

as Broadcast

4/5/39

THE AMERICAN TOBACCO COMPANY

WJZ

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

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10:00-11:00 P.M.

APRIL 5, 1939

WEDNESDAY

GRAUER: Listen to the chant of the tobacco auctioneer.

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

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)

(APPLAUSE)

KYSER:

Evenin' folks - how y'all...^{well,} tonight we give vent
to our academic freedom by sliding our campus down
to the ^{Mayflower Hotel in the} nation's capital - Washington, D C. And since
this is cherry blossom time down here - we've
painted the little schoolhouse a lovely pink to match
the scenery. Just as they pick Vice-presidents
at National Conventions, we have chosen six scholars,
entirely at random from our student body, to compete
for those ninety-five dollars fresh from the
treasury. But examinations are yet to be, and now
revelry is in order. Let's shag up and down
Capitol Hill....let's dance, I say - come on, let's
dance!

1. ("F D R JONES" ORCHESTRA)

SEGUE TO

2. ("DEEP PURPLE" SIMMS & ORCHESTRA)

(APPLAUSE)

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GRAUER: Professor Kyser, what's your lucky number?

KYSER: My dear Dean, I usually choose any number from 1 to 1,000.

GRAUER: Well, if you happened to favor Number 16, you'd find a lot of people to agree with you down in the rich tobacco country of the Blue Grass in Kentucky. Yes, their lucky number is 16 ... Number 16 Tobacco Seed. Listen to what Charles Johnson Doyle, one of the oldest tobacco growers in Bourbon County, said recently....

VOICE: I ~~ve got~~^{want} to speak a nice piece for that Number 16 tobacco seed the Government Experiment station puts out. It makes mighty pretty tobacco. I first got the idea of planting it when I went to Lexington and saw other farmers who'd been using it, outselling everything at the auctions with their tobacco. So I put in 25 acres with Number 16 and I got one of the lightest, finest crops I've ever seen. Now that's just one example of how we're growing better cigarette types of tobacco in the past few years.

RUYSDAEL: Smokers...have you tried a Lucky lately?....In the past several years all over the South, new methods developed by the United States Government, the State and Universities have helped make tobacco crops better than ever. Lucky Strike, as always, has bought the Cream of the Crop. Aged and mellowed from 2 to 4 years, these finer and lighter tobaccos are in Luckies today.

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RUYSDAEL:
(CONT'D)

And so Luckies are better than ever. Try them for a week and see for yourself why only Lucky Strike can make this statement:

GRAUER:

Among independent tobacco experts - auctioneers, buyers and warehousemen - 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:

Remember...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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(RAP OF GAVEL)

GRAUER: The House will please come to order. Will those three Judges please sit down over there and make ready to judge? Thank you. And those three visitors from the gallery - are you prepared to answer any questions that might arise? Thank you. And now - all seems ready - so the chair recognizes the Gentleman from North Carolina...that great public servant - Senator Kay Kyser!

(KYSER THEME IN 6/8.....ORCHESTRA)

KYSER: *mighty* Fancy flapdoodle, Filibuster Grauer,...and thank you for the promotion to Senator, ^{*but*} Just now, it's Professor ^{*please*} for the first three contestants grow gold in the lobby. Approach _____ of _____ here is your first question.

(ADD FIRST QUESTION ROUND)

QUESTION ROUND #1

1. Mrs C A Moore of Germantown, Ohio, wants you to tell her what orchestra signs on and off ^{the air} this way. (PLAY)
2. Here's a beauty from Buffalo, New York. Russell W Ogden asks you the difference between The Bee, B Flat and Bea Waine.
3. Easter Sunday is only a few days away and in addition to the sacred significance of that day, there is the sentimental custom of sending flowers. William Ruth of Baltimore, Maryland, wonders when you send your girl her Easter flowers, if you will include a note which reads (PLAY) or maybe she prefers (PLAY.) If you're undecided, I suggest a note which reads (PLAY)
4. Mrs. Gene Skipper of Birmingham, Alabama, wants me to mention a few ^{names noted} notes for either composing or playing certain types of music, and as I give the names, you name the type of music with which they are associated. Wayne King - John Phillip Sousa - Xavier Cugat - Johann Strauss - Stephen Foster.
5. What about this orchestra theme song, asks Mary Chapman of Watts, California. (PLAY) Dolly Dawn sings with this orchestra. Who is he and what's the name of his band?
6. Jimmy Hughes of Danville, Kentucky says don't argue, don't quibble, and don't discuss the matter. It's either right or it's wrong. In other words, it's our right or wronger for tonight. Just say right or wrong to these statements.
 - (1) Ex-Vice-President Charles G Dawes and former Secretary of the Treasury William H Woodin, were both accomplished composers.

