

"As Bourgeois"

Mr. Weaver

4/26/39

W E A F

THE AMERICAN TOBACCO COMPANY

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

(56th Program)

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

APRIL 26, 1939

WEDNESDAY

GRAUER: Listen to the chant of the tobacco auctioneer.

AUCTIONEER: (CHANT) 1st SALE ... 31 - 36  
2nd SALE ... 32 - 37

ALL DONE? SOLD TO THE AMERICAN TOBACCO COMPANY!

GRAUER: "SOLD AMERICAN" means fine tobacco for your Lucky Strikes.  
That's why with independent tobacco experts -- men who spend  
their lives buying, selling and handling tobacco -- with  
men who know tobacco best -- it's Luckies 2 to 1 ... 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)

KYSER:

Evenin' folks - how're ya all? Once more by standing on tiptoe, we can grab down a bit of sky, for our ivory tower of learning is located on top of a skyscraper in the heart of New York City. And once more a bit of random choosing from our student body has provided us with six scholars to compete in the examinations for these ninety-five dollars in prizes. <sup>scholars</sup> They ~~have~~ <sup>never</sup> ~~been~~ <sup>any</sup> rehearsed, there are ~~no~~ <sup>no</sup> frame-ups, no stooges of any kind, and I promise you everything ~~that~~ <sup>is</sup> ~~is~~ <sup>entirely</sup> spontaneous and ex-tem-po-raneous. But swag gives way to shag, ~~and the whole school begins with evening calisthenics.~~ <sup>So</sup> Follow the beat, right foot first, and let's dance, scholars - ~~I say come on, let's dance!~~ <sup>oh so you won't dance, eh?</sup>

1. ("I WON'T DANCE" . . . . . ORCHESTRA)

(SEGUE TO:)

2. ("OUR LOVE" . . . . . DUET & ORCHESTRA)

(APPLAUSE)

- COMMERCIAL #1 -

GRAUER: (RECITING) Mary, Mary, quite contrary, how does your garden grow ...?

KYSER: (MOCK AMAZEMENT) Why, Dean Grauer! Spring must have got you, sen! ...

GRAUER: Not yet, Professor. The young lady I have in mind - though her name isn't Mary - does have quite a big garden ... 160 acres to be exact. And she grows an average of 100 thousand pounds of tobacco a year. She's Miss Selma Katzenstein, of Warren Plains, North Carolina. The other day she had this to say about the recent improvement in tobacco.

WOMAN: There's no question but what our tobacco crops of the past few years have been better than ever ... One reason is the work of the Government Experiment Stations. They <sup>all</sup> ~~are~~ at all times helping us farmers grow grades of tobacco that beat the year before for quality.

HUYSDAEL: Smokers ... this great teamwork between the farmers and the United States Government, State and University Experiment Stations is true all over the South. As a result, tobacco crops of the past several years have been outstanding in quality. That's why we ask ... Have you tried a Lucky lately? *Tobacco experts know that Luckies, during the past several years, as always, have been buying the cream of when tobacco has been better than ever, Lucky Strike, as ~~always~~, has bought the finer, lighter grades.* Remember: with independent experts - with men who know tobacco best - it's Luckies 2 to 1! ... And these independent experts themselves explain that Luckies always buy the Cream of the Crop. Aged and mellowed from 2 to 4 years,

2- B  
COMMERCIAL #1 - April 26, 1939 - (CONTINUED)

~~These~~ these finer, lighter tobaccos are in Luckies today. So Luckies are better than ever ... Have you tried a Lucky lately? If you haven't, maybe you've been missing something. Try them for a week. Start with the next package of cigarettes you buy and ask for Lucky Strike.

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

GRAUER: Not sorry they came, our first three contestants of the ordinary garden variety, gaze hungrily at the thirty-five dollars first prize. The three noble judges are <sup>present</sup> ~~under~~ arms with sharpened pencils. All is ready - and with button shoes, patch pockets and a belt in the back comes our triple double-feature . . . Professor Kyser!

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

KYSER: Thank you, Dean Grauer - and don't hang back, students. The first question is for Mr. \_\_\_\_\_ of \_\_\_\_\_.

