

as broadcast

Mr. J. L. Weaver, Jr.

3/29/39

WEAF

THE AMERICAN TOBACCO COMPANY

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

Program #52

() ()

10:00 - 11:00 P.M.

MARCH 29, 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!

3/29/39

(KYSER THEME ORCHESTRA)

KYSER: Evenin' folks - how y'all? Once again we greet you from the stately magnificence of our castle in the air, high above Times Square in the heart of New York City. And once again scholars to the number of six have been chosen at random from the student body. Completely unrehearsed, they will compete for those ninety-five dollars severed from our sinking scholastic fund. But I see Harry Babbitt is choking back a singing song title, the Varsity crew is bursting to blow, and the students are swooning to swing. So tarry not, chillun, but give your all for Kyser Hall and let's dance -- I say - come on, let's dance!

1. ("I DOUBLE DARE YOU" ORCHESTRA)

2. ("I HAVE EYES" (SEGUE TO:) SIMMS & ORCHESTRA)

(APPLAUSE)

COMMERCIAL #1

3/29/39

COMMERCIAL #1

KYSER: Now here's Dean Grauer ^{and he's} ~~who's~~ going to turn Time backward in its flight ...

GRAUER: I want to actually reproduce for everyone a little scene that took place just last month down in Bourbon County, Kentucky. Mr. Marion Day, one of the section's leading tobacco farmers, was being interviewed by a New York research man. (FADING) The subject was the improvement in tobacco ~~and~~ ...

MAN #1: (STACCATO VOICE) You see, Mr. Day, we want the facts. We want to know why tobacco has been better in the last few years.

MAN #2: Well, for one thing, the State Experiment Station in Lexington ~~was~~ worked out a lot of problems that used to bother us tobacco growers. And then the demand for lighter finer cigarette tobacco keeps me on my toes, too.

MAN #1: Just how do you mean, Mr. Day?

MAN #2: Well, for instance, I get a better price for the finer and lighter leaf. (FADING) So naturally I try to grow that kind.

RUYSDAEL: Smokers, have you tried a Lucky lately? ... All over the South, new methods developed by the United States Government, the States and the Universities have helped make tobacco crops of the past several years better than ever and, as always, Lucky Strike has bought the Cream of the Crop. Aged and mellowed from 2 to 4 years, these finer and lighter tobaccos are in Luckies today. So Luckies are better than ever! Try them for a week and see for yourself why only Lucky Strike can make this statement:

auctioneers 3/29/39
and

GRAUER:

Among independent tobacco experts ~~and auctioneers~~ . . . Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined. This fact is established by sworn records that anyone may examine.

RUYSDAEL:

With independent experts . . . with men who know tobacco best . . . it's Luckies 2 to 1! . . . Have you tried a "Lucky lately"

(LUCKY DAY ORCHESTRA)

3/29/39

GRAUER: (PRODUCTION SNEEZE) Sprig has cumb at last with flowers
 bloobig merrily ad all the liddle broogs gurglig. The
 first three studa - studa -- (PROP SNEEZE) advance to
 fide off the tibe chibe ad the ode Professor, id our
 first roud for odder ad muddy. The stage is sed, ad
 indo the libelight steds the wud ad odly - Kay - Choo!

(KYSER THEME IN MARCH TEMPO ORCHESTRA)

KYSER: My my, Dean Grauer - you should be in the infirmary
 with a cold like that.

~~GRAUER: Yes, or id Bubmuda.~~

~~KYSER: I get it. You hope we'll take the College down there
 for a spell. Well, wa're going to be in Washington, D.C.
 at the Earle Theatre for a week, starting Friday . . . and
 we'll see about Bermuda later. But there's work to do.
 The Oracle of oral examinations informs me that our first
 contestant is _____ of _____.~~

FIRST QUESTION ROUND

1. Here's a doodle-bug from Washington, D.C. Miss Virginia
 Rush wants you to identify the orchestra leader this
 composition identifies. The leader wrote the number and
 uses it for his opening signature. (PLAY)
2. This question from Joe Hall of Cherryvale, Kansas centers
 around the word Hall -- H-A-L-L. He wants you to name
 an orchestra leader, a program and a choir that have the
 word Hall as a part of their names.
3. Girls' names have often been an inspiration for swell
 songs. We will ~~play~~^{play} a few of them and Miss Barbara
 Sugarman of Memphis, Tenn. wants you to name them quickly.