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6. (2) ^{al Johnson's} ~~Ben Lehr says "Monkeys is the craziest peoples."~~ (3) Moyer Davis is an orchestra leader. (4) "Rose of Washington Square" was written about a square in Washington D C.
7. On Easter Monday Mrs. Roosevelt is hostess to thousands of kiddies here on the lawn of the White House for a certain event and ^{ISS} Mrs. Eleanor White of La Grange, Georgia says the following song might be those kiddies' theme song. (PLAY) Now, can you name another great song that concerns a basket? (PLAY)
8. At the suggestion of Miss Ruth Knight of Texarkana, Texas, we're going to play the middle strain of a song and see if you can name the number from just hearing that middle part. Mind you, we're not playing the first strain - just the middle part (PLAY)
9. The singing of negro spirituals by the Reverend Elder Michaud and his flock from the banks of the Potomac has thrilled millions on the radio for many years. For Mike Goggin of Elgin, Illinois, we have selectdd one of their familiar songs and we want to see if you can name it. (PLAY)

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(SCHOOL BELL RINGING)

GRAUER: All was quiet on the Potomac, Professor - but there's the bell.

KYSER: Thank you, Dean Grauer - and now let's see if we can get a momentous interstate decision out of the thinning ranks of Judges. What? Quick like a fox? Thank you. The winner of the first round is _____

(APPLAUSE)

KYSER: Congratulations _____ . Someday, perhaps you, too, may swim in the Lincoln Memorial Basin. Relax now, and light up a Lucky Strike while the rest of the scholars wander over to our neighbor - the Electoral College - get themselves a fine substantial date - and dance...I mean it - come on, *children* let's dance!

3. ("COULD BE MASON & ORCHESTRA)

SEGUE TO

4. ("GOTTA GET SOME SHUT-EYE" BABBITT & ORCHESTRA)

(APPLUASE)

COMMERCIAL #2

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KYSER: Now our good Dean Grauer is going to explain for us some of those peculiar sounds you may have heard as you walked past a studio of music. You know (KYSER SINGS 5 OR 6 NOTES OF SCALE EXERCISE)

GRAUER: (GOOD HUMOREDLY) Yes, Professor, lots of people wonder why it's necessary for singers to do the same scales over and over again. Well, listen to this:

(DIFFICULT PASSAGE)

GRAUER: When you hear singing like that with its sustained notes, its difficult runs and scales, it's easy to understand why even the greatest singers must rehearse constantly. And you'll understand, too, why these people who earn their living with their voices do everything to protect them. Great singers like Arthur Carron, Richard Crooks, Helen Gleason, Charles Hackett simply can't afford to risk throat irritation. So you'll be interested to know that, when it comes to smoking, all of these singers, and many more, have smoked Luckies regularly for years. The reason is that 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 the "higher heat treatment of tobacco." It involves higher temperatures than are ordinarily used in cigarette manufacture.

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RUYSDAEL:
(CONT'D)

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. ("HOLD TIGHT" MASON & ORCHESTRA)
SEGUE TO

6. ("I CRIED FOR YOU" SIMMS & ORCHESTRA)
(APPLAUSE)

ANNOUNCER: We pause for station identification.

STATION BREAK

(SNEAK ORCHESTRA - "HEARTS & FLOWERS")

BABBITT: (VERY ANNOUNCER) We greet you now from the Blue Room of the Green Hotel where *Red Brown and his band* Mercedes Myrmidon and his *is about to play "Deep Purple" Blues* ~~Knee Action Orchestra~~ are entertaining with a

GRAUER: (BREAKING IN) No - wait - stop - that's the next program. This is Kay Kyser's College of Musical Knowledge with "makes-you-want-to-dance" music, cash prizes and Lucky Strikes for all. And the second semester is just about to begin, for here are three more scholars, brazen, burnished and ready for competition. As the great philosopher Socrates once said - "Gosh all homlock" - here he is - Professor Kay Kyser!

(KYSER THEME IN MARCH TEMPO ORCHESTRA)

KYSER: Thank you Dean Grauer - and advance scholar. The first question tumbles out of the bag for _____ of

(ADD SECOND QUESTION ROUND)

QUESTION ROUND #2

1. Here's the identifying theme song of a well-know piano-playing orchestra leader, but just for fun, James Hancock of Philadelphia, Pennsylvania suggests we have a sax play it, and see if you can tell us the name of the song and whose theme it is.