FIRST QUESTION ROUND

1. There's a lot of charm associated with this orchestra theme song and Mrs. Ray Tolin of Estes Park, Colorado, would like you to tell us whose it is and the name of the song. (PLAY)
2. Here's one from Lewiston, Maine. Arthur Landry reminds us of two famous pairs of people bearing the same last name. One team plays music and the other plays bridge. Which plays bridge, Sancha and Helen Culbertson or his brother Ely and Josephine Culbertson? Now, what comedy team of radio is famous for their bridge playing on the air?
3. What's the name of this song asks Miss Betty Ogden of Dallas, Texas. (PLAY) Now can you name another song that has the word \_\_\_\_\_ in its title?

(M O R E)

KYSER:  
(CONT'D)

4. Whether you be from Dixie, Denver or down East, Rudi Smith of St. Louis, Mo., wants you to untwist these song titles. Give us the correct names of the following songs. (1) When the sun-lit portion of 24 hours is completed. (2) The celestial firmament may remain in expectation. (3) Will your affection be as constant during the last month of the year as it is in the month before June.
5. After we get started with this orchestra theme, see how quickly you can get started on the answer for Mrs. Mildred Reher of Reading, Pa. Listen.. (PLAY)
6. Here's a prize poser with Presidential possibilities presented by Miss Phyllis Elmendorf of St. Petersburg, Florida. As I mention some of our past Presidents see if you can name an actress of the screen or stage whose last name is the same as the President mentioned. Rutherford Hayes - Chester A. Arthur - Zachary Taylor - John Adams or John Quincy Adams.
7. Edward Pastori of New Dorp, Staten Island, wonders if you can think of the title of this song. (PLAY) Of those \_\_\_\_\_, which one did the fellow marry? (PLAY)
8. You are about to hear an odd instrument but first we must blindfold you. Frankly, ~~I don't think you'd know~~ <sup>it's hard to identify</sup>, even if you ~~could~~ see it, but Mrs. Robert Smith of Hendersonville, North Carolina, wants us to take no chances. Now listen and see if you can tell us what instrument you hear and the name of the song. (PLAY)

KYSER:  
(CONT'D)

9. On April 30th a celebration is to begin, lasting several months and honoring the forward steps in the progress of man's creation. The following is the theme of that celebration. (PLAY) Now tell Charlie Gunnels of Richland, Georgia, what is the celebration and the name of the theme song we just played. Is it "The World on Parade" "~~A New Day Is Dawning~~" "~~Day and Night in the World of Tomorrow~~" or "Come to the Fair"?

*new Day*  
*Preview of*  
*Down Ja*

(BELL RINGING)

GRAUER:

Round one is over, Professor. The first round is finished. The end of Round One is here. We have reached the termination of the first round. This is the conclusion of the .....

KYSER:

(INTERRUPTING) Yes, Dean Grauer - I heard you, and the Judges did, too, because the scores already show the winner. The victor is Mr. \_\_\_\_\_.

(APPLAUSE)

Congratulations, Mr. \_\_\_\_\_. Our board of regents declares that your skill thus far merits high commendation, so you will be tested further in the finals. Light up a Lucky Strike while the rest of the scholars cut a caper and cut the the carpet... that's the ticket -- Come on, let's dance!

3. ("THIS IS IT" ..... SIMMS & ORCHESTRA)

(SEGUE TO:)

4. ("HEAVEN CAN WAIT" ..... BABBITT & ORCHESTRA)

(APPLAUSE)

LUCKY STRIKE "KAY KYSER"

COMMERCIAL #2 - April 26, 1939

KYSER: Now here's Basil Ruysdael ... <sup>Students</sup> And just for your musical education ~~students~~, I'd like to remind you that Basil used to be a member of the Metropolitan Opera.

RUYSDAEL: Right, Kay. But, <sup>since then</sup> ~~since I was a member of the Metro-~~  
~~politan~~ - good singing seems to have broadened out.

Between movies at the Radio City Music Hall for instance, you can now hear singing like this ...

(DIFFICULT SELECTION)

RUYSDAEL: Two singers at the Radio City Music Hall, whose voices are capable of such difficult passages as you just heard, are Jan Peerce and Robert Weede. Now the voices and throats of these two men are under the constant strain of their careers. Yet it is with their voices they make their living. So they can't afford to risk throat irritation from smoking. Listen to their solution...

