

Mr. S. L. Weaver, Jr.

As Broadcast

3/15/39

WEAF

(REVISED)

THE AMERICAN TOBACCO COMPANY

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

(Program #50)

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10:00 - 11:00 PM

MARCH 15, 1939

WEDNESDAY

GRAUER: Listen to the chant of the tobacco auctioneer ...

BOONE: (CHANT) 1st Sale ... 31-36
2nd Sale ... 32-37

ALL DONE? SOLD TO THE AMERICAN TOBACCO COMPANY.

GRAUER: As sure as 2 plus 2 make 4, better than ever tobacco crops plus toasting make Luckies better than ever -- 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 who gave America singing song titles and that famous "makes-you-want-to-dance" music ... Kay Kyser!

(KYSER THEME ORCHESTRA)

KYSER: Evenin' folks, how y'a'll? Tonight our nimble little classroom has scurried across the country, and the Deans *of Dance* have tacked down the campus in Cleveland, Ohio. Some folks think it's the Grand Ballroom of the Hotel Statler, but to us, it's just the same little old red school house, high above Euclid Ave ~~(street-square)~~. The shining faces of the student body gaze up at the platform where they see Ginny, Harry, Sully ~~and~~ ^{*Isabelle*} Ish, the Varsity Crew and six scholars chosen at random to compete for those ninety-five dollars in prizes. Brains come later, but now it's brawn that counts - a stitler, a statler . . . a green and yellow batler - let's dance, chillun, I mean, come on - let's dance!

1. ("WE'RE IN THE MONEY" ORCHESTRA)

(SEGUE TO:)

2. ("DEEP PURPLE" SIMMS AND ORCHESTRA)

(APPLAUSE)

- COMMERCIAL #1 -

COMMERCIAL #1

GRAUER: Professor Kyser, I've got something here I'd like to read to the whole class. It's from a man in Paris ...

KYSER: Oo, 1a, 1a! *Monsoon Strain - air.*

GRAUER: I mean, Paris, Kentucky, Professor. And it bears the signature of William O. Crombie. Mr. Crombie grows tobacco as manager for a big seed company - his crops gross over \$40,000! Now here's what he says about recent tobacco crops. (PAUSE) "There's no doubt that crops are getting better all the time. The Government Experiment Station plays a big part in those better crops, by helping the farmers improve the quality of their tobacco. You see, we farmers are willing to take more pains because of the fact that a big company like American insists on getting the better grades of tobacco for Lucky Strike..."

RUYSDAEL: Smokers, what Mr. Crombie has observed in Kentucky is true all over the South. The United States Government, the States and Universities have helped the farmers grow tobacco outstanding in quality in the past several years. That's why we ask ... Have you tried a Lucky lately? You see, Lucky Strike, as always, has bought the Cream of the Crop. Aged and mellowed from two to four years, these finer and lighter tobaccos are in Luckies today. So Luckies are better than ever. Try them for a week and let your own taste tell you why only Lucky Strike can make this statement:

GRAUER: Among independent tobacco experts - buyers, warehousemen and auctioneers - Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined.

(M O R E)

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GRAUER:
(CONT'D)

This fact is established by sworn records that anyone may
examine.

RUYSDAEL:

With independent tobacco experts - with men who know
tobacco best, it's Luckies 2 to 1! (PAUSE) Have you tried
a Lucky lately?

("LUCKY DAY" ORCHESTRA)

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~~("LUCKY DAY" ORCHESTRA)~~

GRAUER: The seismograph skyrockets upwards ... convulsions rock the firmament, for 'tis time for the first round of questions. Three scholars approach, their happy countenances o'ercast with a pale green. Are they preparing for St Patrick's Day on Friday, or are they merely in awe of the old Professor - for here he comes, the one and only - Kay Kyser!

(KYSER THEME IN MARCH TEMPO ORCHESTRA)

KYSER: A rollicking recapitulation of our readin', writin', and rhythm, Dean Grauer. But clouds hang low over the exchequer, and ninety-five dollars is at stake, so advance _____ of _____ and have at this little gem.