(PLAY)

2. Instead of just using the word "orchestra", lots of orchestra leaders have names for their organizations, such as Horace Heidt used to call his "The Brigadiers." I'll mention a few of these, and Mrs. Fred Harder of Astoria, Oregon, wants you to name the orchestra leader's name. Connecticut Yankees - Pennsylvanians - Royal Canadians - The Top Hatters.

3. Here's one from Fulton, New York, ^(Penn plus) In addition to sacred worship and corsages on Easter Sunday, William Jones says the women especially look forward to (PLAY). Well, let's have ours right now. All the gals are dressed up in their new dresses and hats and all. There's the one I like - right over there. It's (PLAY) Which one is your preference, Dean Grauer? Where - where - oh - you ^{prefer} ~~mean~~ the one (PLAY) Which one are you looking at, Harry Babbitt? Hat? Oh, that girl in the ^{in the} (PLAY) Well, they all look pretty, and all over America the one word that describes the Easter Parade is (PLAY)

4. Mrs. James Nolan of Paducah, Kentucky, wants you to name any girl singer that sings with any orchestra in America. Now, can you name an orchestra that has never featured a girl singer?

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5. Here's a mighty musical question from Mineral, Virginia. Merle Berryman reminds us that a certain orchestra leader wrote this big hit song of a few years back. See if you can name it. (PLAY) He also wrote "Are There Any More At Home Like You," "My Own," and many others. Maybe Lyman Gandee's impersonation of his piano playing might help you.
6. Even in Washington, ^{p.c.} some of our song titles have gotten tangled up, and Mrs Margaret Lawler of Woodbury, Connecticut, wants you to untwist them and give us the correct names of the following songs. (1) You are an adorable, petite pain in the cranium. (2) It's imperative that I secure some slumber. (3) Our first President and General of the Confederate Army Swing.
7. The name of this next song packs a terrific wallop. It's from the show, Little Jesse James, and Bernard Wolf of Indianapolis, *Ind.* says the three words in its title song are the greatest three words in the dictionary. (PLAY) Speaking of Jesse James, can you tell us who was the male star of the recent picture, Jesse James ?
8. Here's a sizzler from Cedar Falls, Iowa. It might seem silly, but Bill Parker says it's simple, so steady yourself and sing - sing eight bars of this Cole Porter classic - if you don't know the words, then whistle. (PLAY)
9. Every time the President and Mrs. Roosevelt visit Warm Springs, Mrs. Gertrude Fox of Pittsburgh, Pennsylvania says the President buys (PLAY) and that he keeps going back because he is a (PLAY)

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(BELL RINGING)

GRAUER: Congress is adjourned and class is out, Professor.

KYSER: Thank you, Dean Grauer - I read from Section 102, Division 19, Article 32, Paragraph C, Index 14 of the By-laws of our college. It says - -quote - You can't beat a choo-choo train - unquote. And true to form, our greybeards name the winner ^{of the second round to be} ~~to be~~ _____.

(APPLAUSE)

KYSER: Many congratulations, my dear _____. Your learning will be put under wraps until our fine final fandango. Relax for the nonce - light up a Lucky Strike - and lend thine ear or lend thy feet while the scholars tangle with the tempos. I mean it's time to get going - so come on, chillun, let's dance!

7. ("TWELFTH STREET RAG" PRODUCTION)

(APPLAUSE)

COMMERCIAL #3

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GRAUER: Professor Kyser, do you know what chinquapins are?

KYSER: (GOOD HUMOREDLY) Nuts, my dear Dean - nuts!....(SERIOUSLY)
We grow chinquapins in the mountains down in my home state...
and they sure^{ly} are tasty morsels.

GRAUER: Then you agree^{el} with another native North Carolinian, John
L. Pinnix - warehouseman for the New Brick Tobacco
Warehouse in Chadbourne, North Carolina. At auctions,
whenever Mr. Pinnix comes to a basket of the very finest
tobacco - (FADING) he yells out to the buyers!.....

~~RIGGS: (FADE IN GROUND NOISE - CHANT)~~

VOICE: And now, look at this tobacco, boys, tasty and ripe as a
chinquapin! \$31!

Riggs: (CHANT - 8 SECONDS - "SOLD AMERICAN")

RUYSDAEL: Mr. Pinnix has been a tobacco warehouseman, selling to all
cigarette manufacturers, for the past two decades and he
told us recently....

