

1/4/39

WEAF

THE AMERICAN TOBACCO COMPANY
KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE
(41st Program)

() ()
10:00 - 11:00 PM

JANUARY 4, 1939

WEDNESDAY

GRAUER: Listen to the chant of the tobacco auctioneer!

RIGGS: (CHANT:) 1st Sale ... 33 - 38
2nd Sale ... 32 - 37

ALL DONE? SOLD TO THE AMERICAN TOBACCO COMPANY!

GRAUER: Remember "SOLD AMERICAN" means fine tobaccos for your
Lucky Strikes. That's why, with independent tobacco
experts, with men who know tobacco best, it's Luckies two
to one! Have you tried a Lucky lately?

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

GRAUER: Lucky Strike presents Kay Kyser's College of Musical
Knowledge - and here comes the man and his band who gave
America singing song titles - Kay Kyser!

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(KYSER THEME)

KYSER: Evenin' folks, how're ya all? Welcome to the little old Red School House seven stories above Times Square - New York. Your old Professor is mighty happy to see such a turnout of cheerful young faces for the 1939 term. And - up here on the well-worn lecture platform, ~~six leftover~~ students from the holiday rush have been chosen at random by our campus co-ed from the old fish bowl containing the names of our entire student body here tonight. I've never seen them before tonight and they are not rehearsed in any way. These earnest young scholars are ready to take their New Year examinations for higher musical honors and ninety-five dollars in prizes, but right now your old Professor locks his chillun right in the eye - faces the new year with a smile, and drawing himself to his full height, says - come on you class of '39 - come on, yes dance!

1. ("I KNOW THAT YOU KNOW" ORCHESTRA)

(SEGUE TO:)

2. ("DEEP IN A DREAM" SIMS & ORCHESTRA)

(APPLAUSE)

- COMMERCIAL #1 -

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COMMERCIAL #1

GRAUER: Professor Kyser, before you start quizzing our students tonight, let me ask you one question ... Do you know who John Rolfe was?

KYSER: ^{Well my} ~~hey~~, Dean Grauer ... As I remember my history books, John Rolfe was the lucky fellow 'way back in 1600 something, who married the lovely Indian princess, Pocahontas.

GRAUER: You're right, Professor Kyser ... But my history books tell me that John Rolfe had yet another claim on fame. For he was the first man who ever made a serious effort to improve the quality of our tobacco crops. A tobacco planter himself, he traveled all over the Virginia colony .. showing other pioneer planters how to grow finer leaf.

RUYSDAEL: And, Ben, that splendid work begun by John Rolfe has had a true rebirth in recent years. New methods, developed by the United States Government, have helped farmers all over the South ~~to~~ grow better and better tobacco. Smokers ... have you tried a Lucky lately? We ask because this improvement in tobacco crops has been outstanding in the past few years. ^{AND} As always, Lucky Strike has bought the Cream of the Crop. Thoroughly aged and mellowed ... these finer tobaccos are now ready for your enjoyment in Luckies. And so ... Luckies are better than ever. Try them for a week. See for yourself why Lucky Strike can make this statement:

GRAUER: Among independent tobacco experts, Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined. This fact is established by sworn records which anyone may examine.

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RUYSDAEL: With independent experts .. with men who know tobacco
best ... It's Luckies 2 to 1! (PAUSE) Have you tried a
Lucky lately?

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(FRAGMENT OF KYSER MARCH)

GRAUER

~~RUYSDAEL:~~ Now, class of 1939 ... attention please. ~~Dean Grauer - Dean of Duties will explain what is required of you as freshmen in his first convocation.~~

~~GRAUER:~~ Thank you, President emeritus, Basil Ruysdael ... greetings, ~~freshmen~~. As you see, examination time has come to Kyser College. You first three contesting students will stand there near the podium, ~~and don't be alarmed if you seem to be ensnared in Spanish moss ... it is only the collected beards of our learned judges.~~ ^{OVER THERE ARE} ~~So~~ ~~But~~, now, pull yourselves together for here comes Stormy Weather .. or to put it nicer ... your Professor.....Kay Kollege Kyser.

(MARCH TO FINISH)

(APPLAUSE)

KYSER: Thank you, Dean Grauer. Gather round me, freshmen while I draw the veil of mystery.

(RATCHET EFFECT)

KYSER: And lo - we have a question marked number one from _____ of _____ who asks you to _____.

