

As Broadcast

5/10/39

WEAF

THE AMERICAN TOBACCO COMPANY

58TH PROGRAM

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

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

MAY 10, 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 comes the man who gave America
singing song titles and that famous "makes-you-want-to-
dance" music ... Kay Kyser!

(KYSER THEME ORCHESTRA)

5/10/39

KYSER:

Evenin' folks ... how y'all? Tears dim these poor tired eyes as we gaze over our last New York student body for a while. ~~the boys and gals who have stepped staunchly over Welcome, the Donnet, on their way to class this evening.~~ Yes, ^{when} our Summer School is opening on Catalina Island in California in a couple of weeks ~~and~~ the College of Musical Knowledge is moving westward ho to the Pacific. But this is no time for weeping - six scholars are up here on the platform waiting for exams - ninety-five dollars in prizes is waiting to sizzle in their pockets ... and a legion of scholars is waiting to cavort over the high hurdles. So come on there, chillun - whoop and holler - rip and tear - and let's dance, I say, come on - let's dance.

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

(SEGUE TO)

2. ^{"Tears In My Intewell"} ("DON'T WORRY ABOUT ME" SIMMS & ORCHESTRA)

(APPLAUSE)

COMMERCIAL #1

5/10/39

COMMERCIAL #1

KYSER: Students, Dean Grauer is here tonight to give you all some hot tips on how to crash the World's Fair free!

GRAUER: No such thing, Professor! I simply mentioned this afternoon a man who had won a free ticket to the World's Fair - but it was the World's Fair of 1893! The man's name was Hawks, and he won the trip for growing the best tobacco in Warren County, North Carolina.

RUYSDAEL: Yes, and there's a very interesting sequel to that ... Horton Hawks, the son of this champion tobacco farmer of 1893 still grows tobacco on the same land. And recently Mr. Hawks made this somewhat surprising statement. He told us:

MAN: I'm not bragging when I say I grow a whole lot better tobacco than my Dad! ... You see, we farmers have learned a lot about tobacco-growing since those days. And in the past several years we've gone ahead by leaps and bounds. One reason for this progress is the cooperation given the farmer by the United States Government. They've helped us ~~in every way~~ to grow better and better crops.

RUYSDAEL: Smokers ... have you tried a Lucky lately? We ask, because tobacco crops all over the South have been better than ever in the past several years. The cooperation of the United States Government, State and University Experiment Stations has helped achieve this improved quality. And, as always, Lucky Strike has bought the Cream of the Crop - the finer, lighter tobaccos developed with the help of the United States Government. (MORE)

5/10/39

COMMERCIAL #1: (CONTINUED)

RUYSDAEL:
(CONTD)

Aged and mellowed from 2 to 4 years, these better than ever tobaccos are in Luckies today. As a result, Luckies are better than ever... Have you tried a Lucky lately? ... if your answer is "no", maybe you've been missing something. Why not try them for a week and let your own taste be the judge of Luckies' better-than-ever tobacco. Start with the next package of cigarettes you buy and ask for Lucky Strike.

("LUCKY DAY" ORCHESTRA)

GRAUER: On this sad day of departure from New York, scholars,
 I have written a little ode which the Professor has asked
 me to read. ^(clear throat) ~~It is called, "Goodbye, Grover Helle-Olsen!"~~

"Goodbye Grover, dear Mr. Whalen,
 With salty tears, away we're sailin'.
 You are the fairest of the Fair -
 We're gonna miss you 'way out there.
 But now the college must please each client -
 Three students quake 'fore our mental giant.
 He eats small children for an appetizer -
 So beware, beware - here's Professor Kyser!"

(KYSER THEME IN MARCH TEMPO ORCHESTRA)

KYSER: Come students -- no need to worry. There aren't any
 underground passages or slick city ways ... just plain
 little questions and answers. Here is the first one
 for _____.

FIRST QUESTION ROUND:

1. One of America's top swing bands is identified by the following song and Max Conrad of Tarreytown, Maryland, wants you to tell us the name of the band and the song.
 (PLAY) We know you'll be delighted to hear that he is fast recovering from a recent illness and we all wish him much good health and happiness.