GRUER: Robert Weede has smoked Luckies for the past 3 years. Jan Peerce has been a regular Lucky Strike smoker for the past 10 years. Like so many other singers of concert, radio and opera, they find Luckies always easy on their throats.

RUYSDAEL: Have you tried a Lucky lately? ... Surely your throat is valuable to you, too, and you want to treat it ~~quite~~ as carefully as if you were a great singer. That's why the two words, "It's Toasted", are so important to every smoker. Everyone knows that sun-  
shine mellows ... heat purifies.

*Sunshine and heat - that's the exclusive*  
*The way the toasting process works. It*  
*Lucky Strike "toasting" process is the application*  
*mellows and purifies - getting out certain*



~~of higher degrees of heat, which has a purifying effect upon the tobacco. It forces out quantities of harsh throat irritants. These irritants are naturally present in all tobacco. But they're out of Luckies. That's why the tobacco in Luckies, after the exclusive "Toasting" process, is more mellow... a light smoke easy on any smoker's throat ... Have you tried a Lucky lately?~~

irritants which are present in all tobacco. It makes the tobacco in Luckies more mellow - makes Luckies a light smoke easy on any smoker's throat. Tomorrow morning when you buy a pack of cigarettes, ask for Lucky strikes.

5. ("CUCKOO IN THE CLOCK" . . . . . MASON & ORCHESTRA)

(SEGUE TO:)

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

(APPLAUSE)

GRAUER: We pause for station identification.

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

SOUND: (ON CUE . . . ~~THE~~ BELL CLANGING . . . CROWD MURMUR)

GRAUER: All right, all right. Tonight as our honor city we salute the corner of 42nd Street and Broadway where ~~the telephone number is Memorial 7-1212~~. Of the many great industries in this busy little place, we salute ~~Mr. Joe Glank of the hamburger and Orange Drink Stand~~ . . . Gus, the grey-haired newsboy with his piping cry . . . and <sup>Papayevich</sup> ~~Theodore~~ Wince, the taxi driver. ~~Our thanks to our old friend Mayor Minsky for his basket of tomatoes~~ and <sup>he</sup> assures us that "makes-you-want-to-dance" music is his favorite. Don't forget our Grant's Tomb unit will be playing in Pink Tights, Missouri, all next week. All right, all right -- ~~our~~ next ~~entertainment~~ <sup>act</sup> is a trained act of three performers who answer questions, jump through hoops, and tap dance at the command of their leader, our old friend, Professor Kay Kyser!

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

KYSER: All right, all right, ~~Major~~ <sup>Dean</sup> ~~Bowes~~ Grauer . . . Light up a Lucky Strike, students, while I ask the first question of \_\_\_\_\_.

SECOND QUESTION ROUND:

KYSER:  
(CONTD)

1. Miss Joan Maxwell of Roseville, Ohio, ~~says she will~~ *would like*  
~~love you in her dreams if you'll tell her~~ *to know* what orchestra  
theme this is and the name of the song. (PLAY)

2. Robert Moore of Wichita, Kansas, reminds us of two  
outstanding birthdays in the entertainment world this week.  
Yesterday all ~~the~~ friends said "Happy Birthday" to the ~~man~~ *girl*  
who ~~has won the motion picture Academy award for two years~~ *helped to write a feature A-Listed to the best*  
~~straight now.~~ On the 28th another birthday will be  
celebrated by that member of the Royal Family *of theatre* who is  
associated in the minds of the radio audience with the  
part of Scrooge in Dicken's Christmas Carol. ~~He has a~~  
~~sister named Ethel.~~

3. Mrs. J. P. Branch of Norfolk, Virginia, can't wait  
until Sunday to see the opening of the New York World's  
Fair. She wants you and me to take a little musical trip  
out there right now. So here we are at the Fair grounds  
and it's "us on a bus" off to see the sights. Here we are  
among the quaint little villages which typify the countries  
they represent. Let's spend some time (PLAY). On we go  
past Billy Rose's Aquacade - the Crystal Palace - and look  
over there, it's the Cavalcade of Centaurs *in other words (in Plain American)* or the Wild-West  
show. What's that I hear their band playing? (PLAY)  
Look at those bronchos, steers and mustangs *to Tom Mix*  
~~(PLAY) We'll leave them to the Lone Ranger.~~ *Why, they're*  
But before  
we take in all the wonderful educational and industrial  
exhibits at the Fair, let's have a look at Frank Buck's  
department and (PLAY) Well I guess that's seeing  
\$160,000,000 worth of stuff and things in a minute! (MORE)

KYSER:  
(CONTD)

4. The old professor's going to have an old-fashioned spelling bee now. Charles Hanson of Hartford, Connecticut, says to give you an "A" if you can spell first

- (1) T \_\_\_\_\_ (2) Fl \_\_\_\_\_ and
- (3) "I think you're grand."

