

Mr. Weaver

As broadcast

4/19/39 ✓

WEAF

THE AMERICAN TOBACCO COMPANY

55TH PROGRAM

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

( ) ( )  
10:00 - 11:00 P.M.

APRIL 19, 1939

WEDNESDAY

GRAUER: Listen to the chant of the tobacco auctioneer,

AUCTIONEER: (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 is the man who gave America singing song titles and that famous "makes-you-want-to-dance" music ... Kay Kyser!

(KYSER THEME: . . . . . ORCHESTRA)

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KYSER:

Evenin' folks, how're ya all? -- welcome again to the old schoolhouse high in the bleachers above Times Square. We got a mess of readin', ritin' and rhythm comin' up in our curious curriculum tonight, ~~but best of all~~ *W* we have six handsome new scholars *plucked* ~~drawn~~ *as a lot* out of the banks who have won the right to take a cut at the old educational apple in our three rounds of big league musical examinations and share in our endowment of \$95 in prizes. Yes, students -- this is the place to go to school. Why right now - ~~over on the campus our welcoming committee is dishing out ice cream and if you don't like ice cream,~~ your old professor is about to dish out some of that makes-you-want-to-grab-a-blonde-and-dance music -- so -- grab away, kids, and yes dance - I say - yes dance.

1. "IT'S ALL YOURS" . . . . . ORCHESTRA)

(SEGUE TO:)

2. "I WANT MY SHARE OF LOVE" . . . . . SIMS AND ORCHESTRA)

(APPLAUSE)

COMMERCIAL #1

COMMERCIAL #1

GRAUER: Professor Kyser! ... button up your raincoat and let me have that theme I asked you for...

KYSER: All right, ~~boys~~ *Dean Grauer*

(ORCHESTRA: . . . . "APRIL SHOWERS")

KYSER: There you are, ~~Dean Grauer~~ ... "April Showers",

GRAUER: Yes, and very appropriate to my story, Professor Kyser. Because "April Showers" are just what the tobacco farmers down South want. April showers mean a good start for the new green tobacco plants freshly set out in their fields. As Mr. C. H. McLemore, of Midway, Kentucky told us recently, farmers are already hoping for another banner tobacco crop ... as good as the last several crops have been. Mr. McLemore explained...

MAN: You see, in the last few years, I've grown extra-good tobacco ... lighter in color, finer in texture, and better all round. <sup>how</sup> A lot of the credit for this improved quality goes to our local State Experiment Station for the help they've been giving us farmers. And you can figure my tobacco must have been good, because Lucky Strike bought basket after basket of it.

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 outstanding in quality. Lucky Strike, as always, has bought the Cream of the Crop.

(MORE)

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COMMERCIAL #1: (CONTINUED)

RUYSDAEL: Aged and mellowed from 2 to 4 years, these finer and  
(CONTD) 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:

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

("LUCKY DAY" . . . . . ORCHESTRA)

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GRAUER: Ba-----tter -- u-----p ! Yes, scholars, our first three  
 contesting students approach the plate swinging their  
~~base~~ bats -- our three judges are protected by 270 years  
 of long white beards -- ah, it's a fine day for it -- a  
 fine day for it and what are the bleachers saying?

LLOYD: PLAY BALL!

GRAUER: You said it Mac and don't forget, kids, slam it out.  
 For here comes that ~~fast~~ <sup>fast</sup> ball - that musical screwball --  
 Kay Kelly Kyser!

(KYSER MARCH: . . . . . ORCHESTRA)

KYSER: Welcome, students - don't bunt now - just swing hard -  
 for remember that \$35 first prize buys a lot of popcorn,  
 candy and chewing gum and here comes the first pitch --  
 a side winder sent down the groove *by*

FIRST QUESTION ROUND:

1. Here's the theme song of a well-known band, and Miss  
 Hattie Lee Burgess of Columbia, South Carolina, wants you  
 to name the orchestra and the song. (PLAY)

2. Today is the birthday of one of the grandest and most beloved  
 ladies of the motion picture screen. She was Apple Annie  
 in "Lady for a Day" and most recently was the grandmother  
 in "Yes My Darling Daughter", to say nothing of her many  
 other roles. Mrs. J.C. Summers of Graham, Kentucky asks  
 who it is. Now can you name a negro ~~male singer~~ <sup>burlesque</sup> whose  
 last name is almost the same.