(MORE)

5/10/39

KYSER:
(CONTD)

2. The week of May 7th to 13th ^{is being} ~~will be~~ celebrated as National Music Week and rightly so because there is no one thing that plays as vital a part as music in giving us pleasure and entertainment. In this connection Miss Barbara Maltby of Beverly Hills, California, wonders if you can name three songs that have the word "music" in their titles.

3. This Sunday, May 14th, is set aside for America's sweetest person and the best friend any of us has ever had - mother. Just in case it slipped your mind Bill Elson of Morgan, Colorado and I have a suggestion to make. Sit down right now and write her a letter. It doesn't have to be long. Tell her how you're getting along - that you miss her and add this postscript (PLAY). Besides the letter it would be swell to send her some flowers - violets, gardenias, roses, orchids - she knows that any of them is the same as saying "I Love You." If you can't say it with flowers then (PLAY). Just pick up the phone and call her. When she answers sing (PLAY).

4. Mrs. Harriet Singer of Long Beach, New York, reminds us that lots of orchestra leaders have names that are alliterative - that is their first and last names start with the same letter. For instance, my name, Kay Kyser is alliterative. Now, can you name three leaders for us whose first and last names start with the same letter?

(MORE)

5/10/39

KYSER:
(CONTD)

5. What's the name of this song, asks Miss Ruth Arnold of Dallas, Texas. (PLAY) Now tell us what negro orchestra leader's theme song it is; he plays a trumpet.

6. Here's our ~~last~~ ^{tonight} Right or Wronger from ~~New York City~~ for ~~some time~~ and it comes from Daryl Hunt of Bancroft, Iowa. Mothers spend their lives teaching us right from wrong, so let's put some of that training into practice and you tell us whether the following statements are right or wrong. (1) Mickey Rooney is Pat Rooney's son.

(2) Major Bowes Sunday Capital Family Hour is the oldest ^{non-commercial} consecutive weekly program on the air. (3) John Barrymore was a newspaper cartoonist before turning actor.

(4) The song "Three Little Fishies" is the story of Jonah and the Whale.

7. Since this is our last broadcast from New York City for a few weeks, Mrs. Julia Waller of Savannah, Georgia thinks it quite appropriate to ask you the name of this song. (PLAY) If that's _____, then what's this? (PLAY)

8. The ladies have been doing all the singing recently in Kyser College, and so Miss Mary Clark of Jackson, Mississippi, says it's about time for some masculine vocal calisthenics. Therefore, it is my duty as the "Old Professor" to ask you to sing at least 8 bars of this well-known song. (PLAY)

(MORE)

5/10/39

KYSER:
(CONTD)

9. Mr. _____, are you married? Well, then I think you'll agree with F. W. Favinger of Akron, Ohio, who says if the wish expressed in this next song comes true, you'll be a very lucky boy. Listen and name the song for us. (PLAY) One of the reasons you'd feel that way is because you've heard your dad say (PLAY).

~~(NOTE: If contestant is married, say "Hey! Don't spoil the question! Before you were married, then, I think you would have agreed with F. W. Favinger of Akron, Ohio, who says any man who gets the wish expressed in this next song is a very lucky fellow. (PLAY) One of the reasons you'd feel that way is because you've heard your dad say (PLAY).~~

SOUND: (BELL RINGING)

GRAUER: End quote, Professor - the first round is over.

KYSER: Yes, Dean Grauer, and let's see what the judges are thinking about.

~~(SAXES: TUG BOAT WHISTLE)~~

SOUND: (TRAIN IN BIG .. AUTO HORN .. POUNDING HOOPS ...
~~BICYCLE BELL)~~

KYSER: The Judges must be dreaming about the trip to Catalina ... but the winner of the first round is _____.

(APPLAUSE)

KYSER: Many congratulations, _____ ... you receive the academic blessing of your old Professor and a promise that the final round holds mucho dinero. Relax and light up a Lucky Strike while the rest of the students cut a caper on the carousel, canter and careen round the campus cannon -- I mean, let's dance, students ... come on, there -- let's dance!

5/10/39

3. ("THE TINKLE SONG" DUET)

(SEGUE TO:)

4. ("LITTLE SKIPPER" BABBITT & ORCHESTRA)

(APPLAUSE)

COMMERCIAL #2

5/10/39

COMMERCIAL #2

KYSER: Here's Dean Grauer to tell you how the "mountain" is now being brought to "Mahomet"!