(PLAY) (PLAY) (PLAY) (PLAY) (MORE)

3/29/39

KYSER: 4.
(CONT'D)

Mrs. Pearl Bidwell of Indianapolis, Indiana, furnishes us our twisted titles for tonight. She wants you to give us the correct title for the following song.

"Sobbing for two Southern States." Now, here's a picture title for you to untwist. "It Is Impossible to Include Material Things in your Departure from this Earth."

And now, another song title. "Scram - Beat it - Take it on the Lam."

5. A certain orchestra leader uses his fraternity song for his theme. Jimmy Goudalock of Merigold, Miss. wants us to identify him and name the song. (PLAY)

6. Here's one from Little Rock, Ark. Miss Jane Hamilton says our lives are full of "does" and "don'ts"; even to the songs we sing, so she wants you to name one song that starts with the word "do" and one song that starts with the word "don't." ~~For instance, "Do You Love Me" and "Don't Be That Way."~~

7. One of the greatest operatic tenors of all time immortalized this aria from a certain opera. Francis Smith of Waterbury, Conn. wants you to name the tenor and also the opera from which this passage is taken. (PLAY)

8. While we are blindfolding you for this next question, ~~I'd like to confide that~~ Mrs. Jack Welsch of New Orleans, Louisiana says her question will leave you holding the bag because she wants you to identify a very odd instrument you are about to hear, and she wants you to name the song. (PLAY)

(MORE)

KYSER: (CONT'D)

3/29/39/

9. Here's a good old-time song that was popular quite a few years back. Miss Eleanor-Mary Thompson of Honolulu, Hawaii wonders if you will be able to name it. (PLAY) Now, can you tell us who wrote ^{the words to} it? They're the stars of the show, "Hellazapoppin."

(BELL RINGING)

GRAUER: Rowd wud is over Professor -- the bell rigs true!

KYSER: Ah yes..And now while the Judges are out after a decision, Dean Grauer tells me he wants to shoot off his mouth. Go ahead, Dean.

(THREE SHOTS)

KYSER: That's fine, Dean .. and I hope it clears up your cold. But the winner of the first round is _____!

(APPLAUSE)

KYSER: Congratulations, _____ . Full well have you proved my premise that you can ~~always tell a policeman~~ ^{+ beat a choo-choo} ~~by his feet~~. You are officially advanced to the finals, so light up a Lucky Strike and lend thine ear to a bit of music that says "let's dance" - I mean it, scholars - let's dance.

3. ("SHADRACH" MASON & ORCHESTRA)

(SEGUE TO:)

"Heaven Can Wait"

4. ("~~PENNY SERENADE~~" BABBITT & ORCHESTRA)

(APPLAUSE)

.. COMMERCIAL #2 ..

3/29/39

KYSER: Students... Dean Grauer wonders how many of you recognize this... (DIFFICULT PASSAGE)

GRAUER:

Yes, that was the ending of the
~~Just to refresh your memory, that passage was from one of~~
~~the most famous songs of the concert stage "Old Man River."~~
Popular song that has become a concert favorite.

I wanted you to hear it because it is an excellent example of the difficult vocal feats demanded of concert and opera singers. Now great singers earn their living with their voices, and since their careers mean a constant strain on the vocal chords, naturally they have to be extra careful of their voices and throats. Outstanding artists like Hilda Burke, Ezio Pinza, Tito Schipa and Bruna Castagna can't risk throat irritation from smoking. That's why it is important for every smoker to know that these famous stars and many others of opera, concert and radio have smoked Luckies for years.