(MORE)

KYSER:  
(CONTD)

3. Yesterday was a gala occasion in the sports world as another season of baseball got under way, and Jack Green of State College, Pennsylvania, says the following songs should enable you to name some of the major league clubs that clashed yesterday. (PLAY) ~~The \_\_\_\_\_~~ ~~played the Boston Red Sox~~ and the Chicago White Sox clashed with the \_\_\_\_\_ (PLAY). And up in Boston <sup>it</sup> the Phillies <sup>might have</sup> got stung by (PLAY) \_\_\_\_\_.

*Had it printed*

4. And speaking of baseball, Bob Anderson of Frankton, Indiana, reminds us that the name "McCarthy" is quite famous in the sports world. One is a manager of a major league baseball team. Who is he? One is a sports announcer on the radio and one is a terrific fighter.

5. A noted caricaturist, violinist and orchestra leader is identified with this selection and Miss Loraine Miller of Buffalo, New York, asks you his name. (PLAY) He is now appearing at the Statler Hotel in Detroit.

6. Our Right or Wrongers come from John Journey of Birmingham, Alabama, who says:

"Dot ~~the~~ Lamour sings a beautiful song,  
And boy, how she wears a sarong!  
But please show no fright - you'll do neither tonight--  
Just listen and say "right" or "wrong."

1. Connie Mack of the Philadelphia Athletics real name is Cornelius McGillicuddy.
2. Zazu Pitts is from Pittsburgh, and the town was named after her family.

(MORE)

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KYSER:  
(CONTD)

- 3. The high commissioner of baseball's name is Kennesaw Mountain Landis.
- 4. Jack Benny was challenged by Fred Allen to *play* "The Flight of the Bumble Bee" on the violin.

7. Miss Eileen Thompson of Minneapolis, Minnesota wants to know what's the name of this song, who sang it and in what picture. (PLAY) Next Sunday is her \_\_\_\_\_ birthday and she is the youngest person in Who's Who In America.

8. Here's one from Dallas, Texas. Mrs. Ray Partridge instructs you to look straight ahead - don't look back - and tell us what song you hear and the name of the instrument that is playing it. (PLAY) Now what about this one. (PLAY)

9. Here's an Irving Berlin song that Miss Louise Meyers of Dayton, Ohio, wants you to name. (PLAY) He wrote that number long before the days of the Big Apple, The Suzy-Q, Trucking, etc., and yet in that song everybody was doing a certain dance. What was the dance?

(RINGING BELL)

GRAUER: The round is over, Perfesser - the round is over.

KYSER: Das all students -- that was pokin' the old apple around --  
~~go sit on the bench until our official judges~~ *And now* ~~collect their~~ *gather at home plate*  
~~to work out the batting averages~~  
~~wits and give out on a decision.~~

HARRY: Pardon me, are you a wit?

SILLY: No - I root for Brooklyn.

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KYSER: Thank you judges -- you declare the winner of the first round to be none other than -- \_\_\_\_\_

(APPLAUSE)

KYSER: That was nobly done, scholar and you have a fifty percent chance of grabbing off that high fly of \$35 in the finals -- so go light up a Lucky Strike and get ready for the pinch hitting later on. Right now I declare a recess and a romp of rigorous razamataz -- so up with your lunch hooks -- down with your cleats and yets dance students -- yes dance.

3. ("COULD BE" . . . . . MASON & ORCHESTRA)

(SEGUE TO:)

4. ("LITTLE SKIPPER" . . . . . BABBITT & ORCHESTRA)

COMMERCIAL #2



COMMERCIAL #2

KYSER: Students, here's Dean Grauer to tell you how you can make \$8,000 a night!