FIRST QUESTION ROUND

- 1. Name this song for Mrs. William Allen, Waterloo Iowa. (PLAY) Is it true that this song is identified with Bert Block and his bell music and Frances Langford?

(M O R E)

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KYSER:
(CONT'D)

2. Here's one from Los Angeles, California. Dave Poehler asks:
In the opera Hansel and Gretel, who is Hansel's Sister?
Did Humperdinck base the opera on one of Aesop's fables,
Grimm's fairy tales, or Mother Goose Rhymes?
3. Miss Mildred Pinger of Kansas City, Missouri, says the next
two songs are associated with two negro songstresses. See
if you can name the songs and the girls who are identified
with them. (PLAY)(PLAY)
4. Can you name three people in radio who have written books?
Now here are a few hints: How to Win Friends, Rhapsody in
Blue, It Can Be Done, Hello Everybody, Banjo-Eyes, Eleanore,
So Long Until Tomorrow, Believe It Or Not, Good Evening.
5. Don't be a fraidy-cat. See if you can identify this
orchestra theme song for Miss Jane Jacobsen of Pierre,
South Dakota. (PLAY)
6. Here's our first Right or Wronger for 1939. For Howard
Love of Austin, Texas, just quickly say right or wrong to
the following statements.
 1. Lowell Thomas' theme song is "I See By The Papers."
 2. Once started, "The Star Spangled Banner" must be
played in its entirety.
 3. Davey Lee was Sonny Boy in the Al Jolson picture of
that name.
 4. Victor Moore is Grace Moore's father.

(M O R E)

KYSER:
(CONT'D)

7. What's the name of this song, asks Miss P. Miller of Brooklyn, New York. (PLAY) The composer of that song is an orchestra leader who also wrote "The Touch of Your Lips", "The Very Thought of You", and other hits. Who is he?

8. We'll have to blindfold you for this one from Tampa, Florida. Johnnie Calderone would like you to listen and tell us what instruments you hear. (PLAY) If that's a _____ then what is this? (PLAY) And if that's a _____ then what is this? (PLAY)

9. This next number is the title song of one of the first musical review pictures. See if you can name it for Miss Dorolyn Beedle of Medina, Ohio. (PLAY) From the following list of movie stars, see if you can pick two who were featured in _____. Colleen Moore, Charles King, Billie Dove, Bessie Love, William S. Hart, Anita Page, Cliff Edwards.

(BELL RINGING)

GRAUER: The board of trustees send word that the first round is over.

KYSER: Thank you, Dean-Curfew-Shall-Not-Ring-Tonight-Grauer, and das all, students. Before you go to the showers hang on to the ropes while our learned judges ^{UNANIMIZE} ~~get~~ a decision.

~~VOICE: Don't shoot ... I'll tell - don't shoot!~~

~~(MACHINE GUN - GROANS AND BODY FALLS - CROWD MURMURS - AND SIREN)~~

~~KYSER: Stand back - stand back - what's the matter here?~~

SOUND : BELL

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I hope it's me, I hope, I hope, I hope.

VOICE:

~~They got me, Professor - they got me!~~

KYSER:

Hope it aint you, Sully.
~~They can have you - I got a decision, and our judges~~

the

proclaim the winner of the first round to be none other than _____.

(APPLAUSE)

KYSER:

Well, it looks like the Class of 1939 is going to do all right. My dear scholar, I congratulate you ... you have a keen mind and a profound erudition. Follow Dean Grauer to the faculty club ... light up a Lucky Strike and wait for the final round. I declare a recess ... an innocuous interlude of interesting extrospection ... a profound panegyric of pulsating pastime ... I mean to say, noggins - come on out - yes dance!

3. ("I MUST SEE ANNIE TONIGHT" MASON & ORCHESTRA)

(SEGUE TO:)

4. ("YOU MUST HAVE BEEN A BEAUTIFUL BABY" BABBIT & ORCHESTRA)

(APPLAUSE)

- COMMERCIAL #2 -

COMMERCIAL #2

KYSER: Get out your pencils, everybody, because Dean Grauer has a little lesson in arithmetic for us.

GRAUER: A simple matter of division. First, take \$8,000 and ...

KYSER: (INTERRUPTING) ^{With pleasure} Why ~~willingly~~, Dean Grauer!

