, an elderly New England
farmer and his son were having a heart-to-heart talk.
As they sat there in the modest parlor, the old man's
eyes were dimmed with tears. For his son, this 22 year
old youth had refused the very first job he'd ever been
offered ... a well-paying job as clerk in the nearby
village of Salisbury, New Hampshire ...

WEBSTER: I'm sorry, dad. I've got my mind set on being a lawyer.
(22) And there's only one thing to do ... that's for me to go
to Boston to study law.

- 4 -

(MORE)

ATX01 0117326

KAY KYSER

- 5 -

12-13-44

Commercial #2 (Q) - (CONTD)

(Liberty and Union ... Now and Forever ... One and Inseparable.)

FATHER:
(ABOUT
65)

Well, Daniel, I always believed you'd either become a very great man ... or you'd be a failure. And now my prophecy is coming true ... you're going to be a failure!

RUYSDAEL:

(QUIETLY) You're going to be a failure! (PAUSE) Well, the prophecy did not come true. The boy did not fail. For it was this youth who became one of the world's great orators, moving up the ladder of fame from one brilliant success to another ... until his name was on every tongue ...

JUDGE:

The counsel for defense ... Mr. Daniel Webster!

SPEAKER:

(PROJECTING) Gentlemen, the Honorable Senator from Massachusetts ... Mr. Daniel Webster!

PRIME
MINISTER:

Your Excellency, may I present America's Secretary of State ... Daniel Webster!

RUYSDAEL:

Wherever he went, townsfolk laid down their tools and farm people halted their chores ... to crowd into lecture halls and catch a glimpse of Webster's stocky six-foot frame ... and to thrill to Webster's ringing words. There was the day at Bunker Hill, when he said ...

WEBSTER:
(48)

May there always rise from every youth in the land the exclamation ... Thank God I am an American!

RUYSDAEL:

And before the United States Senate, he said ...

(MORE)

- 5 -

ATX01 0117327

KAY KYSER

- 6 -

12-13-44

Commercial #2 (Q) - (CONTD)

(Liberty and Union ... Now and Forever ... One and Inseparable.)

WEBSTER: No man can suffer too much, and no man can die too soon
... if he suffer or if he die ... for the liberties and
the Constitution of his country!

RUYSDAEL: And ... in his reply to Robert Hayne of South Carolina,
he spoke those immortal words:

WEBSTER: This principle shall be my guide. (PAUSE) Liberty and
union ... now and forever ... one and inseparable!

RUYSDAEL: And this was the highest quality of the man: his single
devotion to the union of all states, his inspiring
eloquence in the cause of constitutional liberty, his deep
love of country and the good earth of America. This is
the quality of a great patriot. This was the quality of
Daniel Webster, Defender of the Constitution, Champion
of Liberty ... now and forever!

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

- 6 -

ATX01 0117328

KAY KYSER

- 7 -

12-13-44

Commercial #2 (Q) - (CONTD)

(Liberty and Union ... Now and Forever ... One and Inseparable.)

DELMAR: Just as quality makes a man, so quality makes a product.
(Closing
#4) And, here's one thing you can be sure of -- first, last
and always -- Lucky Strike means fine tobacco ... yes,
Lucky Strike means fine tobacco, so round, so firm, so
fully packed, so free and easy on the draw.

RIGGS: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

SHARBUTT: It takes fine tobacco to make a fine cigarette.
(Old
Impulse
Tag #5) Remember -- Lucky Strike means fine tobacco -- yes, Lucky
Strike means fine tobacco.

(SWITCHOVER TO FARRAGUT, IDAHO)

- 7 -

ATX01 0117329

KAY KYSER

- 9 -

12-13-44

ORCH: CARROLL INTRO

KYSER: And now, it's our stop, look at, and listen to girl ...
gorgeous Georgia Carroll! (APPLAUSE) From our picture,
"Carolina Bluss," Georgia sings the hit song ...

4. THERE GOES THAT SONG AGAIN GEORGIA CARROLL
(APPLAUSE)

QUARTET: ANCHORS AWEIGH

- 9 -

ATX01 0117330

KAY KYSER

- 8 -

12-13-44

(FROM FARRAGUT, IDAHO)

QUARTET: "ANCHORS AWEIGH" FADE FOR:

(APPLAUSE)

FORMAN: Here's to the fighting sailor
In his uniform of blue
For he travels the high road of honor
That was earned for us all by a few.

He remembers Admiral Dewey
And the quick blazing courage of Jones
And the fighting heart of Farragut
Is the stuff that is bred in his bones,

He sails in the wake of those heroes
And their spirits guide his way
In the valiant tradition of Navy
For the flag of the U. S. A.

LOCAL NBC STATION SAYS:

"STATION X X X SALUTES THE UNITED STATES NAVY!"

ORCHESTRA: KYSER MARCH

- 8 -

ATX01 0117331

KAY KYSER

- 11 -

12-13-44

FORMAN: Tonight, ladies and gentlemen, due to our proximity to the great stretches of Canada and Alaska, the College presents a saga of the frozen north, land of the reindeer, the eskimo, the Kodiak bear.

ISH: Hey, that reminds me ... I got a picture of Gypsy Rose Lee I took with my kodiak ... ain't she a bear?

KYSER: Never mind, Ish.

FORMAN: Our play is entitled: She was the belle of the Yukon so I gave her a ring.

ISH: I know a poem about a rich Yukon dame ...

KYSER: Ish!

ISH: Ohhhhhh a bunch of the boys were whooping it up in the Malamute Saloon. The kid that handled the music box was hitting a jag time tune. Back of the bar in a solo game sat Dangerous Ishkabibble. And watching his luck was his light of love, the lady that's known as Fanny Sluicebox.