VOICE: At every market I've ever attended, Lucky Strike has
bought the riper mollower tobacco. That's why for 21 years
now, I've smoked Luckies myself.

RUYSDAEL: ^{and} Sworn records show that an overwhelming majority of
independent tobacco experts - buyers, warehousemen and
auctioneers - agree with Mr. Pinnix in his choice of
Luckies. And here's something else Mr. Pinnix said that
should interest you...

VOICE: To my observation there has been a steady improvement in
the quality of the tobacco grown in the past few years.

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VOICE:
(CONT'D)

Farmers, you see, have learned many new methods from the United States Government and State Experiment Stations.

RUYSDAEL: Smokers....Have you tried a Lucky lately? As Mr. Pinnix points out, tobacco crops in the past several years have been better than ever. Lucky Strike, as always, has brought 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. Next time you buy cigarettes, remember...with independent experts - with men who know tobacco best, it's Luckies 2 to 1!

8. ("I GET ALONG WITHOUT YOU VERY WELL" BABBITT & ORCHESTRA)

Segue to

~~8. ("UMBRELLA MAN" DURE & ORCHESTRA)~~

(FANFARE)

GRAUER: The Final Round! And now for thud and blunder, for it's
fun for all and all for fun as the winners of the two
previous contests meet in mortal combat. Let the fur
fly and the Judges fuddle, for here comes Professor
Kay Kyser!

KYSER: Thank you, Dean Grauer - and students, no coaching please,
for this is serious business indeed. Mr. _____
here is your first question.

(ADD FINAL ROUND)

FINAL ROUND

1. We are about to play two patriotic songs. One is called The Washington Post March and the other, Hail to the Chief. Frank Day of Hoboken, New Jersey wants you to listen and then tell us which is which. (PLAY) (PLAY)
2. Mrs. W. E. Berkshire of Washington, D.C., wants to know which of the two songs we just played is always played when the President enters an Assembly Hall, an Auditorium or any place where music is a part of the ceremony. Besides that song, can you name one other that is always part of the Presidential Inauguration ceremony?
3. Miss Mary Hall of Kansas City, Missouri, asks who wrote the words to the _____? Also is "My Country 'Tis of Thee" the name of a song? The same melody is the national anthem of England. What do they call it?
4. Miss Ethel Toth of Lorraine, Ohio asks you to tell us the title of this familiar patriotic march (PLAY) Now can you tell us who composed it?

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(BELL RINGING)

GRAUER: Belicose bucolics must be belittled, Professor - the bell!

KYSER: Yes Dean Grauer - and the whole financial structure of these two contestants now rests in the laps of the Judges. Have we a winner? Thank you - tonight's Grand Sachem of Music is none other than _____!

(APPLAUSE)

KYSER: What pedantry, my dear _____, what eclat. And don't forget that the honorable District of Columbia receives your honorable income tax. So report these honorable dollars - thirty-five of them - which we bestow as your first prize. To our second placer goes this twenty dollars which the man just brought over from.....

POKEY: The United States Mint!

KYSER: Thank you - Each of the other four contestants receive ten dollars worth of consolation - and to all six, a carton of Luckies. Finally, to every member of our student body - for that fine spirit and those acute answers....a package of Lucky Strikes for each one!

(APPLAUSE)

KYSER: Now students, a word from Dean Grauer.

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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 makes 4, better than ever tobacco crops plus "Toasting" make Luckies better than ever. Have you tried a Lucky lately?

"Crazy Rhythms"
 10. (~~"BIG IN THE BIG LINE"~~.....ORCHESTRA)

Segue to

~~11. ("YOU'RE A SWEET LITTLE HEADACHE".....ORCHESTRA)~~

cut for wife

(APPLAUSE)

KYSER: (ON CUE) Well, das all scholars - and school is out until next Wednesday night. Your homework for the week is guaranteed pleasantry - listen in to YOUR HIT PARADE ~~with Lanny Ross, the Raymond Scott Quintet, Mark Warnow and the Lucky Strike Orchestra,~~ on Saturday over another network. And if you have any questions for the old Professor, remember the address is 480 Lexington Avenue, New York City. See you next Wednesday night when class convenes again - and until then, this is Kay Kyser sayin'... thanks for being with us - and so long everybody.

("HAPPY DAYS ARE HERE AGAIN".....ORCHESTRA)

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, ~~who impersonated the chant of Mr. John L. Pinnix.~~

(SONG CREDITS.....IF ANY)

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