GRAUER: (LAUGHING) ^{Not you boy} ... Take \$8,000 and divide that by three hours or 180 minutes - and what's the answer? (PAUSE) The answer is 44 dollars and 44-odd cents per minute! ...

Pretty good wages, aren't they? Well - Tito Schipa, internationally famous tenor, often earns as much as that - \$8,000 to \$10,000 for a single evening of song. So it's easy to understand why Mr. Schipa takes the very best care of his business equipment - his voice and throat. Now, way back in 1927, it was called to our attention that Mr. Schipa was a Lucky Strike smoker. We asked him at that time his reasons for preferring Luckies and he told us - because he found them always easy on his throat. And just a few months ago he told us again that he is still smoking Luckies and ... still for the same reason.

RUYSDAEL: Many of the most famous singers and actors, whose voices are their fortunes have made this same discovery about Lucky Strike. They have found that Luckies are always easy on their throats. And the reason is ... in just two words ... "It's Toasted". You see, this exclusive Lucky Strike process takes out certain harsh throat irritants that are found in all tobacco. Naturally with these impurities removed, your Lucky Strike is more mellow, easy on any smoker's throat ... Have you tried a Lucky lately?

(M O R E)

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RUYSDAEL:
(CONF'D)

Try them for a week and let your own throat be the judge of how the "Toasting" process makes Luckies a light smoke, easy on the throat. Next time you buy cigarettes, ask for Lucky Strike.

("LUCKY DAY")

GRAUER: While freshmen and professor cruise the upper stratosphere
The time has nearly come - oh yes the time is almost here -
To speak to all the network of their radio relation
And pause - oh, very ^{ie} briefly, to identify each station.

*** S T A T I O N B R E A K ***

GRAUER: Kay Kyser's College of Musical Knowledge enters its second
semester of 1939 - so light up a Lucky Strike and listen
to that famous makes-you-want-to-dance music or dance
awhile to the original Kay Kyser style.

"DIPSY DOODLE"

5. ("~~THIS CAN'T BE LOVE~~" ~~RABBITT & ORCHESTRA~~)

(SEGUE TO:)

6. ("I WON'T TELL A SOUL" SIMS & ORCHESTRA)

(APPLAUSE)

GRAUER: Whereas - one habeas corpus student has been selected for
the final round. Whereas - it takes two to make a contest.
Whereas - the three quo vadis judges have prepared
themselves. ^{AND} ~~Whereas~~ - the time chime is in good working
order. Whereas - the second three contestants tremble
truculently. ^{Therefore} ~~To wit~~, Nulli Prosit, Schlaffen Sie Wohl,
festine lente .. and let there be ^a assault and battery, for
here he is - Kay Kyser!

(KYSER THEME IN 6/8 TIME)

KYSER:

~~Thank you, Dean Grauer - local legal luminary ... your~~
~~LUSTY CRY FOR THOSE HARD FIGHTING TEAMS THAT WERE GLORIOUS EVEN IN DEFEAT~~
~~decision will undoubtedly be accorded the acclaim of a~~
~~IN THE VARIOUS BOWL GAMES PLAYED MONDAY - HATS OFF TO DUKE, CARNEGIE Tech~~
~~real "precedent". But the three scholars grow hot and cold,~~
~~OKLAHOMA AND NEW MEXICO AND TEXAS TECH. BUT THE 3 SCHOLARS GROW HOT AND~~
 COLO so let's on with the questioning ...

SECOND QUESTION ROUND

1. Take a little time to make yourself happy. For Miss Bette Beck of Centralia, Kansas, identify this orchestra leader and name his theme song. (PLAY)
2. Here are a few well-known people whose names aren't conventional men's or girl's names such as Tom and Mary. Miss Alice Weik of Waterbury, Connecticut, wonders if you can tell us whether they are men or women: Joyce Kilmer, Kirsten Flagstad, Tizzie Lish, Ira Gershwin.
3. The titles of some of our biggest hit songs include words which are not in the dictionary. Robert Craig of Morristown, New Jersey, would like for us to play three of them and see if you can name them. (PLAY)(PLAY)(PLAY)
4. This one is from ~~Mrs. A. Smith, of Grand Rapids, Michigan~~
~~DR. HUCKERSON OF LOUISVILLE, KENTUCKY~~
 She wants to know the difference between Encore, Terpsichore, and Drum-corps.
5. Stay where you are and name this song for Mrs. Leo Black of Priest River, Idaho. (PLAY) Now tell us whether that is the theme of the dramatic serial program, Valiant Lady, Girl Alone, or Backstage Wife.