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 the "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.. Have you tried a Lucky lately? Try them for a week and let your own throat prove to you the advantages of the "Toasting" process. ^{As} Sure as 2 plus 2 make 4, better-than-ever tobacco crops plus "Toasting" make Luckies better than ever. Next time, ask for Lucky Strike.

3/29/39

5. ("I GET ALONG WITHOUT YOU VERY WELL" ORCHESTRA)

(SEGUE TO:)

6. ("THE MASQUERADE IS OVER" SIMMS & ORCHESTRA)

(APPLAUSE)

ANNOUNCER: We pause for station identification.

STATION BREAK

(SOUND: BAND TUNING... CROWD NOISE...ETC)

GRAUER: Quiet, students, for here comes the Second Semester with three more contesting scholars. (ORCHESTRA: ^{Flute + Drum} ~~GORN~~)
~~BAND~~ And here comes the \$5 dollars first prize.

(SOUND: (CASH REGISTER)

GRAUER: Yes - and here comes that terror of the terse terrain of trite triumphs through tempestuous tribulations - Professor Kay Kyser.

(KYSER MARCH ORCHESTRA)

(APPLAUSE)

KYSER: Thank you, students and welcome contesting scholars. The second round is here and our mid-term examination begins with this question for _____.

1. Here's a beautiful song identified with ^{one of} America's most unique singers. Beddie Bedford, of Baltimore, Md, asks you to tell us all about it. (PLAY)

2. Here's one from Washington, D.C., and by the way, we'll be at the Earl Theatre in Washington a week starting this coming Friday. Thomas Lusk asks, in the nation-wide newspaper poll recently conducted, who were voted the king and queen of the movies? ^{for 1938} Which of them is married and to whom?

(MORE)

3/29/39/

- 3. Open your ears wide and listen carefully, because the boys are going to play two songs at the same time, and Larry Kippes of Bismark, N. Dakota wants you to name both of them. (PLAY)
- 4. As I mention a few wives, Mrs. C E Artz of Detroit, Mich. wants you to name their comedian husbands. Mary Livingston, Portland Hoffa, Gracie Allen and Molly.
- 5. Here's the identifying song of a handsome and rising young maestro who has plenty on the ball. Joe Duck of Redmond, Wash, wants you to name him and his theme. (PLAY) Since he's on the Bob Hope program, Bob hopes you'll bob right up with the answer.
- 6. Attention! Here's tonight's right or wronger. It's from Miss Bertha Garson of Richmond, Va. Remember, the gong doesn't wait for long, so quickly say right or wrong. (1) Lanny Ross' correct name is Lancelot Ross (2) Walt Disney wrote "Ferdinand the Bull." (3) Mickey Rooney and Jackie Cooper both play the drums. (4) Ella Fitzgerald sings with Clifton Webb and his orchestra.
- 7. ~~Here's the theme of the program, "This is New York."~~ James Patten of Atlanta, Ga. reminds us that the name of this composition is also the name of a stage show and a picture. Listen and see if you can name it. (PLAY) Now, is that Main Street, ^{Street} Scene Scene, Streets of Paris or Inde-street?
- 8. Now for a moment of vocalizing. ^{This will put a girl on the spot.} Miss Mildred Boles of River Falls, Wisc. wants you to sing 8 bars of a well-known ditty. Lyman Gande will start you off, and then you're on your own. If you don't know the words, then whistle (PLAY)

(MORE)

3/29/39

9. With spring on its way, Miss Carol Whittington, of Fort Worth, Texas, says it won't be long until people will be sitting (PLAY) - or if you prefer, you can sit. (PLAY)

(BELL RINGING)

GRAUER: Time's up .. time's up! The round is over, Professor.

KYSER: Das all, students. Relax now while our judges ~~knock out a decision.~~ *pour cold water on their spring fever & get a decision.*

~~VOICE: Take that!~~

~~SOCK~~

KYSER: ~~So .. our judges knocked out a decision. Well, that's Spring for you and we know now that the winner of the~~ *ah! They declare the winner to be* ~~second round is none other than~~

(APPLAUSE)

KYSER: Congratulations _____, you have come through with colors flying - now take things easy and just light up a Lucky Strike and study your sharps and flats for the final round. Right now recess is calling, students, so swing your partners - give me that sentimental send with sockeroo sashay -- I mean, come on - yes dance!