GRAUER: (GOOD HUMOREDLY) No, no, Professor. All I want to do is to point out the case of a man who does make as much as \$8,000 a night ... But he makes it this way ...

(ROGERS:TENOR (DIFFICULT PASSAGE FROM "PAGLIACCI"))

GRAUER: Yes, ability to meet the demands made by difficult singing like that - plus a truly incomparable voice - puts stars like Tito Schipa among the highest paid concert and opera singers in the world. And since Mr. Shipa's voice is what earns him his living, you can be sure he guards it carefully. He can't risk throat-irritation from smoking. So you'll be interested to know that ~~he~~ - like Charles Hackett, Gertrude Wettergren, Conrad Thibault, Virginia Rea, and many other famous singers, <sup>Tito Schipa</sup> has smoked Luckies for years.

RUYSDAEL: Have you tried a Lucky lately? If you haven't, maybe you've been missing something. 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. (MORE)

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COMMERCIAL #<sup>2</sup> (CONTINUED)

RUYSDAEL: As you heard earlier, recent tobacco crops have been better  
(CONTD) than ever and 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?

~~("LUCKY DAY" . . . . . ORCHESTRA)~~

*Hold Tight*

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

(SEGUE TO:)

6. ("THREE LITTLE FISHES" . . . . . ENSEMBLE)

(APPLAUSE)

COSTELLO: We pause for station identification.

----- (STATION BREAK) -----

SOUND: (CHEERS .. SCREAMS .. YELLS AND HILARITY .. FADE FOR)

GRAUER: Well, friends - *the 7<sup>th</sup> inning stretch is over* it looks like the mighty game is *in continuous* progress already. The pitcher *has* wound up, and here *threw* comes the first contestant *cutting* over the plate.

POKEY: Ball one!

SOUND: (BOOS AND GROANS)

GRAUER: Here come the second and third contestants!

POKEY: Ball two and three!

SOUND: (BOOS AND GROANS ... UP ... DOWN AND UP)

GRAUER: Looks like real trouble now, folks - and there's a new pitcher warming up for Kyser College. He's walking over to the mound and now the umpire will make the announcement. Listen...

ISH: Quar sledge for klabble graston twaplome ... Hyah Hup!

SOUND: (CHEERS UP BIG ... DOWN FOR)

GRAUER: As you heard, folks -- it's *u* him in person! Now pitching for Kyser College is the President himself -- the Hurling Dervish -- Kay Kyser!

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

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KYSER: Thank you, Dean Grauer - and ~~him~~ <sup>Jack</sup> ~~pitching~~ to the second three contestants in tonight's batting order. Don't step back, \_\_\_\_\_, here's a bean ball for you.

SECOND QUESTION ROUND:

1. Charles Swift of Wilmington, California reminds us that this fanfare and the song that follows it identify a well-known orchestra. See what you can tell us about it. (PLAY)

2. Every year baseball <sup>gathers</sup> ~~has~~ more followers <sup>among</sup> ~~from~~ the fair sex, so Mrs. Edward Pritchard of Elizabeth, North Carolina, says we can find out whether or not you're a fan by asking you to identify some baseball teams by the following nicknames and expressions. 1. the Cubs. 2. Eddy and Kay. 3. There are two from each State in the Union that help make our laws. 4. Gang sings.

3. Here's an old time revival song which Miss Mary Weiss of Kansas City, Kansas wants you to identify. (PLAY)

4. This question from Miss Mabel C. Chamberlain of Washington, D. C., involves two orchestra leaders, two singers and a movie star, and the last name of one is the first name of another. The first is Buddy Clark and a movie star. ~~Remember~~ - the last name of one is the first name of the other. An orchestra leader named Ozzie and a concert singer. Now Nelson Eddy and an orchestra leader.