(M O R E)

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KYSER:
(CONT'D)

6. Well, let's tackle some title twisters for Mr. ~~M.F. Dean~~ of ~~Bucan Vista, Georgia~~ ^{COLUMBUS, OHIO}. Give us the correct titles to the following maze of words. For instance - never calculate upon your juvenile poultry until the proper process of incubation has fully materialized would be - don't count your chickens before they're hatched.

1. The ballad has ceased.
2. I've informed all the twinkling objects in heaven.
3. By what means will we be able to detain them on the plantation?

7. Here's a good old song which Miss Sarah Knox of Pendleton, South Carolina, says you will quickly identify. (PLAY)
In that song does the word _____ refer to a river or a field of grain?

8. Here's a tricky little brain teaser from Muskogee, Oklahoma. While making the following statements, I'll stop several times and every time I stop Larry Bishop wants you to name a song with the last word I say. Catch on? Here we go! 1939 is a brand new baby ---. Our college is in session in this new year for the first time ---. For your loyalty in 1938 accept our thanks ---. For your support in 1939 we pledge ourselves every week to try to make you happy ---.

9. Don't stoop, stumble, stomp or stutter - just name this song. (PLAY) Now speaking of the _____, Mrs. R.M. Wilkerson of Phoenix, Arizona, wonders if you can name two ballrooms in America that have regularly broadcast _____ nationally known orchestras. (M O R E)

KYSER:
(CONT'D)

I am thinking of Los Angeles, Chicago, Kansas City, New York -- and no doubt there are many other places.

(SCHOOL BELL RINGING)

GRAUER:

The bell, Profressor - which is the order of the great Mumbo-Jumbo to cease questioning.

KYSER:

Thank you, Dean Grauer, ~~carry on!~~

~~GRAUER:~~

~~The judges twirl, wheels spin within wheels, totalizers and tabulators totalize and tabulate at top speed and~~ the judges should have a decision in but a moment. How now, my score-keeping friends? Time tears on!

(RIPPING CLOTH)

KYSER:

The judges' tear off the top of a decision and find that the winner of the 2nd round is none other than _____.

(APPLAUSE)

KYSER:

Congratulations, my dear scholar. The final round awaits you, and there lies fame and fortune galore. But now, rest, relax and light up a Lucky Strike while the class dallies in a divertisement of diabolocal diatonics. Let's dabble around the Déanery, students - I mean, come on - let's dance.

7. ("DON'T DROP A SLUG IN A SLOT" PRODUCTION)

(APPLAUSE)

- COMMERCIAL #3 -

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COMMERCIAL #3

GRAUER: 27 years ago, in Springfield, Kentucky, a new tobacco warehouse opened. And tobacco men following that first sale heard a young auctioneer making his first appearance. His chant sounded a little slow - a little awkward - like this ...

BOONE: (CHANT .. 5 SECONDS .. SLOWLY AND HESITATINGLY)

GRAUER: Luke Purdom, the young auctioneer, was just 18 years old when he made that first appearance in his new role. But Luke Purdom made good. Soon he was rattling off the sales at top speed ...

BOONE: (CHANT 8 SECONDS - FAST - "SOLD AMERICAN")

RUYSDAEL: And today, after 27 years in tobacco, Luke Purdom is recognized as a top-ranking tobacco auctioneer. He has sold an estimated total of over 200 million pounds of leaf. So, when Luke Purdom talks tobacco, his opinion should interest every smoker. Here is what he had to say recently. (PAUSE) At every auction, I've noticed, that if the tobacco on sale is of the rich, ripe, center-leaf type, those Lucky Strike buyers keep on bidding until they get it. That's why I've been smoking Luckies for the past 15 years.

GRAUER: And, smokers, Mr. Purdom is typical. Sworn records show that an overwhelming majority of independent tobacco experts - buyers, warehousemen and auctioneers, not connected with any cigarette company - agree with him in his choice of Luckies.

RUYSDAEL: Have you tried a Lucky lately? Maybe you've been missing something. You see, new methods developed by the United States Government have helped make the last few tobacco crops better than ever. **AND**

(M O R E)

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RUYSDAEL:
(CONT'D)

As always, Lucky Strike has bought the Cream of the Crop. And so ... Luckies are better than ever. Try them for a week. Next time you buy cigarettes, remember ... with independent tobacco experts ... with men who know tobacco best, it's Luckies 2 to 1!