KYSER: 9 Ish. That doesn't even rhyme.

ISH: What do I care as long as her pan is full of gold.

KYSER: Look, eight ball head, from now on all you do in this play is drive the dog team. To make the dogs go you say "mush." All you say is..."mush." Get it ... mush.

ISH: Okay. Mush.

KYSER: Okay ... curtain.

ORCH: SHORT FURIOSO (FADE FOR)

SOUND: WIND

KYSER: It's a long way to the Yukon by dog team, Sourdough Forman, but we've got to rescue little Nell. Did you eat before it started?

FORMAN: Yes, I had a good meal at Camp Ward before I left.

- 11 -

ATK01 0117332

KAY KYSER

- 11A -

12-13-44

KYSER: What did you have?

ISH: Mush!

KYSER: Say, that's some overcoat Forman - where did you get that funny looking parka you're wearing?

FORMAN: From the Supply Officer at Farragut. Why?

KYSER: Well, you should wear two parkas like I'm wearing.

FORMAN: No. I might get pinched for being double parka'd. (LAUGHS GLEEFULLY) Oh, I did a funny!

KYSER: Well pay attention to keeping warm. Button up your overcoat and close your ...

ISH: MUSH!

KYSER: Hey, look! There's a wolf trying to flag a ride. Slow down Ish. Hey, wolf! I don't understand how a wolf comes to be using flags?

FERDY: Oh, I'm just a signal school wolf.

KYSER: Let's get going! It's beginning to snow. Hey, listen!

BRENZE: (SCREAMS)

KYSER: Who are you?

FORMAN: (FEMALE VOICE) Oh I'm just a snowflake.

KYSER: Well what are you screaming for?

FORMAN: You'd scream too if Shaky was after you. (NATURAL VOICE)
Hey, look, Kyser. There's little Nell running toward us.
She must have escaped from Dangerous Dan.

KYSER: Ah, little Nell.

FORMAN: Ah, Kay, my darling. You've found me. And now that you've found me, what are we going to do?

ISH: MUSH!

ORCH: CHORD

- 11A -

ATX01 0117333

FORMAN: First second round contestant, Fess.

KYSER: And he is _____.

1. Here's a story from Jerry Rodgers of Hermiston, Oregon, about a Farragut sailor on a 4-hour pass, who was so infatuated with a certain girl in Coeur d'Alene that he didn't realize what time it was. The girl said, "I'm warning you for the last time, you'd better get out of here because (PLAY). "Nope," said the Navy Romeo, "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. If you know your radio, Mary Jane Chong, of Honolulu, thinks you should surely recognize these comedians who are foils for other comedians, and be able to tell us what programs they are on. Rochester, the Mad Russian, Beulah, Mortimer Snerd, Vera Vague.

3. Some millions of American fighting men are now in France, and Jackie McCombs of Sacramento, California, says from the medley of four songs we're about to play, you should be able to name at least 3 of the boundary countries of France. (PLAY)

4. Now for a right and wronger. For Dorothy Berger of Sharonville, Ohio, just listen to the following statements and answer right or wrong.

1. David Glasgow Farragut, naval hero of the Civil War, was the son of George Farragut, naval officer during the Revolutionary War.
2. Admiral George Dewey was the father of Thomas Dewey.
3. Franklin Delano Roosevelt was assistant Secretary of the Navy under Woodrow Wilson.
4. A rear Admiral's main duty is to attack the enemy from the rear.
5. The U.S.A. has built 65,000 ships in the last 5 years.

5. Eddie and Edwina Sutherland and Mrs. Jones of Hollywood, in honor of the Navy, want to ask you a question about the greatest fleet in history - Uncle Sam's Navy. Listen to the names of these warships and tell us their types. 1. Pasadena, Flint, Springfield, Santa Fe. 2. Drum, Shad, Herring, Halibut. 3. Hudson, Stanly, Jenkins, O'Bannon.

KYSER: Well, we'll get to see lots of you G.I.'s again next week - tomorrow afternoon at Baxter General Hospital in Spokane. Thursday night with the aviation engineers at Geiger Field - Friday morning at the hospital at Fort George Wright, Friday night in Pasco, Wash. at Hanford Engineer Works ... Saturday Hollywood Canteen, and next Wednesday we do our Xmas show, we'll put our stockings with the Marine Flyers at Mojave in the Mojave Desert.

6. As Christmas time draws near, I'm sure we echo the sentiments of millions of G.I.'s when we say to every Mom at home (PLAY). And let's all be sure we get a note off to her in time for Christmas so Mom won't have to say (PLAY). By the way, speaking of mothers, do you know what Mother Nature said when she took a look at Ish Kabibble? Well, when Mother Nature looked at Ish, she said (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

FORMAN: Here's your second winner, Professor.

KYSER: Yeah man, and she is Martha Brooks. (APPLAUSE) Nico going Number 2 seaman and stand by for our final round scheming. You know, Bill, this is really the life up here. Ah, the winter sports...the ice skates, the toboggans, the sleighs, the shes.

FORMAN: Shes?

KYSER: That's the correct pronunciation of skis. Do you know how to make a she jump?

FERDY: Yeah. Stick her with a pin.

KYSER: No, no Ferdy Froghammer. Did you guys see me take that ski jump this morning. A quick take off and I came sailing thru the air for 300 feet.

FERDY: You weren't making a ski jump...you were just getting thrown out of the Wave's barracks.

KYSER: Is that so. Well, I haven't even talked to a Wave since I've been here?

FORMAN: Oh yeah? Well what was that you were walking thru the woods with last night ... a mooso?

KYSER: I was not walking thru the woods with a Wave. The woods are out of bounds because of the fire hazard.