(MORE)

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KYSER:  
(CONTD)

5. Another orchestra's theme song - and Robert Bundy, Jr. of Moorhead, Mississippi, wants you to name the orchestra leader. His first name is Henry. (PLAY)

6. Bill Eder of St. Louis, Missouri, has done a fine job of twisting some song titles for us and wants you to do a fine job of untwisting them. What is the correct name of this song? Have you ever seen a figment of the slumbering imagination use its pedal extremities as a means of locomotion? 2. It's not beyond the imagination for this to be possible. 3. My ancient abode in the Blue Grass State.

7. Here's one from Englishtown, New Jersey. See if you can name this song for Miss Gertrude Levine. (PLAY) Now, is it the theme of "Her Honor Nancy James", "~~Joyce Jordan~~" "Girl Interne", or "Our Gal Sunday".

8. At the request of George Schepp of Norfolk, Virginia, Kyser Kollege will now have its vocal exercises, and you, Miss \_\_\_\_\_, will either be the victim or the victor. So brace up and let's sing or whistle eight bars of this well-known ditty. (PLAY)

9. Mrs. Clayton Weinberg of Champion, Michigan, reminds us that on the night of April 18th and 19th, 1775, Paul Revere made his famous (PLAY) *when he saw the light in the north church he dashed from Charlestown to Lexington* ~~He went from house to house~~ *ringing.. (PLAY)*

SOUND:

(BELL RINGING)

*Three strikes out* 14-

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GRAUER: ~~Seventh~~ ~~inning stretch~~, Professor - Round two is over!

KYSER: Thank you, Dean Grauer - and now let's see if our three umpires have got the pitch yet.

(QUARTET SINGS VERY BADLY OFF TUNE . . . . "SWEET ADELINE")

KYSER: Well, maybe they haven't got the pitch, but they've got a winner for our second round . . . it's \_\_\_\_\_

(APPLAUSE)

KYSER: Congratulations, \_\_\_\_\_ . . . your fine frenzy has advanced you as far as third base. Light up a Lucky Strike and keep the bench warm now until the final round while the rest of the scholars shag flies in the outfield . . . warm up with a bit of pitch and toss . . . a little of the old pepper, chillun and ~~let's dance~~ *lets say farewell to the blues* I mean come on let's dance!

7. ("FAREWELL BLUES" . . . . . ORCHESTRA)

COMMERCIAL #3

COMMERCIAL #3

KYSER: And now, chillun, Dean Grauer asks ... do you remember? *When*

GRAUER: (GOOD HUMOREDLY) I don't think many of them would remember, Professor. For this was 'way back in 1825. John Quincy Adams had just been elected sixth President of the United States. Far-sighted engineers were planning the first railroad. And down in the hills of North Carolina, the Ball Family began growing tobacco. That was 114 years ago, but the tobacco tradition of the ~~Ball~~ Family is still being carried on today ...

*Riggs*  
RIGGS:

(FADE IN CHANT 8 SECONDS - "SOLD AMERICAN")

GRAUER: Yes, James M. Ball of that old tobacco family is one of the South's best-known auctioneers. In the past 25 years, he has sold almost 250 million pounds of tobacco. So Mr. Ball's opinion about cigarettes should be of particular interest to every smoker. Listen to what he said recently:

MAN: At my sales Lucky Strike has always bought the finer, lighter, center-leaf tobacco ... *the* real A-number-one grades. That's why I've smoked Luckies ever since 1917.

RUYSDAEL: Sworn records show that an overwhelming majority of independent tobacco experts ... buyers, warehousemen and auctioneers ... agree with Mr. Ball in his choice of Luckies. But ~~Mr. Ball~~ *he* said something else that's of special timely interest to every smoker:

MAN: In the past several years, the Government and State Experiment Stations have helped farmers grow finer tobacco than ever before. And Lucky Strike is getting the better grades just as they always have.