~~GRAUER~~
Baruch:

(GOOD HUMOREDLY) Always the learned touch, Professor!
But, ladies and gentlemen, that's actually a good description of one current feature at the New York World's Fair ... the Lucky Strike movie in our building there.

Let's turn back the clock a few months and show you how the idea for this movie originated. A young lady visitor from New York had just been shown through the Richmond Lucky Strike factory. She turned to the Lucky Strike representative who had been her guide and said:

WOMAN: You know, I've often heard about your "Toasting" process, but until I actually saw it at work and really breathed in the fragrance of the tobacco after "Toasting", I never..
(HESITATES)

MAN: You never realized just what "It's Toasted" means?

WOMAN: Exactly...I suppose you're accustomed to visitors here feeling the way I do?

MAN: (GOOD HUMOREDLY) Well - we wish we could bring every smoker to our factory.

WOMAN: But couldn't you? ... I mean, couldn't you take a movie of the process - actually show people (FADE) how "Toasting" removes all those irritants and ...

5/10/39

COMMERCIAL #2: (CONTINUED)

RUYSDAEL: It was from many suggestions like this that the idea came for the current movie in which the "Toasting" process is depicted. Thousands of visitors to the World's Fair have already seen this movie in the Lucky Strike exhibit. They have been actual witnesses to the way the heat purifies the tobacco - the way certain irritants are driven off - the way the concentrated sunshine of the ultra-violet ray mellows the leaf. And while they've watched Luckies made right there in the building, they have had a chance to notice the ~~delicious~~ ^{—the wholesome fragrance—} aroma of the tobacco after it's been through the "Toasting" process. Smokers...have you tried a Lucky lately? Remember: Sunshine mellows, heat purifies. Sunshine and heat - that's the way the exclusive "Toasting" process works. It makes Luckies a light smoke easy on any smoker's throat by removing certain harsh throat irritants naturally present in all tobacco. And only Lucky Strike offers you the advantages of the "Toasting" process. Have you tried a Lucky lately?

5/10/39

5. ("BEGIN THE BEGUINE" ORCHESTRA)

(SEGUE TO:)

6. ("~~TEARS FROM MY INKWEIL~~" SIMMS & ORCHESTRA)

(APPLAUSE)

ANNOUNCER: We pause for station identification.

----- STATION BREAK -----

(SNEAK IN RECORDED EFFECT OF MASS POWER DIVES BY
PLANES IN FORMATION ... BRING THEM IN LOUD AND HOLD)

GRAUER: Students ... students ... tchk - tchk ... put away those
playthings - always bringing toys to class.

SOUND: (ANOTHER PLANE DIVES BY)

GRAUER: Now - now - put that ^{b*-3} bomber away until after school for
now begins the second semester in the old College of
Musical Knowledge. Here are three fresh contesting
students ... here are the judges - ~~there~~ is our \$35 first
prize *and*

~~LLOYD: You said it!~~

~~GRAUER: Money talks and it is going to have plenty more to say
later on.~~ right now class begins for there he grins -
that old enticer - Professor Kay Kyser.

(KYSER MARCH)

(APPLAUSE)

KYSER: Thank you, Dean Grauer and welcome students - just nip up
to the old microphone and don't shout until you see the
whites of its eyes - here we go and I'm asking....

(MORE)
-12-

SECOND QUESTION ROUND:

KYSER:
(CONTD)

1. Here is the theme song of one of America's best known
(THIS INFORMATION TO BE SUPPLIED LATER). Tell Gordon
Brown of Douglas, Arizona, who it is. (PLAY)

2. Here's one from Tulsa, Oklahoma. Mrs. Leo West says
she can think of two orchestra leaders, a singer, two
comedians and an announcer whose first name is Phil and
wants me to give you ~~one~~ ^{three} if you name any four of them.