FERDY: Fire hazard. How could they expect you to start a forest fire if you can't even keep a Wave warm?

KYSER: Yes sir, the Number 2 boot from the Bitter Root set was really a solid bet, so have a Lucky Strike cigarette while the chillun listen to Lyman Gandee at the piano and the whole gang in a swell arrangement of the "Dance of the Spanish Onion."

5. DANCE OF THE SPANISH ONION PRODUCTION

KAY KYSER
Commercial #3

- 9 -

12-13-44

(FROM FARRAGUT, IDAHO)

KYSER: That was my gang -- and, yes sir, they really went to town on that one. Now, here's our good friend, Kenneth Delmar ...

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: The career of the great Daniel Webster proves that quality in a man -- outstanding quality -- wins recognition and esteem. And, ladies and gentlemen, quality -- outstanding quality -- in a product also wins recognition and esteem -- that's a fact proved by Lucky Strike, for year-in, year-out Lucky Strike has won the esteem of independent tobacco experts ... men like Mr. Percy W. Joyner, Louisburg, North Carolina, who said ...

MR. JOYNER: I've seen tobacco sold all over the South -- and at market after market I've watched Lucky Strike buy the milder, better-tasting tobacco -- the kind that makes a better cigarette. I've smoked Luckies for 12 years.

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

- 9 -

RTX01 011233R

KAY KYSER
Commercial #3 (CONTD)

- 10 -

12-13-44

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

(SWITCHOVER TO FARRAGUT, IDAHO)

*7. Straighten Up & Fly Right - Town Criers
(Apparatus)
Oct. 1944 March*

- 10 -

ATX01 0117339

KLY KYSER

FORMAN: The final exam! Moose call for their mates, old folks
lose their false plates, skaters fall off their skates,
as down the hill with a jill comes a sill in a frill,
that old pill who's been through the mill -- Kay Kysers!

KYSER: Dean Forman, I don't want to depart from academic dignity,
but someday I'm going to slap you all the way from a
battleship to a rowboat.

1. Since this is our first class session in Idaho, we are devoting
tonight's final examination to the honor of this great state, which is
famed for many things and among them, the product mentioned in this
song. (PLAY). I wanted to take some potatoes back with me - I asked
a farmer for 100 lbs. He said, I ain't gonna cut a potatoe in two
just for that. Who was Idaho's most famous Senator in Congress?

2. Helen Haynes of Baltimore says, Idaho is rich in all the other
things we mentioned, and also rich in the two metals in this song
(PLAY). What great cruiser named for a city in Idaho accounted for
six Jap ships in the battles off the Solomons. Is that the capitol
of Idaho? Yes sir, and Idaho's thousands of men and women in uniform
today are each one a (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

KAY KYSER
OPA ANNOUNCEMENT

- 11 -

12-13-44

(FROM FARRAGUT, IDAHO)

KYSER: Yes, sir, fellows ... it's time to name the winner ...
but first Bill Forman has a message for you.

FORMAN: Bill Forman speaking. We make the following suggestions
to the public at the request of the OPA:

One - The public is requested to buy only those
cigarettes that they need for their daily
requirements.

Two - The public is urged to pay no more than
ceiling prices.

Three - The public is urged to do everything possible
to share the available supply of cigarettes.

- 11 -

ATX01 0117341

(FANFARE)

FORMAN: Here's your final winner, Professor!

KYSER: *Al. Litton - Marcha Brooks took with*
~~! You're the Champ of Farragut Tech!~~
a perfect score all the way!
~~Here's your fifty-dollar Bond first prize by heck!~~

~~To number two who did some fine racin', here's a~~
~~twenty-five dollar Bond for placin'!~~ The other four
aren't left on the beach, they get ten dollars in Stamps
each. All six get a carton of Lucky Strikes, and then,
AND THEN! To every one of you Farragut Boots, thanks for
your cheers and hollers and hoots and a package of
better-than-ever LUCKY STRIKE CIGARETTES!

(CHEERS)

8.

~~DEED-I-DO~~ *Cherry (Lined)* . . . ORCHESTRA

(APPLAUSE)

ORCHESTRA:--KYSER THEME--

KAY KYSER

- 13 -

12-13-44

KYSER:

Well chillun, das all until class time next week. For welcoming the College so cordially here at Farragut, Idaho, we thank Commodore F. H. Kelly, Captain Hyler F. Gearing, ^{Capt. J. D. Fitzgerald} Lt. Commander S. G. Witter, Lt. R. L. Brown, and all you gallant Navy men and women. Next Wednesday we'll have a White Christmas with the daredevil leathemecks as we hold class at the U. S. Marine Corps Air Station, in the Mojave desert. Until then ... this is Kay Kyser, thinkin' of you. Thanks a lot for bein' with us ... and so long ... everybody.

(APPLAUSE)

ORCHESTRA: "LUCKY DAY"

(SWITCHOVER TO CHICAGO AT 10:58:35)

- 13 -

ATX01 0117343

(FROM CHICAGO)

CHICAGO

ANNOUNCER: This program was presented by Lucky Strike for the entertainment of the courageous Bluejackets at the United States Naval Training Center, Farragut, Idaho. 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)

RUYSDAEL: LS - MFT
LS - MFT
LS - MFT

SHARBUTT: There's fine smoking pleasure in fine tobacco. And
(Old Impulse Tag #8) Lucky Strike means fine tobacco -- so round, so firm, so fully packed, so free and easy on the draw.

NBC

ANNOUNCER: THIS IS THE NATIONAL BROADCASTING COMPANY.

FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE, NEW YORK • WICKERSHAM 2-6600

CLIENT: THE AMERICAN TOBACCO CO. REVISION: NETWORK: NBC
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 10-11:00 PM EDT
DATE: DECEMBER 20, 1944 - #352 REPEAT: _____

"KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE"

As Broadcast

ROUTINE

OPENING COMMERCIAL

- | | |
|----------------------------|-------------|
| 1. TOGETHER | SULLY MASON |
| 2. LET ME LOVE YOU TONIGHT | DON LESLIE |

COMMERCIAL ONE

ROUND ONE

- | | |
|----------------------------------|-------------|
| 3. I FOUND A MILLION DOLLAR BABY | TOWN CRIERS |
|----------------------------------|-------------|

COMMERCIAL TWO

- | | |
|---------------------|-----------------|
| 4. IT HAD TO BE YOU | GEORGIA CARROLL |
|---------------------|-----------------|

STATION BREAK

ROUND TWO

- | | |
|---------------------|------------|
| 5. CHRISTMAS MEDLEY | PRODUCTION |
|---------------------|------------|

COMMERCIAL THREE

- | | |
|---------------------------|----------------------|
| 6. DO IT AGAIN | ORCHESTRA |
| 7. THE TROLLEY SONG | TOWN CRIERS |

FINAL ROUND

FAREWELL MESSAGE

- | | |
|----------------|-----------|
| 8. DO IT AGAIN | ORCHESTRA |
|----------------|-----------|

KYSER SIGNOFF

ATX01 0117345

- 1 -

WEAF

THE AMERICAN TOBACCO COMPANY

12-20-44

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #352

10:00-11:00 PM EWT

DECEMBER 20, 1944

WEDNESDAY

Program originates at the U.S. Marine Corps Air Station, Mojave, California, with switchovers to New York for commercials.

(FROM NEW YORK)

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

RIGGS: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

DELMAR: That says it!
(Ex. G)

SHARBUTT: Sure thing!

RUYSDAEL: Of course!

DELMAR: Lucky Strike means fine tobacco. So smoke that smoke of fine tobacco - Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw.

RIGGS: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO MOJAVE, CALIFORNIA)

- 1 -

ATX01 0117346

KAY KYSER

- 2 -

12-20-44

(FROM MOJAVE, CALIFORNIA)

ORCHESTRA: "LUCKY DAY"

FORMAN: LUCKY STRIKE presents for the entertainment of Uncle
Sam's daredevil devildogs - the fighting fliers and crews
of the U. S. Marine Corps Air Station at Mojave,
California -- Kay Kyser's College of Musical Knowledge!

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

ORCHESTRA: KYSER THEME

(AUDIENCE APPLAUSE UP BIG)

- 2 -

ATX01 0117347

KYSER: Evenin' folks, how y'all?

AUDIENCE: MERRY CHRISTMAS, FESS.

KYSER: Merry Christmas? Well, and a happy one to all you fighting Marine fliers, ground crews, and women Marines here at the Marine Corps Air Station in the Mojave Desert. And what a place for our Christmas class session, up here with these girl Marines who are all so Yule-tidy. You know, last year when Santa visited these women Marines' barracks, he was gonna leave some nice oranges in their stockings. But he didn't have room. They were already filled with beautiful pears. Incidentally, Marines, I heard Betty Grable hung up her stocking last Christmas Eve. The next morning she didn't find a present in it. There was a note for Betty from Santa saying, "What are you doing New Year's Eve?" Last year a Marine here gave his girl a fur coat for Christmas. She was tickled to death with it until it jumped off her back and made a date with a cat next door.

FORMAN: I say, Professor ...

KYSER: Well, it's Dean Bill Forman.

FORMAN: I say, Professor, there's a Marine out here with a sore toe who keeps calling for you.

KYSER: He's not calling for me ... he's calling for corn plaster.

FORMAN: Oh, I thought he was calling for corn master.

KYSER: Hush up, Dean. I want to talk some more about this Air Station. What has touched me is that the fame of our College has preceded us here. The place is full of talk about me.

FORMAN: Yes, even the planes have heard about your jokes.

KYSER: The planes have heard about my jokes?

FORMAN: Certainly. When you arrived the control tower reported, "One of our aircraft is hissing."

KYSER: Quiet, Dean. Oh, by the way, here's an ^{old} Christmas joke in my pocket I forgot to pull last year. Did you hear what Mrs. Santa Claus said to Mr. Santa Claus when his sleigh drove up?

FORMAN: No, Professor. What did Mrs. Santa Claus say to Mr. Santa Claus when his sleigh drove up?

KYSER: It looks like rein ... dear.

FORMAN: Heaven's to Betsy ... here we go again. It's ghastly, ghastly, ghastly!

ISH: Was somebody calling me?

KYSER: Ish Kabibble! What's wrong with your eyes? You look positively woozy.

ISH: Hi, gang. Well ... I certainly hope this is Christmas, because if it ain't, I sure have been egg-nogging myself out. You know, I sort of feel kinda in the groove for a little huggin and kissin. Move over from the mistletoe and call that there Elva Polk from the Town Criers.

ELVA: Were you calling me, Ish?

ISH: Yep. Git goin, babe. This ain't RHUBARB I'm standing under.

KYSER: Ish, you're not even a full idiot. You're an oaf ... a semi-idiot.

ISH: Well, half an oaf is better than none. Hey, Professor, this desert is a swell place for you to get a Christmas tree.

KYSER: I don't want a tree for Christmas. I want a wreath.

ISH: A what?

KYSER: A wreath. A WREATH! What is it that is always hanging on the front door on Christmas?

ISH: My old man.

SOUND: KNOCK ON DOOR, DOOR OPEN

FORMAN: Professor, there's an old gentlemen here in a red suit who demands to see you. Here he is ... St. Nicholas.