7. ("ALL GOD'S CHILLUN GOT RHYTHM" PRODUCTION)

(APPLAUSE)

... COMMERCIAL #3 ...

KYSER: Dean Grauer..let's see if you deserve your exalted position here. I want to test you on a little musical quiz I got up specially for you ... Ready?

GRAUER: Ready .. and fit as a fiddle, Professor Kyser!

KYSER: All right .. There's a certain part of this country...

(PLAYS "DIXIE")

GRAUER: A cinch, Professor Dixie!

KYSER: Right, and ^{now, Basil Ruysdael} "Away down South in Dixie" live the ..(TRUMPET IMITATES CHANT)

Ruysdael: GRAUER: (AMUSED) Pardon me, ^{Ray} ~~Professor~~, but instead of that imitation, why not the real phant of the tobacco auctioneer?...

RIGGS: (CHANT 8 SECONDS .. SOLD AMERICAN)

GRAUER: And, Professor Kyser - if I may continue this musical story ~~where you left off~~ -- whenever that auctioneer comes to a particularly fine lot of tobacco, the Lucky Strike buyer says...(PLAY "I GO FOR THAT") "I Go For That!" .. and the Lucky Strike buyer does "go for" - and gets -- those finer grades of tobacco. So the result is ...
(PLAY "HAPPY DAYS") ^{yes, "Happy Days" is the result for} ~~The result is:~~ in Luckies, you get the Cream of the Crop!

RUYSDAEL: And, smokers, for proof, consider the verdict of the independent tobacco experts ^{warehousemen, and} ~~and buyers~~ auctioneers. Sworn records show that an overwhelming majority of these independent experts choose Luckies for their own cigarette! And here is another fact of special importance right now .. A very well-known tobacco auctioneer, Mr. Joe Burnett of Buffalo Springs, Virginia, said recently(PAUSE)

(MORE)

3/29/39/

RUYSDAEL:
(CONT'D)

Tobacco crops in the last few years have become steadily better. One reason is that farmers are working with the United States Government in developing new methods of improving tobacco quality. (PAUSE) Smokers, that's why we ask .. Have you tried a Lucky lately? You see, during the past several years when tobacco has been better than ever, 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. Try them for a week and see why with independent experts .. with men who know tobacco best.. it's Luckies 2 to 1!

3/29/39/

8. ("DIPSY DOODLE" ORCHESTRA)

(SEGUE TO:)

9. "*Penny Serenade*"
(~~"HEAVEN CAN WAIT"~~ BABBITT & ORCHESTRA)

(APPLAUSE)

(FANFARE)

The Final Round - who will

GRAUER: ~~Oh yes that reminds me - Will _____, who mowed~~
~~them down in the first round, win out after all? Will~~
~~Miss _____, flower of the great city, gain fame and~~
fortune by ~~his~~ nimble wit? Will virtue triumph over all?
Listen in right now - for this is the final round and from
the faculty room flashes that famous fancier of fun and
finance -- Fe - fi - fo - fum - Fay Fyser!

(WHISTLE AND POP)

KYSER: Where am I ...? Oh yes .. still in school. Well, that's
life. Welcome contesting champions.. take your places for
the final free-for-all. *Pinch me and let's go*
~~I warn you to be agile. I warn~~
~~you to be quick .. for speed and accuracy will take the~~
~~prize.~~ Here comes the first question:

1. We're going to play the first ^{4 notes} ~~chord~~ of one of the biggest hit songs
ever written, and Miss Vivian Jacoby, of New York City, wants you
to name ^{two} ~~the~~ songs, *that begin with these notes.* (PLAY) ~~You can't guess? Well, here are the~~
~~first 2 (PLAY) Still don't know? Here are the first 3 (PLAY) We~~
~~Well, here is your last chance. Here are the first 4. (PLAY) Can~~
~~you name another song that starts with the same 4 notes?~~

2. Skiing is ^{good} ~~quite~~ a sport, and Mrs. Gordon Johnson, of
Mechanicsville, Iowa reminds us there are quite a few good sports
whose names end in "ski." Tell her the difference between
Stokowski, Tschaikowsky, Paderewski, and Nijinski.