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COMMERCIAL #3: (CONTINUED)

RUYSDAEL: Smokers ... have you tried a Lucky lately? If you haven't, maybe you've been missing something. For, as Mr. Ball points out, tobacco crops in the past several years have been better than ever and Lucky Strike, as always, has bought the Cream of the Crop. As sure as 2 plus 2 make 4, better than ever tobacco crops, plus "Toasting", make Luckies better than ever. So try them for a week. Find out for yourself why ... with independent experts ... with men who know tobacco best ... it's Luckies 2 to 1!

*Lucky Day*



8. ("HOLD TIGHT" . . . . . ORCHESTRA)

(SEGUE TO:)

9. ("DEEP PURPLE" . . . . . SIMS & ORCHESTRA)

(APPLAUSE)

(FANFARE: . . . . .)

GRAUER: The Final Round! And a terrific ninth inning this is. The score is tied between the two contestants as they come into this final frame. This tremendous pitcher's battle alone will tell the story. In a stentorian voice the umpire shouts --

HARRY: (FALSETTO) *Play ball* ~~Anybody here seen Casey?~~

GRAUER: Yes - ~~here he is~~ - *And out the dugout comes* Kay Casey Kysyer!

KYSER: Thank you. That was our Dizzy Dean - Grauer . . . but here come the questions. Step up, \_\_\_\_\_, and take a cut at this one.

FINAL ROUND:

1. Noel Coward composed this next song and Douglas Williamson of Bremerton, Washington, wants you to name it. (PLAY) Would you say it is named "Vilia", "Rosita", "Ziegeuner", or "Estrallita".

2. Mrs. George Shipp of Bismarck, North Dakota, also reminds us that in addition to writing songs, Noel Coward is an accomplished actor and playwright, so I'll mention four plays and you name one that he wrote. *Wynell* "Merry Widow", "Set to Music", "Idiot's Delight", "Amphitryon '38", *Buick* "Zephyr 1939". Noel Coward also wrote one of the four following famous motion pictures. Was it "Cimmaron", "Cavalcade", "Pygmalion", or "Algiers".

(MORE)

KYSER:  
(CONTD)

3. I'll name four well-known personalities and Miss Shirley Shapiro of Chicago, Illinois, would like you to name their *home* countries for us. Toscanini, Ray Noble, Paderewski, Greta Garbo.

4. Here's a song that is the theme of the radio program "Fiddlers Fancy" and is also a composition that I think every trumpet player either plays or aspires to play, and Elmer Hendrix of Oakland, California, wants you to name it for us. (PLAY)

SOUND: (BELL RINGING)

GRAUER: Called on account of darkness, Professor ... the round is over.

KYSER: *Das isht* Yes, Dean Grauer ... and the judges are almost over, too.

GRAUER: Over what, Professor?

KYSER: Over there, getting some...

ISH: *corn* Peanuts, popcorn, *nuts, old kumquats, chewing drops* crackerjack ~~prize in each and every pack that's all~~

KYSER: *yes* But here is the candy butcher with a decision. Thank you.

*judges own* Our grand winner of the evening is none other than 2-13 winners

(APPLAUSE)

KYSER: Grounders and slow rollers to you, my dear \_\_\_\_\_.  
Your fine ~~outscores~~ *choutures* this evening have certainly torn the cover off the ball...but no doubt you can buy a new one with this grand prize of thirty-five dollars. Our second placer receives his short stop cut of twenty dollars - and each of the other four contestants gets ten dollars. *and a rain-check to last year's world series.*

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KYSER:  
(CONTD)

All six receive a carton of Lucky Strikes. And finally to each and every member of the student body - for not throwing pop bottles at the old Professor ... a package of Lucky Strike Cigarettes.

(APPLAUSE)

KYSER:

And now, here's Dean Grauer, *with a question & a reason.*

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

10. ("THE MOON IS A SILVER DOLLAR" . . . . . ORCHESTRA)

(SEGUE TO:)

11. ("YOU MUST HAVE BEEN A BEAUTIFUL BABY" . . . . . ORCHESTRA)

(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 <sup>net</sup> 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. James Ball.

(SONG CREDITS IF ANY)

4/18/39  
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