MAX: (BIG, JOLLY VOICE) The best of the reason to you one and all. I stopped in to see if I could repair my big gift bag. It's torn ... and I must say, I have never seen such an unhappy bag.

ISH: You ain't? Well, here's Kay Kyser, take a look at a real sad sack.

FORMAN: Ish, please blow, we want to dash over the Christmas snow for our \$115 in War Bond prizes. But before our reindeer begins to prance, the Professor says ...

KYSER: Come on, chillun ... yet's dance.

1. TOGETHER ORCHESTRA

2. LET ME LOVE YOU TONIGHT DON LESLIE

(APPLAUSE)

KAY KYSER
Commercial #1

- 3 -

12-20-44

(FROM MOJAVE, CALIFORNIA)

KYSER: Ah, well done! -- yes sir, that was really swell! An'
now, you take over, Basil Ruysdael ...

(FROM NEW YORK)

RUYSDAEL: Whenever anyone lights up and says: "Man that's a good
cigarette" -- it's just another way of saying: "Man
that's fine tobacco!" For it takes fine tobacco to make
a fine cigarette. So remember: Lucky Strike means fine
tobacco ... yes, first, last and always, Lucky Strike
means fine tobacco. This very week at auctions in the
Southland, Lucky Strike is again buying for you the finer,
the lighter, the naturally milder Lucky Strike tobacco.
Independent tobacco experts present at the auctions can
see just who buys what tobacco. And sworn records show
that among such independent experts -- auctioneers,
buyers and warehousemen -- with men who know tobacco
best, it's Luckies 2 to 1!

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: Lucky Strike means fine tobacco - and fine tobacco means
(Old Impulse Tag #15) real deep-down smoking enjoyment for you - so smoke the
smoke tobacco experts smoke - Lucky Strike.

(SWITCHOVER TO MOJAVE, CALIFORNIA)

Orch: Kysen March - 3 -

ATX01 0117351

FORMAN: First contestant, Fessi

KYSER: And he is _____!

1. Christmas is the most wonderful of all times for the kiddies. Mrs. H. J. Bannister of Ivyland, Pa., says that on Christmas morning all the chillun will say (PLAY) She also says that once upon a time, a little tot woke up in the night, heard a rustle in the chimney, saw Santa Claus and said (PLAY) Santa said to the little one, Hey, you should be asleep. So if you want your stocking filled you'd better (PLAY).

2. Mrs. Eugene Ash of Stevens Point, Wisconsin, says you're in for a trimming if you can't guess six Christmas decorations mentioned in this Christmas letter from a Marine to his girl. "Dear Mabel: I pine fir you. When your face is wreathed in smiles, no star of Hollywood can hold a candle to your charms. You are the berries, and that's snow-kidding. Please take "stock-in" what I say, sill, and loan me a tin, sill, till New Years. Yours, Snookums."

3. Next week will be the time when Christmas bells ring out across the snow. For Grace Thurston of New York City, our sound man has come along prepared to ring lots of bells for Christmas. You listen and tell us what bells these are. (RING) (RING) (RING) (RING)
And what bells are these? (FORMAN AND CRIER GIRLS SQUEAL)

BREEZE: Those are the belles of Mojave.

FORMAN: And don't forget me.

KYSER: Who are you?

FORMAN: I'm the Liberty Bell ... I'm cracked.

4. Miss Miriam Harnish of Rochester, New York, says Santa Claus wears a big beard, but what famous actor is known as "The Beard?" How many wives did Bluebeard have? Now let's play "Beaver." Every time I name a person who is identified with a beard you say "Beaver."
Eddie Bracken,
/George Bernard Shaw, Henry Aldrich, Abe Lincoln, Baby Sandy, Man
Mt. Dean, the Smith Brothers.

KYSER: Speaking of beavers, here's an organization that works like beavers for humanity -- let's help them. This year why not give the greatest gift you can possibly give ... good health to your fellowman. Buy Christmas seals to win the fight against tuberculosis and use them liberally throughout the holidays.

5. Here's Ish Kabibble and the Ishbone, an incredible musical instrument that Hangover, here, made out of an old music stand and assorted gadgets. To confuse himself and us, Ish is going to play some tunes and you tell Mrs. Margaret Taylor of Warrington, Florida, what they are. (PLAY) (PLAY) (PLAY)

6. Jerry Hoekstra of St. Louis, Missouri, sent us this one about a Marine flier who was helping a girl trim a Christmas tree. Just as the girl got up on a chair to put the last trimmings up, the lights on the tree went out - she yelled - and started to fall. The Marine Casanova saw his chance, grabbed her on the way down and cooed (PLAY) The girl replied - I can't see you in the dark, smarty, but I'll black both your eyes (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

FORMAN: The first winner, Fess.

KYSER: Okay, and he is Robert Phillips. (APPLAUSE) You're first winner for old Mo-javey, you're in line for the final gravy. Here's a

ISH: (TRUMPET) Ish K. Bibble's hour of Holiday gems.

KYSER: Now wait a minute, Ish.

ISH: First gem entitled: Don't worry about gettin' presents this year ... father will come home with a load. Oh, twas Christmas in the Northland...

KYSER: You're pretty smart. You know all about Christmas and the Northland, eh?

ISH: Oh, sure. I spent a long winter under the Aurora Borealis once.

KYSER: Long winter under where?

ISH: Oh, you gotta wear 'em up there, yeah.

KYSER: Never mind. I'd like to hear you do a poem about the round, ^{little} chubby/man that worries about the whole world at this time of the year, St. Nicholas.

ISH: Oh, him. He's a great grandfather of mine.

KYSER: A great grandfather. You belonged to the Nicholas family?

ISH: Yeah, on my mother's side we were Nicholas. On my father's side we were Peniless.