(ADD FIRST QUESTION ROUND)

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1. This song and one of America's greatest and best loved showmen are synonymous and Edward Schroeder of Fort Wayne, Indiana, wants you to name both of them. (PLAY)
2. Miss La Verne Dayton of Tucson, Arizona, reminds us that there are a whole batch of personalities who bear the name of "Baker" and she wants you to bounce right up here and name three of them.
3. By naming the songs we are about to play, Mrs. E. Martin of Falls City, Nebraska, wants you to follow the action of this little skit. The scene is a musical Barber-shop - Mr. Joe Doakes enters and says "Give me a (PLAY)." While shaving him, the barber sings (PLAY). Later while manicuring him, the manicurist sings (PLAY). Good old Doakesey wants to be completely slicked-up because he has a date with an angel so he calls for the (PLAY);
4. Here's a humdinger from Billy Hagey, Bristol, Tennessee. The last of the red-hot mamas had a dinner for the Old Macstro, the Waltz King and the Sultan of Swat. Who was the hostess and who were her guests?
5. Here's an orchestra's theme song that emanated from this city for many years. Miss Yvonne Hebert of Attleboro, Massachusetts, would like you to name both the song and the orchestra it represents. (PLAY)

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6. Comes time for our Right or Wronger, so Mrs. E. Murray of New York City asks you to say "right or "wrong" to the following statements: (1) The Wright Brothers flew their first plane at Kitty Hawk, N.C., but are from Dayton, Ohio. (2) George Bernard Shaw is Artie Shaw's dad. (3) ~~Gene of Gene and Glenn is also Jake and Lena~~ *Tom Manning is a sports announcer.* (4) Annie Laurie is an Irish song.

7. See if you can name this song for Miss Helen Baker, of Castle Rock, Washington. (PLAY) ~~Now do you agree with this statement that the song "I Can't Give You Anything But Love" was featured in the show "Blackbirds of 1928?"~~ *Gene + Glenn is also Jake and Lena on the radio.*

8. We'll have to blind-fold you for a moment for this question from Raymond Kettel of Detroit, Michigan. Tell us what instrument you hear and what beautiful Irish song is being played. (PLAY)

9. This song represents probably the strongest man in the world, and it's not Samson, Atlas or Goliath. Listen and tell Miss Gloria Klein of St. Louis, Missouri, who it is. (PLAY). Now, who is _____'s sweetheart?

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(BELL RINGING)

GRAUER: Hark, Professor! The bell in the lighthouse rings ding dong!

KYSER: Yes, that certainly is some bell, buoy...And it writes finis to the questions. Now let's get a winner from those world-weary judges. ~~Hey, am I being jostled by dwarfs, or have we a decision?~~ Thank you - the first round winner is _____:

(APPLAUSE)

KYSER: Congratulations, Mr _____. Your learning has advanced you two paces forward and made you an automatic volunteer for the final round. Relax now - light up a Lucky Strike - while our Cleveland co-eds grab their eds and dance - come on, I say - let's dance!

3. ("SHORTNIN' BREAD MASON & ORCHESTRA)

(SEGUE TO)

4. ("PENNY SERENADE" BABBITT & ORCHESTRA)

(APPLAUSE)

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COMMERCIAL #2

KYSER: Now Dean Grauer wants to point out to you one of the hardest ways to make a living ...

GRAUER: It's to earn your living with your voice as great singers do. Listen to this for an example of the amazing performance of which a concert singer's voice must be capable ...

(DIFFICULT PASSAGE . . .)

GRAUER: Yes - that's the way famous singers earn their living! And their voices must always be able to meet these supreme demands. So it's no wonder they do everything to protect their precious voices and throats. Metropolitan Opera and concert stars like the famous tenor, Tito Schipa - the outstanding basso, Ezio Pinza - the exquisite soprano, Hilda Burke - simply can't afford to risk throat-irritation from smcking. So, like many others of the most famous in opera, concert, and radio - they have smoked Luckies for years ... because they find Luckies always easy on their throats.