8. ("~~DIPSY DOODLE~~" ORCHESTRA)

(SEGUE TO:)

9. ("TWO SLEEPY PEOPLE" DUET & ORCHESTRA)

(APPLAUSE)

(F A N F A R E)

GRAUER: The Final Round! The ~~two~~ scholars are prepared. ~~Their~~ breathing spell has vanished into thin air, and now they ~~must~~ give their last ounce of knowledge in this terror of trickery. No hints, Professor, no hints - ~~for all is fair and square.~~

KYSER: Since when, Dean Grauer, have you set yourself up as the personal opponent of free speech and free thought in these hallowed halls of Kyser College? The students and I will say just what we please - and good and loud, too. Come, _____, here is your first question.

FINAL QUESTION ROUND

1. Here's one of the most beautiful of all operatic arias. Jack Broussard of New Iberia, Louisiana, asks you whether it is "My Heart at Thy Sweet Voice", "Evening Star", "The Last Rose of Summer", or "Arise Fair Sun". (PLAY) Now would you say that is from Samson and Delilah, Marta, Tannhauser, or Romeo and Juliet?
2. Miss Dorothy Barclay of Eugene, Oregon, would like you to give the musical terms for the following -- a person singing alone, two people singing together, three people harmonizing vocally; a bass, a baritone, a second tenor and a first tenor get together and form a what? ~~And a large group of singers is known as what?~~

(M O R E)

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KYSER:
(CONT'D)

3. Norman Elie of Lewiston, Maine, wants you to name a composer whose last name is the same as a city in Germany. Now name a composer whose last name is the same as the fellow who carries your luggage and takes care of you in a Pullman. Now, what composer's last name is the same as a fellow who is afraid to fight?
4. Name this song for Mrs. Cornelia Danson of Washington, D.C. (PLAY) Now tell us is this a song of the mountains, fields, swamps, caves, woods, or prairies?

(BELL RINGING)

GRAUER: The final round is over - and the books are closed, Professor.

KYSER: Yes, Grauer, ~~and I hope that the judges are duly impressed with the moment of the decision which they are about to make. For on this proclamation rests the disbursement of that thirty-five dollar scholarship.~~ My very learned judges, have you reached the end of your solemn conclave?

ISH KABIBBLE: (BLUB-BLUB DOUBLE TALK)

KYSER: What was that?

ISH: (AGAIN)

KYSER: Thank you. The winner of our grand first prize is _____
_____.

(APPLAUSE)

KYSER: Congratulations, _____, To you goes this little bit of faculty lettuce - this thirty-five dollars in crisp green bills as the stamp of your achievement. To our second placer goes twenty dollars, and to the other four contestants ten dollars each. (M O R E)

KYSER:
(CONT'D)

All six get a carton of Lucky Strikes. Finally, to every member of our student body -- for those cheers and volunteer answers -- a package of Lucky Strike Cigarettes.

(APPLAUSE)

10. ("LAMBETH WALK" ORCHESTRA)

~~(SEGUE TO:)~~

~~11. ("LAMBETH WALK" ORCHESTRA)~~

(APPLAUSE)

KYSER: (ON CUE) Well, das all, chillun, das all ... and school is out until we foregather next Wednesday night for another class session. Now scholars, if you have any questions you want answered, why, send 'em right along. Just address them to me - Kay Kyser, at 480 Lexington Avenue, New York City. Now a word from Dean Grauer.

GRAUER: I'd like to ask this question of smokers everywhere. Have you tried a Lucky lately? ... Here's why we ask: America's recent tobacco crops have been outstanding in quality. Luckies, as always, bought the Cream of the Crop. Since the crops are better than ever, Luckies are better than ever. Yes, this lighter, more fragrant tobacco, has been aged and mellowed and is ready now for your enjoyment. So start tonight and try Luckies for a week. If you want finer cigarettes, remember - with men who know tobacco best, it's Luckies two to one. Have you tried a Lucky lately?

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

KYSER: See you next Wednesday night, chillun, when our College of Musical Knowledge convenes again. This is Kay Kyser sayin' ... so long, everybody.

(APPLAUSE)

GRAUER: The famous tobacco auctioneers heard on tonight's program were Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina, and Mr. F. E. Boone of Lexington, Kentucky.

(SONG CREDITS)

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