KYSER: Well, you do know all about the North Pole.

ISH: Yeah. And the toughest thing I ever did was to part with my Eskimo girl in Alaska.

KYSER: Did you give her a going-away present?

ISH: Oh, sure. I gave her a hundred pounds of whale fat.

KYSER: Blubber?

ISH: She cried like a baby.

KAY KYSER

- 8A -

12-20-44

KYSER: Well surely you kissed her goodbye. Is it true that the Eskimos kiss by rubbing noses?

ISH: Yeah, that's right.

KYSER: Sounds romantic, kissing by rubbing noses.

ISH: Oh, you wouldn't like it.

KYSER: Why not?

ISH: After you got through kissing a girl with your nose, you'd have to walk too far to find out what she looked like.

KYSER: Congrats to the first winner for old Mo-javey, you're in line for the final gravy. Here's a Lucky Strike, have a puff or two while the chillun dance and the Town Criers sing a-one, a-two.

3. MILLION DOLLAR BABY TOWN CRIERS
(APPLAUSE)

- 8A -

ATX01 0117356

KAY KYSER
Commercial #2 (Q)

- 4 -

12-20-44

(God bless 'im -- he's the same old Andy Jackson!)

(FROM MOJAVE, CALIFORNIA)

KYSER: ... that was beautifully paced, your boots were laced.
Thanks kids, 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 --
so round, so firm, so fully packed, so free and easy on
the draw.

RIGGS: (CHANT - SOLD AMERICAN)

MERCHANT: "God bless 'im -- he's the same old Andy Jackson!"

DELMAR: In the city of Washington ... on the morning of March 4th,
1829 ... a man left his lodgings at the Indian Queen
Tavern and walked up Pennsylvania Avenue to become the
Seventh President of the United States. He was tall and
thin ... his hair was white and close-cropped ... and he
carried himself like a soldier. And as he walked toward
the Capitol grounds, there were many in the crowded
street who knew him ... and loved him for what he was:
a plain man of the plain people ...

(MORE)

- 4 -

ATX01 0117357

KAY KYSER

- 5 -

12-20-44

Commercial #2 (Q) (CONTD)

(God bless 'im -- he's the same old Andy Jackson!)

SOLDIER: (EXCITED) Look, there goes the General! There's Old Hickory himself. I fought with him at New Orleans -- and, I tell you, a greater soldier never lived.

TEACHER: (QUIET, FLAT) I was his teacher -- taught him the law in the backwoods country of Tennessee. Kinda' figured, even then, he'd make his mark some day.

MERCHANT: (CHUCKLING) Yep, that's him all right. Hasn't changed much since he worked as a clerk in my store back in Nashville. God bless 'im -- he's the same old Andy Jackson!

DELMAR: Perhaps this expresses better than anything else the emotion in the hearts of the people that day, as they heard the tall white-haired man from Tennessee take the oath of office ...

JACKSON: (62) I, Andrew Jackson, do solemnly swear that I will faithfully execute the office of the President of the United States, and to the best of my ability preserve, (FADE) protect and defend the Constitution ...

(MORE)

- 5 -

ATX01 0117358

KAY KYSER
Commercial #2 (Q) (CONTD)
(God bless 'im -- he's the same old Andy Jackson!)

- 6 -

12-20-44

DELMAR: "God bless 'im, he's the same old Andy Jackson!" Yes,
this was the great quality of this man: that he could
remain humble in high office, a fighter for justice as he
saw it, a champion of free citizens of a free land. This
is the quality of a great American. This was the quality
of Andrew Jackson, soldier, lawyer, statesman, Seventh
President of the United States!

RIGGS: (CHANT - SOLD AMERICAN)

SHARBUTT: QUALITY is the key to a man's greatness. And quality is
(Closing
#18) the key to the greatness of a product. So let those five
simple words be your key to real, deep-down smoking
enjoyment -- Lucky Strike means fine tobacco ... yes,
year-in, year-out, Lucky Strike means fine tobacco!

BOONE: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

DELMAR: It takes fine tobacco to make a fine cigarette. Remember -
(Old
Impulse
Tag #12) Lucky Strike means fine tobacco -- so round, so firm, so
fully packed, so free and easy on the draw,

(SWITCHOVER TO MOJAVE, CALIFORNIA)

- 6 -

ATX01 0117359

KAY KYSER

- 9 -

12-20-44

ORCHESTRA: CARROLL INTRODUCTION

KYSER: Now under the desert stars, a beautiful girl and a melody
for you Marine flyers. It's our own cover girl, gorgeous
Georgia Carroll! (APPLAUSE) And Georgia, I know the
hearts of these men are your target for tonight, as you
sing ...

4. IT HAD TO BE YOU GEORGIA CARROLL
(APPLAUSE)

ORCHESTRA: "JINGLE BELLS"

- 9 -

ATX01 0117360

KAY KYSER

- 7 -

12-20-44

(FROM MOJAVE, CALIFORNIA)

ORCHESTRA: REPRISE: "JINGLE BELLS"

GLEE CLUB: Ring dem bells,
Ring dem bells,
Ring 'em one-two-three
Let each station be identified
On good old N. B. C.
On N. B. C.

(CHIMES)

ORCHESTRA: KYSER MARCH

- 7 -

ATX01 0117361

KYSER: Well, Bill Forman, it's time for our second round, so....

ISH: Presenting Greater-Than-Dunninger Ish K. Bibble. .

KYSER: Oh, so now you're reading minds. Tell me, Ish, where do you get your ideas from, ether waves?

ISH: Yeah ... either Waves or Waas.

ISH: I don't think I can the print's too small. .

KYSER: Never mind. If you're so smart, tell me what I had for dinner.