RUYSDAEL: Have you tried a Lucky lately? You see, Lucky Strike has an exclusive process that results in a light smoke, easy on any smoker's throat. This process, known as "It's Toasted", may be scientifically described as a "higher heat treatment of tobacco." It involves higher temperatures than are ordinarily used in cigarette manufacture. These higher temperatures, used exclusively by Lucky Strike, remove certain harsh throat irritants - contained in all tobacco. That's why Lucky Strike tobacco, after the exclusive "Toasting" process, is more mellow. ^{as} Sure as two plus two make four, better than ever tobacco crops plus toasting make Luckies better than ever. Have you tried a Lucky lately?

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5. ("BEGIN THE BEGUINE" ORCHESTRA)
SEGUE TO

6. ("THE MASQUERADE IS OVER" SIMMS AND ORCHESTRA.)
(APPLAUSE)

ANNOUNCER: (ON CUE) We pause briefly for station identification.

- STATION BREAK -

(CROWD EFFECT - BAND TUNING - GENERAL AD LIB
CONVERSATION)

GRAUER: (CLAPPING HIS HANDS) Quiet...quiet...Take your places
students. Everybody take their seats...quiet.

(QUIET IS ATTAINED)

GRAUER: Dear Scholars - we enter now upon the second semester in
our course in higher musical knowledge. ~~As you see, three~~ more
more carefully selected ~~and graded~~ students advance to the
old lecture platform ready to take up the burden of
examination...~~the time crime has been dusted off and our~~
~~judges have been arranged against the wall. Yes, everything~~
is set - all is ready. ^{but} but I seem to have forgotten
something...what could it be? Luckies...judges...^(time changes) ~~erasers~~
dunce caps? I give up...what's missing....STUDENTS

AUDIENCE: KAY KYSER...

(KYSER THEME IN MARCH TEMPO.....)

KYSER: Thank you absent minded Dean Grauer - ~~next week "East Lynne"~~
Welcome students, here comes the trial by question. Stand
and deliver to this first one sent in by _____
of _____.

(ADD SECOND QUESTION ROUND)

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SECOND QUESTION ROUND

1. Here's an old Russian folk song which is the theme of a nationally known orchestra leader whose home is Akron, Ohio. Let's tell Mrs S C Knox, of Tennille,

Georgia, all about it. (PLAY)

2. Since today is the Ides of March Theron Holeman of Hamburg, Arkansas suggests that we call our next question the Ides of music and he wants the name of a song that starts with "I'd." Now another that is the title song of a recent

musical comedy. George M Cohen starred in it. *20th Anniversary of American Legion (at lib)*

3. Here's one in honor of St Patrick's Day. And by the way, on St Patrick's Day we start a week's engagement at the Fox Theatre in Detroit. Right now, we'd like to play a bit of two beautiful Irish songs and you tell Miss Miriam West of Wilmette, Illinois, which is "Where the River Shannon Flows" and which is "When Irish Eyes are Smiling." (PLAY)

(PLAY)

4. What three cities in Ohio are known as the three "O's"? Now tell Tom Murphy of Appleton, Wisconsin, which two of them have nationally known symphony orchestras.

5. Here's a catchy ditty that was written and featured by an orchestra leader. Mrs F A Canaday, of Charleston, South Carolina, wants you to name it, also the leader with which it's identified. (PLAY) Maybe this will help you - he also wrote....(PLAY)

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6. Well here we are back with a few more twisted song titles. They come from James Cribbett of Parsons, Kansas, and and he wants you to give us the correct name of them. (1) How about indulging in another helping of Jave? (2) I'm amply supplied with zero. (3) Solid hooped quadrupeds having manes and tails of long, coarse hair...

7. This song might be the theme of the national air races held in Cleveland each year. Name it for Miss Eleanor Lincoln of Minneapolis, Minnesots (PLAY)

And this one might be the theme of the annual soap box derby held in Akron (PLAY)

8. Lyman Gandee is going to play a few measures of a well known Irish ditty and Frank Blocksidge of Chapel Hill, North Carolina, suggests that you either whistle or sing the first eight measures. (PLAY) By the way do you know why Ireland is the richest country in the world?