(MORE)
-14-

3/29/39

3. Jack Rodgers of Pittsburgh, Pa, asks you, who was known as the Swedish Nightingale? And now, you tell us what radio personality had a famous scrap book?

4. We're going to play 2 beautiful serenades and Miss Jane Hutchinson, of Yuma, Ariz, wants you to name them both. Here's the first one. (PLAY) Now, here's the second. (PLAY)

(BELL RINGING)

GRAUER: Well, Professor, ~~this is~~ *this is finished, done - over*
(BOOM OF DRUM CANNON - SCREAMS)

~~KYSER: Hold everything, students - something's happened.~~

~~GRAUER: Oh Professor - the judges just blew up~~

~~KYSER: Well, blow me down - this is terrible - how are we to get a decision?~~

~~(FLARE OF BUGLE CALLS...)~~

~~GRAUER: Hurrah! Here comes the United States Cavalry!~~ *Yes, you contestants are dismissed but don't go too far away for the judges are cutting up \$45 worth of pie. Here comes a*
~~(HORSE CLOPS UP - WEIGHS AND STOPS)~~ *slice now, naming the big winner of*

~~KYSER: Thank you, United States Army - you declare the big winner of the final round to be none other than _____.~~

(APPLAUSE)

KYSER: Oh my dear student - you have climbed the rocky road to Success -- when others have fallen by the wayside, you have persevered until now you stand on the shining summit. The world is your oyster and oysters are in season. Into your cupped hands I pour these thirty-five dollars first prize and decorate you with the order of the down beat. To you, dear second placer, our sincere regrets and this consolation of twenty dollars. To each of the other four contestants, ten dollars each - and to all six, a carton of Lucky Strikes apiece. (MORE)

3/29/39/

KYSER:
(CONT'D)

To our student body here tonight for those volunteer answers - excellent elocution - enormous eclat - "A" for effort and a package of Lucky Strike cigarettes for each and every one.

("LUCKY DAY" EIGHT BARS ORCHESTRA)

3/29/39/

KYSER:
(CONT'D)

To our student body here tonight for those volunteer answers - excellent elocution - enormous eclat - "A" for effort and a package of Lucky Strike cigarettes for each and every one.

("LUCKY DAY" EIGHT BARS ORCHESTRA)

3/29/39

GRAUER:

Here's a question with a reason, smokers. Have you tried a Lucky lately? You see, tobacco crops of the past several years have been better than ever. 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?

10. ("ROMANCE RUNS IN THE FAMILY" ORCHESTRA)

(SEGUE TO:)

11. *"You Must Have Been a Beautiful Baby"*
~~"YOU'RE A SWEET LITTLE HEADACHE"~~ ORCHESTRA)

(APPLAUSE)

KYSER:

Well, das all, scholars, and school is out until next Wednesday night. Your homework for the week is to

listen to YOUR HIT PARADE with Lanny Ross ^{the} and Raymond Scott ^{Funlet + Mark Warnow + the Lucky Strike Orchestra} on Saturday over another network. ^{And} if you have ^{now}

any questions for your old Professor - remember the address is 480 Lexington Avenue, New York City. See you next Wednesday night when class convenes again ^{in Washington, D.C.} 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 auctioneers heard on tonight's program were Mr. F E Boone of Lexington, Kentucky and Mr. L A (Speed) Riggs of Goldsboro, North Carolina.

(SONG CREDITS .. IF ANY)

THIS IS THE NATIONAL BROADCASTING COMPANY.

ht/rfg/3/28/39