ISH: Okay. Wait till I get the waves to goin' ... yep, I'm gettin' a strong wave now.

KYSER: Well, what is it?

ISH: Onions.

KYSER: Let's do it with numbers, I'm thinking of a number.

ISH: Yeah ... I'm gettin' it ... I get one ... six ... six....

KYSER: Well, finish it.

ISH: No, I don't wanna.

KYSER: Finish the number I was thinking of.

ISH: All right ... Gladstone 1660 and ask for Bertha. .

KYSER: I'll put that down. Now let's see you read some of the audience's minds.

ISH: Okay. I'm gettin' a thought.

KYSER: It's about time.

ISH: They's a fellah in the seventeenth row thinkin' that the girl Marine in front of him is obstructin' his view. .

KYSER: Why doesn't he change his seat?

ISH: He's also thinkin' the obstruction is much better than the view.

KYSER: Oh. .

ISH: Now, I'm gettin' a thought from somebody in the sixth row. .
In fact, I'm gettin' two separate thoughts. .

KYSER: What's the first thought?
ISH: He's thinkin' about the blonde he met in Lancaster last night.
KYSER: And what's the second thought?
ISH: Ah, ah, ah, ah, ah ... Wait a minute, I'm gettin' a mental picture of you ... and a red head.
KYSER: Hot dog!
ISH: The picture is gettin' clearer ... you're holdin' this here red head in your arms.
KYSER: Oh, boy!
ISH: You're jest about to kiss her.
KYSER: Tell me more. Tell me more.
ISH: The picture is ... I can seeoh, shucks. It got away.
KYSER: The picture?
ISH: No, the red head.
KYSER: Fine. Getting any more thoughts?
ISH: No, the thoughts seem to be fadin' away. Somebody is tryin' to think awful hard, but ain't doin' any good. He can't get nothin' in his head. His mind is a blank. Can you imagine that kind of stupidity? Heh, heh, heh. What am I laughin' for ... it's me.

FORMAN: Second contestant, Fess!

KYSER: _____ 1

1. Sally Desfor of Brooklyn, sends us this story about Santa's reindeer. They had started across the sky with Santa on his trip from the North Pole, and after they had been on their way a while, Prancer turned to Dancer and said (PLAY) Dancer said - Sure why not? I'll tell you what let's do. Let's start (PLAY) During all this talk, Blitzen had been listening. Finally he turned to Dancer and Prancer and said - Don't be such smarty pants or Santa may get rid of all of us and take the (PLAY).

2. So we're going to put you to work on this question from Mrs. Dallas Moore of Minneapolis, Minnesota about reds and greens, the colors for Christmas. What baseball team is called the Reds? Who is Red Nichols? Who is Johnny Green? Which is the redhead among these movie queens: Greer Garson, Rita Hayworth, Ann Sheridan, Lucille Ball? Who is Red Ryder?

3. At the request of Lt. Brown of Farragut, Idaho, we're about to play "Jingle Bells" the way it might be played in three of the countries which you Marine fliers may visit. As we play, tell us the countries our playing suggests. (PLAY) (PLAY) (PLAY)

4. Now is the season for Christmas carols, but Gertrude Dietz of Van Nuys, California, wants you to name three lovely gals whose first or last name is Carol.

5. Here's a question on bands. It's from Muriel and Kiki O'Claffey of Brooklyn, N.Y. What kind of band is this? (PLAY) What kind of band is this? (PLAY) And this? (PLAY) Now we'd like you to try and be a one-man band. Here's a drum for your right hand, a toy flute for your left hand, a cymbal for one foot, bells for the other. Now knock yourself out. (PLAY).

KYSER: Speaking of bands, all our gang will be with Dick Powell and his gang on the Fitch Band Wagon this week. We hope lots of you chillun can come along for a Christmas Eve ride with us on the Fitch show this Sunday.

6. Here's one from Marine Sgt. Robert C. Morgan of Fayetteville, N.C. One thing we can be sure of -- the girls aren't bashful around this time of year. They speak right up and say (PLAY) But these Leathernecks say, on a Marine's pay (PLAY).

(APPLAUSE)

SOUND: CLASS BELL

KAY KYSER

- 15 -

12-20-44

FORMAN: Second winner, Fess!

KYSER: And he is _____ . Second Leatherneck you really
were in step, have a Lucky Strike and save your pep
while the chillun listen to (INTRODUCE XMAS MEDLEY)

5. CHRISTMAS MEDLEY PRODUCTION
(APPLAUSE)

- 15 -

ATX01 0117367

KAY KYSER
Commercial #3

- 8 -

12-20-44

(FROM MOJAVE, CALIFORNIA)

KYSER: Yeah man! That was my gang -- and really in the groove!
And now here's our good friend, Del Sharbutt ...

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

SHARBUTT: Quality is the key to a man's greatness -- you'll find proof of that fact in the career of Andrew Jackson who rose from frontier lawyer to become Seventh President of the United States. And, ladies and gentlemen, quality is the key to the greatness of a product -- you'll find proof of that fact in Lucky Strike, for Lucky Strike has won the approval of independent tobacco experts ... men like Mr. George Alfred Webster of Durham, North Carolina, who said ...

MR. WEBSTER: We tobacco men know that good tobacco makes a good smoke. And Luckies surely do buy good tobacco, so Luckies surely do give a good smoke. I know because I've smoked Lucky Strike myself since 1917.

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

- 8 -

ATX01 0117368

KAY KYSER
Commercial #3 (CONTD)

- 9 -

12-20-44

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

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: So smoke the smoke tobacco experts smoke - Lucky Strike,
(Old Impulse Tag #25) for Lucky Strike means fine tobacco - yes, Lucky Strike
means fine tobacco!