9. We all know about the mid western athletic conference representing ten of the largest colleges in this section and the following is the football song of one of the ten. Tell Miss Katherine Tickey of Bridgeport, Connecticut, which it is. (PLAY)

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(BELL RINGING)

GRAUER: The Cleveland Chamber of Commerce says das all and thank you very much.

KYSER: And thank them, too, Dean Grauer. Hold fast to your bonnets and our judges will come up with a decision.

(WATER BUBBLING...STRAW IN GLASS OF WATER)

KYSER: Have they come up yet?

(CONTINUE BUBBLING AND POP)

GRAUER: There's something. ^{KAY:} Hey - you - are you one of our judges?

POKEY: No Professor - I was left over from Billy Rose's Aquacade.

KYSER: Thank you judges - you can't fool me - that's a decision; and you proclaim the winner of the second round to be none other than, _____.

(APPLAUSE)

KYSER: Congratulations, dear scholar - if you could put your learning up in tablet form, you'd die rich. I formally advise you that you are half way to a firm clutch on that \$35 first prize. So light up a Lucky Strike and make ready for the finals. Right, now, I declare a recess - a rip snorting, razzle dazzling rondelay of riotous rhythm..come on out and shag for old Siwash - step and shuffle - come one, yes dance.

7. ("TURKISH TOWEL".....ORCHESTRA)

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COMMERCIAL # 3

KYSER: Now, here's Dean Grauer to show you that "necessity is the mother of invention"!

GRAUER: It's F. E. Boone who's going to show us, Professor. He tells me that necessity was the mother of....the chant of the tobacco auctioneer.

BOONE: That's right. You see, back ^{about 40} ~~27~~ years ago, ^{there wasn't so} ~~when I first~~ ^{much tobacco to sell. Auctioneers could take their} ~~started auctioneering, we didn't have so much tobacco to~~ ^{time.} ~~sell. We could take our time.~~ As a result most auctioneers just talked the bids like this...16 - 16 - 16 dollars bid - who'll give 17...Jack Smith bids 17!17 dollars bid - 17 - 17!

GRAUER: Well - what was the "necessity" that brought about the chant?

BOONE: It was caused by us ^{men} having so much more tobacco to sell. Why - in recent years - I've sold as much as 500,000 pounds in a single day. So naturally, we've had to chant faster. It's developed about like this....

(BOONE CHANTS SLOW TO FAST - 8 SECONDS - SOLD AMERICAN)

RUYSDAEL: Mr. Boone, while the chant was developing like that, through the years, you've no doubt noticed the improvement in tobacco.

BOONE: Yes, Mr. Ruysdael. Especially in the last few years... tobacco's been better than ever! The United States Government with their Experiment Stations have surely done a lot. And, as usual, Lucky Strike has bought the finer grades. That's why, as you know, I smoke Luckies myself.

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RUYSDAEL: Thank you, Mr. Boone ... Sworn records show that an overwhelming majority of independent tobacco experts - warehousemen, auctioneers and buyers - agree with Mr. Boone in his choice of Luckies ... As Mr. Boone just pointed out, tobacco crops of the past several years have been better than ever and Lucky Strike, as always, has bought the Cream of the Crop. And, as sure as 2 plus 2 make 4, better than ever tobacco crops plus toasting make Luckies better than ever ... That's why we ask: Have you tried a Lucky lately? Try them for a week and see for yourself why - with independent tobacco experts - with men who know tobacco best, it's Luckies 2 to 1!

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8. ("JEEPERS CREEPERS".....MASON & ORCHESTRA...)

(SEGUE TO)

~~9. "GOTTA GET SOME SHIRT TIES".....DABBIT & ORCHESTRA...)~~

(APPLAUSE)

(FANFARE.....)

GRAUER: THE FINAL ROUND! The Cleveland Indians are in New Orleans - the Cincinnati Reds are in Miami - but the season's started here in Cleveland as Casey Kyser, mighty Kyser, advances to the plate.