5. Here's the theme of an orchestra leader who has a fine swing band ~~and is coming up fast~~. See if you can tell Miss Maxine Hurt of Nashville, Tennessee, the name of the song and whom it represents. (PLAY) Joe Bishop who plays with him wrote the song and the orchestra is now playing at the Famous Door, here in New York. The leader is quite a clarinet player and sings with his orchestra.

6. It's our Right or Wronger for tonight and Alfred Ambrose of Shreveport, Louisiana, says World's Fair or no World's Fair - it's fair to tell the world whether these statements are Right or Wrong. (1) Baseball is celebrating the 100th birthday this year. (2) Alice Fay is Frank Fay's sister. (3) This is the first World's Fair for San Francisco and the first for New York. (4) Loretta Young has three sisters and the four of them appear in the picture Alexander Graham Bell.

7. Name this song for Miss Katherine Hendricks of Indianapolis, Indiana (PLAY.) That is the theme of a radio program that presents <sup>Virginia Verrell</sup> Ted Fiorito's orchestra, the singing of ~~Josephine Weston~~, and what comedian? Is it Joe E. Brown, Jack Haley, Billy House, or Joe Penner?

(MORE)

KYSER:  
(CONTD)

8. We had our spelling bee. Now let's have our singing class for Charles Barrett of San Diego, California. He wants to see how you get along with the words to this song.

(PLAY) Now, let's sing about 8 bars of that popular song. (If you don't know the words, just whistle.) (PLAY)

9. A few years back a certain orchestra leader was largely responsible for popularizing this song and became closely associated with it. For Milton Bender of Birmingham, Alabama, see if you can name the song and the orchestra leader. (PLAY)

SOUND: (BELL RINGING)

GRAUER: This questioning shall cease at the bell, Professor.

KYSER: Das right, Dean Grauer ... and ...

SOUND: (BABY CRIES)

KYSER: Our judges will...

SOUND: (BABY HOWLS AND SCREAMS)

KYSER: The three judges will...

SOUND: (BABY BELLOWS)

KYSER: Pardon me, usher - will you please quiet that baby?

SOUND: (TWO SHOTS)

*Harry*  
*you missed me* *well*  
~~Thank you~~ .. Isn't that silly... the winner of the second round is \_\_\_\_\_

(APPLAUSE)

KYSER: Our congratulations \_\_\_\_\_ . In the final round once more you must strive. Light up a Lucky Strike now while the rest of the students gather 'neath the old Downbeat Oak and give forth with a bit of celebration. Okay, scholars...let's dance!

7. ("SING YOU SINNERS" . . . . . ORCHESTRA)

(APPLAUSE) COMMERCIAL #3

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COMMERCIAL #3

- KYSER: Where's our auctioneerin' friend, F. E. Boone?
- BOONE: Right here, Professor. What's on your mind?
- KYSER: Well, F. E., the other night, I saw ~~a small new Paramount picture~~ <sup>that</sup>, "The St. Louis Blues"...and I understand you've seen it, too...So what did you think of the take-off of the tobacco auctioneer's chant that one of the actors did?
- BOONE: Well, Professor, it was certainly amusing. But the buyers at a real tobacco auction down South couldn't have made head or tail of it.
- RUYSDAEL: ~~Well~~ Mr. Boone, suppose you show us the real thing.
- BOONE: All right, Mr. Ruysdael, here goes! I'll start <sup>my chant</sup> it fast, then slow down, to show you it's all real words - an actual record of the bids as they are made at a tobacco auction.  
(CHANTS FAST TO SLOW 8 SECONDS..."SOLD AMERICAN)
- RUYSDAEL: The chant of the tobacco auctioneer may sound strange to most of us, but to the men who spend their lives buying, selling and handling tobacco, that chant is just plain business talk. They hear every bid...see every sale. And they know just who buys what tobacco. So here's a fact every smoker will find interesting...
- GRAUER: Among independent tobacco experts...auctioneers, buyers and warehousemen not connected with any cigarette company ...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.