3. There are many affectionate nicknames for mother, and
Norbert Rock, of Carnegie, Pennsylvania, reminds us that
several of those salutations are the titles of songs.
Let's see if you can name three of them for us. (PLAY)
(PLAY) (PLAY)

4. Next Wednesday we greet you from Kansas City, and all
the States we cross between here and there are well-
known by other names; for instance, my state, North
Carolina is known as the "Tar Heel State" or the "Land of
the Long Leaf Pine". Miss Donna Norris of Salt Lake City,
Utah, wants you to follow our route and as I mention the
nicknames you tell us what state we are in. Okay - all
aboard. (BAND DOES TRAIN EFFECT) We have just left
New York City and we are immediately in the Garden State.
Now we are in the Keystone State, and now the Buckeye
State, and by the way we stop off in _____
to play a dance Sunday night. We say goodbye to _____
and our train is hurrying across the Hoosier State, and
now we are in the "Show Me State or Ozark State" - all off
- last call for Kansas City. (MORE)

5/10/39

KYSER:
(CONTD)

5. Stanley Hollowell, South Norfolk, Virginia says the waltz we're about to play is really divine, and wants you to tell us what orchestra program it identifies. (PLAY)

6. Here're some twisted song titles from Miss Eileen Murphy of St. Paul, Minnesota, and she wants you to give the correct song titles. (1) A South American from New Amsterdam. (2) Not once in ten hundred thousand years. (3) In residence on the kitchen stove.

7. It's Wednesday night in Kyser College - but Bob Henderson of Seymore, Indiana, says if it were "Sunday afternoon in Rosedale" this is the theme that would introduce a certain comedian. (PLAY) He had a radio station on the air and he cuts up on the Barn Dance. Can you name the song and the comedian?

8. Speaking of _____ reminds Miss Lucille Pratt of Shreveport, Louisiana, there are quite a few well-known relatives on the radio and as I mention them you name the person. (1) Ma. (2) Grandpa. (3) Aunt. Of course there's brother Bill, and Sisters of the Skillet, etc.

9. Henry Caldwell of Cincinnati, Ohio asks you the name of this number and the type of music it is. (PLAY)
What is the Latin name for it?

SOUND:

(BELL RINGING)

Professor

5/10/39

As you are said Das all

GRAUER: ~~Hallelujah, brother - Peace, it's wonderful and the second round is over.~~

KYSER: Das all, students - hold tight while the ring is cleared and our leather-lunged judge gives out with a decision.

GUY: The winnah! - And second round champion. (GOES INTO DOUBLE TALK)

KYSER: Yes, thank you, leather-lunged judge, you proclaim the winner of the second round to be none other than _____

(APPLAUSE)

KYSER: Dear scholar - let me congratulate you - with such profound erudition and dee-seated learning you too will be able to name pullman cars. Light up a Lucky Strike and take things easy until the final round. Recess time is here, scholars - so ankle out into the auditorium and agitate - I say vibrate - I say, yes dance - come on kids, yes dance!

7. ("THREE LITTLE FISHES" ENSEMBLE)

(APPLAUSE)

COMMERCIAL #3

5/10/39

KYSER: Now Dean Grauer wants to tell you about a man named ^{Bob} ~~Ray~~ Cooper, who lives down in my own home state of North Carolina.

GRAUER: For the past 20 years, ^{Bob} ~~Ray~~ Cooper has made his living this way...

(CHANT - 2 SECONDS - LOUD THEN FADE BUT CONTINUE UNDER GRAUER)

GRAUER: In Georgia, he has auctioneered tobacco when the thermometer said 112 in the shade. In the mountains of Tennessee, he has shivered through tobacco sales at 3 below zero. But under all conditions and in all sorts of tobacco country, Mr. Cooper's auctions have gone right on...at an average of 360 sales an hour, 6 or 7 hours a day.

(CHANT UP 8 SECONDS - SOLD AMERICAN)

GRAUER: Not long ago, this famous tobacco auctioneer, ^{Bob} ~~Ray~~ Cooper told us...

MAN: Being an auctioneer is mighty far from easy. But I've had a chance to get a first-hand look every year at America's tobacco crop. And I've seen Lucky Strike buy the better grades at auction after auction...a fine light leaf with good color and good aroma and the best in smoking quality. So you can understand why I'm a regular Lucky Strike smoker.