(SWITCHOVER TO MOJAVE, CALIFORNIA)

7. The Valley Song - Town Circle
(Applause)
Dir: Kiser March

- 9 -

ATX01 0117369

KAY KYSER

- 17 -

12-20-44

FORMAN: First finalist, Pess!

KYSER: And he is Robert Phillips!

1. Since we're here in the Mojave Desert we'd like to dedicate our final round to the desert. It's mighty cold here so Genevieve Muir of Hollywood tells us about a Marine named Deep Dish who hailed from (PLAY). Deep Dish stayed out on this desert in the deep nite and it's pretty cold then. As a result, Deep Dish is now (PLAY).

2. Claire Bach of Baltimore says here's a tune from "The Desert Song" and believe me it's the desert song of any man at Mojave. (PLAY). Will you distinguish between the Road to Sands-iber, San Quentin and San-dab.

(APPLAUSE)

SOUND: CLASS BELL

- 17 -

ATX01 0117370

KAY KYSER

- 10 -

12-20-44

(FROM MOJAVE, CALIFORNIA)

FORMAN: Fess, shall I name the lad who is in the know?

KYSER: First a word from Basil Ruysdael, and then -- let's go!

(FROM NEW YORK)

RUYSDAEL: *Back, Kay!*
Tonight, ladies and gentlemen, marks the close for a time of Kay Kyser's seven-year association with Lucky Strike. And it is my privilege, on behalf of Lucky Strike to express our gratitude for his loyalty through the years and for his brilliant showmanship in bringing Lucky Strike into your home every Wednesday night for a long, long time. Next week, Kay Kyser opens his famous College of Musical Knowledge at this same time and over these same stations under the sponsorship of the Colgate-Palmolive-Peet Company. And so, speaking for the makers of Lucky Strike, may I extend our best wishes to Kay Kyser for his continued success as a great performer. Good luck to you, Kay, from all of us! Now back to Mojave, California - and your ol' Professor, Kay Kyser!

(SWITCHOVER TO MOJAVE, CALIFORNIA)

- 10 -

ATX01 0117371

(FROM MOJAVE, CALIFORNIA)

KYSER: Thank you. In behalf of all of us here in the College,
I want to thank the American Tobacco Company for its
wholehearted cooperation with us through the years.
We're mighty proud to have been under the banner of
Lucky Strike for seven years. And we say thanks from the
bottom of our hearts to Mr. Lucky Strike.

ORCHESTRA: FANFARE

FORMAN: The final champ, professor!

KYSER:

P.P.C. Robert Phillips with a perfect score all the way.
~~Well, it looks like you're number one, the~~
~~fifty dollar Bond first prize you've won. To number two,~~
~~here's a Bond for you, a twenty-fiver. The four remainin'~~
aren't complainin' because they each get ten dollars in
Stamps. All six get a carton of Lucky Strikes and then,
AND THEN! To every one of you desert braves, for your
shouts, your cheers, your hollers and raves, a package
of better-than-ever LUCKY STRIKE CIGARETTES!

(CHEERS)

8.

TOGETHER *Do It Again* ORCHESTRA

(APPLAUSE)

(FANFARE IF NUMBER IS ELIMINATED)

~~(NO APPLAUSE OR FANFARE IF NUMBER IS PLAYED)~~

12-20-44

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

KYSER: Ladies and gentlemen, Uncle Sam wants me to talk to you tonight about security of war information. ~~He says, now that our forces all over the world are on the attack, we can't~~ ~~ever emphasize the importance of keeping war information to ourselves -- because men's lives are at stake, the success of Army and Navy strategy is at stake.~~ Our enemy has a method of uncovering important military facts from little things you and I might say or do, and because of this, Uncle Sam suggests five key things not to talk about - ~~the kind of information our armies are after.~~ The first - where. Where are our soldiers, ships, planes, factories, mine fields, etc. 2. How. How are our men going, how are they equipped. How are our planes, tanks and other weapons made. 3. When. When are they going, when will that ship be launched, when will that production job be finished. 4. How many? How many transport ships, planes, tanks. 5. What kind of duty is he doing, training, is he getting. What kind of ship or plane or cargo is it. Five key things not to talk about - especially at Christmas time with millions of service men at home - don't ask them seemingly harmless questions that involve where, how, when, how many and what kind. If we read it in the newspapers, or hear it on the radio, then it's public property, and we can talk about it. But if we hear it or see it ourselves, let's not repeat it. *The success of our Army & Navy strategy is at stake, so,* Let's think before we talk, because careless talk costs lives. What about it America?

(APPLAUSE)

ORCH: KYSER THEME

ATK01 0117373

KAY KYSER

- 12 -

12-20-44

KYSER:

Well chillun, das all until New Year's class time next week. For this warm Christmas welcome by the flyin' Leathernecks at Mojave, our thanks go to Lt. Colonel L. W. Ashwell, Captain J. G. Kuhn, Lt. T. Kolb, all you men, and you gallant Marine women. We are happy to tell you that the old College continues next week, same time, same stations, under the sponsorship of ~~the Colgate-Palmolive-Pest Company~~, ~~for~~ two fine nationally known products, Palmolive Soap and Colgate Dental cream. Next Wednesday we'll be sayin' Happy New Year to Uncle Sam's fighting bluejackets at the U. S. Naval Amphibious Training Base, Oceanside, California. Until then, this is Kay Kyser ... thinkin' of you. Thanks a lot for bein' with us ... and Merry Christmas ... everybody!

(APPLAUSE)

ORCHESTRA: "LUCKY DAY"

FORMAN:

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

NBC

ANNOUNCER:

THIS IS THE NATIONAL BROADCASTING COMPANY.

- 12 -

RTX01 0117374