KYSER: Yes students, beware! Now the going gets tough'. You Miss _____, you stand on my right hand. You, Mr. _____ stand on my left.....pick up the questions before they hit the floor and answer fast and true. Ready, smile for movietone...(SNAPS FINGERS) Thank you- here comes the first question.
(ADD FINAL QUESTION ROUND)

WINNERS

1. Boy. Part 1. Here are two well-known songs about men and both were made famous by well-known girl singers. Mrs. John McInnis of Long Beach, California, would like you to tell us about the first, so listen. (PLAY)

Part 2. And now you tell us about this one. (PLAY)

2. Girl Part 1. Here's one from New Jersey. For Harold Hoey's sake tell us what opera star recently married what orchestra leader.

Part 2. One of radio's famous baritones and concert singers was recently married and is appearing in a concert at the Metropolitan Opera House in April. He has had two substitutes on his radio program, John Carter and Donald Dixon, both of whom are members of the Metropolitan Opera. Who is he?

3. Boy. Part 1. For Miss Ann Garner of Columbia, Tennessee, tell us what is the difference between chord and harpsichord.

Part 2. And what is the difference between a Harp, Harpo and Harpoon.

(MORE)

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4. Girl. Part 1. Here's a hit song that was featured in Billy Rose's Acquacade held here in Cleveland during the summer of 1937. Name it for Edward Ernst, Cincinnati, Ohio. (PLAY)

Part 2. Now here's a hit song from Billy Rose's Casa Manana in Dallas, Texas.
See if you can name this one. (PLAY)

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(BELL RINGING)

GRAUER: The round is over! Time's up!

KYSER: Yes - it's all over but the shouting

BAND: HURRAH!

KYSER: That was the shouting, and now comes the great decision -
~~here you are judges - thank you. What does it say? Why -~~
 yes - our judges have declared the winner of the evening to
 be none other than _____.

(APPLAUSE)

KYSER: My dear scholar - your swivel-jointed, hair-trigger
 mentality has boosted you from the Bastille of Booodle Bag
 despair unto the glittering heights of financial solvency
 and economic independence. It is not without a tear of
 gratitude in these tired old eyes that I mop your palm with
 this bundle of 35 greenbacks..... and to you, dear second
 placer, my sincere regrets and this consolation of \$20.
 To you other four contestants ten dollars each and to all
 six of you - a carton of Luckies apiece. Then, to each and
 every member of our erudite student body here tonight -
 for that fine vocal needlework around the edges - a package
 of Lucky Strike Cigarettes!

(APPLAUSE)

10. ("THIS CAN'T BE LOVE".....ORCHESTRA)

(SEGUE TO.....)

~~11. ("IT'S DELICIOUS".....ORCHESTRA)~~

(APPLAUSE)

KYSER: Now students, I call upon Dean Grauer.

GRAUER: Here's a question with a reason, smokers ... Have you tried a Lucky lately? ~~This is why we say~~ ^{You see} tobacco crops of the past several years have been better than ever. ^{and} As always, Lucky Strike bought the Cream of the Crop. These finer, lighter, more fragrant tobaccos have been thoroughly aged and mellowed and are in Luckies today. And as sure as 2 plus 2 make 4, better than ever tobacco crops plus toasting make Luckies better than ever. Have you tried a Lucky lately?

("LUCKY DAY" ORCHESTRA)

KYSER: (ON CUE) Well, das all, scholars, and school is out until next Wednesday night. Your homework for the week is to listen to YOUR HIT PARADE on Saturday over another network. And it's mighty pleasant homework too! Take my advice and tune in. And if you have any questions for your old Professor - remember the address is 480 Lexington Avenue, New York City. See you next Wednesday night when class convenes in Detroit, Michigan - and until then, this is Kay Kyser sayin' - thanks a lot for being with us - and so long, everybody!

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

(APPLAUSE)

GRAUER: The famous tobacco auctioneer heard on tonight's program was Mr. F.E. Boone of Lexington, Kentucky.

(SONG CREDITS ... IF ANY)

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