RUYSDAEL: ^{Bob} ~~Ray~~ Cooper is typical of independent experts who earn their living in buying, selling, and handling tobacco. Among these independent experts...auctioneers, buyers and warehousemen, not connected with any cigarette manufacturer...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.

(more)

5/10/39

COMMERCIAL #3 (CONTINUED)

RUYSDAEL:
(CONT'D)

Have you tried a Lucky lately? Why not profit by the example of these men who know tobacco from A to Z. Next time you buy cigarettes ask for Lucky Strike. Try them for a week and see for yourself why...with independent experts...with men who know tobacco best...it's Luckies 2 to 1!

8. ("SHADRACH" MASON & ORCHESTRA)

(SEGUE TO:)

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

(APPLAUSE)

(SEGUE TO:)

(F A N F A R E)

GRAUER: The Final Round - the final financial frenzy before the Horace Greeley Chapter of the College of Musical Knowledge folds its curriculum and goes West to Catalina Island to bring summer school culture and prosperity to the quaint natives. Our last three Eastern-seaboard contestants approach and to the fore with a roar...

(METRO GOLDWYN MAYER LION ROARS)

GRAUER: Comes Kay Kyser - if the roar didn't get him.

KYSER: I'm safe - but our two contesting scholars may be eaten alive by the ferocious questions. Come, _____ pioneer this one.

(WINNERS' ROUND)

1. Apropos of Mother's Day, David Johnson of Columbia, South Carolina, wants you to name this song (PLAY). Who sang it and in what picture?

2. And speaking of mother, there're lots of famous "mother" paintings but I think that one in particular is best known. Is it Da Vinci's mother, Michael Angelo's Mother, Whistler's Mother, or Gainsborough's Mother? What famous singer is permitted to close his radio programs saying "Goodnight mother?"

5/10/39

KYSER:

(CONT'D)

3. We all love to sing, whistle or hum our favorite songs, but Mrs. Richard Tucker of Fitchburg, Massachusetts, wonders how much we know about them, so she asks you - are the chorus and the refrain of the song the same? Are the verse and the chorus the same? Are the lyrics and the words of a song the same?

4. As part of the British Empire, Canada uses and respects the English national anthem "God Save the King". However, as the Dominion of Canada, ^{it was at least} ~~there are~~ two recognized patriotic songs or anthems - the English have one and the French have one. We'll play both and Miss Jane Ross of Tampa, Florida, wonders if you can tell us which is which, ~~and the name of~~ ~~at least one of them~~ (PLAY) (PLAY)

(BELL RINGING)

GRAUER: The round is over - all over.

KYSER: Too late for Herpicide now, students - just hang on to the ropes while our judges reach a decision.

(THREE QUICK BLASTS ON THE MOUTH SIREN)

(SOUND OF PANTING)

KYSER: Have our judges reached a decision?

GRAUER: Reached a decision? - Why they've reached Kansas City on their way to Catalina!

KYSER: Well, tell them to stay there until we catch up with them next Wednesday - same time, same station (PLUG) and, in their absence our board of trustees declare that the big winner of the evening and the final champion of the ^{Spring} ~~Winter~~ Semester is none other than: _____.

(APPLAUSE)

5/10/39

KYSER: My dear, shiny faced, big-hearted, handsome scholar - you have completed the course in higher musical knowledge - you have worked your way up the precarious slopes of intricate erudition. I hereby reward you with a ^{token} ~~bundle~~ of worldly power - this \$35 first prize. To you dear second placer - deep consolations and a tid-bit of this \$20. To the other four contesting scholars, ten dollars each and to all six students a carton of Luckies ~~to each and every one~~. Then to all the hardy, brave members of our student body here tonight - for those timely rallies in the pinches - a package of Lucky Strike cigarettes to each and all.

(APPLAUSE)

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

5/10/39

GRAUER: Smokers, have you tried a Lucky lately? You see, tobacco crops of the past several years have been better than ever because of new methods developed by the United States Government. 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. ("I GET ALONG WITHOUT YOU VERY WELL" ORCHESTRA)

(SEGUE TO:)

11. ("EAST SIDE OF HEAVEN" ORCHESTRA)

(APPLAUSE)

KYSER: (ON CUE) Well, das all, scholars ^{from Kansas City} 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. 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 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.

sk-jgs
5/9/39