COMMERCIAL #3: (CONTINUED)

RUYSDAEL: Smokers...have you tried a Lucky lately? If you haven't, maybe you've been missing something. In the past several years, with the help of new methods developed by the United States Government, farmers have grown tobacco crops of unusually high quality. 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 experts ... with men who know tobacco best...it's Luckies 2 to 1!

8. ("MOONLIGHT ON THE GANGES" . . . . . ORCHESTRA)

(SECUE TO:)

9. ("PENNY SERENADE" . . . . . BABEYTT & ORCHESTRA)

(APPLAUSE)

(FANFARE . . . . .)

GRAUER: The Final Round! Once before has each of these two little ones vanquished all comers. Now they meet together in a cataclysmic fight to the finish. All is weak and all is willing - for here he comes.. the cornucopia of cabalistic cat-calls... the one and only ... (QUIETLY) Hello, Kay.

KYSER: Hello, Ben. Ah scholars, the night grows fearful and dark, and Dean Grauer's voice is changing. But the two fair-haired contestants tremble, so here is the first question.

FINAL QUESTION ROUND

1. F. C. Paul of Joliet, Illinois, says this next song might be used as New York's theme song for the next few months and he wants you to name it. (PLAY) *And if you're coming to the N.Y. World's Fair, don't miss the interesting lobby that's building where you'll see Luckys Strike cigarettes actually made.*
2. Speaking of Fairs, Miss Virginia Zimber of Detroit, Michigan, wonders if you can name three other cities in the United States besides New York <sup>57</sup> that have had Fairs or Expositions.
3. Mrs. Mable Flint of Lamont, Oklahoma, asks you the difference between World's Fair, Bill of Fare, Fanfare and Farewell.
4. Let's name this song for J. S. Tucker of Columbia, South Carolina. (PLAY) You might call that the weather report song, or good news from the weather man. Now tell us who said "All's Fair in Love and War". Was it Grover Whalen, Shakespeare, <sup>Send</sup> Sherman or Cleopatra, or A. Nonymous. (M O R E)



SOUND: (BELL RINGING)

GRAUER: Hold it Professor, Grover you-know-who, declares the final round is over.

KYSER: Thank you Dean Grauer. And now our judges are lost in the perisphere hunting a decision. Let's see if we can contact them.

SOUND: (BANGING ON HOLLOW METAL)

KYSER: Hey there, inside the perisphere, how goes it?

VOICE: (CHAMBER EFFECT) Round and round, *and round*

KYSER: We'll open it up on ~~Saturday~~ *Sunday*, but the big winner of the evening is \_\_\_\_\_.

(APPLAUSE)

KYSER: Well, \_\_\_\_\_, before *you try to climb* ~~you're~~ ~~implied on a~~ trylon, clutch this thirty-five dollars first prize to your bosom, and learn the *advantages* ~~virtues~~ of saying "no" to everybody. To our second placer goes twenty dollars for a fine try - and each of the other four contestants get ten dollars apiece. All six get a carton of Luckies. And finally, to ~~reward~~ every member of our student body - for that fine forensic frenzy - a package of Lucky Strike cigarettes.

(APPLAUSE)

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KYSER: And now here's Dean Grauer with a question and a reason.

GRAUER: 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?

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10. ("I GET ALONG WITHOUT YOU" . . . . . ORCHESTRA)

(SEGUE TO:)

11. ("GOTTA GET SOME SHUT-EYE" . . . . . ORCHESTRA)

(APPLAUSE)

KYSER: (ON CUE) Well, das all, scholars - and school is out until next Wednesday night. Your homework for the week is guaranteed worth your while - listen in to YOUR HIT PARADE with Lanny Ross, the Raymond Scott Quintet, Mark Warnow and the Lucky Strike Orchestra, on Saturday over another *station* ~~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, don't forget, students - get those old school clocks turned an hour ahead for next Wednesday night the College of Musical Knowledge takes in at 10:00 o'clock Eastern Daylight Saving Time.. 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.  
 (SONG CREDITS..IF ANY)  
 THIS IS THE NATIONAL BROADCASTING COMPANY.

wjh-sk-jgs  
4/25/39