

Mr. Menner  
"As broadcast"

WEAF

THE AMERICAN TOBACCO COMPANY

59th PROGRAM

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

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

MAY 17, 1939

WEDNESDAY

GRAUER: Listen to the chant of the tobacco auctioneer!

AUCT'N'R: (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 American  
singing song titles and that famous "makes-you-want-to-  
dance" music....Kay Kyser!

(KYSER THEME . . . . . ORCHESTRA)

(APPLAUSE)

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KYSER:

Evenin' folks - how're y'all? - Well, our old collapsible, portable, covered wagon schoolhouse finds itself set up and doin' a swell business in the heart of Kansas City where the gals are pretty and men are glad of it. Yes sir, we've stopped off on our way to Catalina, California to bring a little musical learning to the eager scholars of this thriving metropolis. Six handsome, clear-eyed <sup>students</sup> ~~scholars~~ have been selected from the flower of Kansas City's cultured citizens and they await their musical examinations for ninety-five dollars in prizes ...known tonight as the Kansas City Kitty. But shucks, scholars... that's coming later - right now we got to git out and shuffle 'round with a little shindig - for here comes a bouncing dose of that makes-you-want-to-grab-a-gal-and dance music.....so come on, chillun, yes dance - yes dance!

1. ("F D R JONES".....ORCHESTRA)

(SEGUE TO:)

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

(APPLAUSE)

COMMERCIAL # 1

COMMERCIAL #1

KYSER: Now here's Dean Grauer who's got a few facts for us about a man who lives down in Booneville, North Carolina...By the way, F.E., that place wasn't named after you tobacco auctioneerin' Boones, was it?

BOONE: No, Professor, but it was named after one of my direct ancestors, Daniel Boone, the pioneer. He came from around ~~there~~ in the Yadkin Valley of North Carolina, before he blazed the trail out to Kentucky.

GRAUER: And I have heard you say, F.E., that Daniel Boone was a tobacco-grower as well as a pioneer. However, the tobacco he raised must have been very different from the tobacco that is raised by a modern resident of Booneville,..... Mr. J.F. Bryant. You see, tobacco has gone through a vast improvement in quality in the past few years. Mr. Bryant himself explained it this way, ~~in an interview with a Lucky Strike representative a few weeks ago.~~

MAN: In the past several years, my tobacco's been better than ever....lighter, finer, better all around for cigarettes. And one reason for that improvement is the help we farmers have gotten from the Government Experiment Stations. They're doing particularly good work in seed-selection.

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.

(More)

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RUYSDAEL:  
(CONT'D)

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. 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.

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

(SOUND: LONG WHISTLE IN UNISON BY BAND DENOTING AWE)

GRAUER: Yes, chillun, hold on to your hats for storm clouds gather over Kansas City..... the lightning flashes.

(SOUND: WHISTLE)

.....the thunder rolls.....

(SOUND: DRUM RUMBLE)

.....and from the plains and from the corn fields, come

<sup>three</sup>  
~~the~~ scholars in fear and trembling.

(SOUND: BAND UNISON SINGING FEW BARS OF "VOLGA BOATMEN")

Yes, this is the time for work - for examinations - the first three contestants are wheeled before the lecture platform - the judges are ready and \$35 first prize glitters at hand . So - look out, Kansas City, here comes that boogey man of the Bazooka - Professor Kyser!

(KYSER MARCH.....ORCHESTRA)

KYSER: Welcome, my little charges - relax the body and tense the mind for here comes a little giant horror of a question sent in by \_\_\_\_\_.

(ADD FIRST QUESTION ROUND)

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(ROUND ONE)

1. Here's a fanfare and a theme song that identify one of Kansas City's own sons, and Mrs. Charles McCollum of Des Moines, Iowa, wants you to tell us who it is. (PLAY)
  
2. Here's a bear-cat of a question and quick like a rabbit Miss Betty Beard of Newton, North Carolina wants you to tell us the difference between Bunny Berigan, the Bunny Hug and John Bunny.
  
3. While we're naming songs Mrs. Ruth Cook of St. Clair-Shores Michigan, thinks it quite appropriate to ask some Kansas City lad to identify this one (PLAY)  
Now from the following list of songs, pick one that was written and published in Kansas City. Goofus; Piccolo Pete; Chloe; Bluebird Why Don't You Call On Me; Little Mother of the Hills; Peaceful Valley.
  
4. Let's tear into these twisted song titles for Paul Glover, East Point, Georgia. The Deste Sorority of Pittsburgh sent them, so let's see if you can give them the correct names of the following songs. (1) What quality do you possess that overcomes yours truly. (2) A knight of small stature who reflects my voice. (3) When my years have become so advanced that I don't have images in my sleep any more.

(More)

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5. Miss Bernice Munsey of Minneapolis will celebrate with champagne if you tell us the name of this song and what orchestra it identifies....(PLAY).....a favorite in this territory and Pittsburgh for many years and opening at the Edgewater Beach Hotel in Chicago on June 10th.
  
6. Last week we had a question about the states we passed through to reach here. Immediately after our class session tonight we are making a bee-line for the Pacific Ocean to open summer school. The states we'll travel through are well-known by other names or expressions. For instance, my native state, North Carolina, is known as the "Tar Heel State." I'll start our musical train and as we cross a state border, you tell Mrs. Peggy Daniels of Ontario, California where we are. Okay - all aboard! Leaving Kansas City, Missouri, immediately we are in the "Sunflower" or "Jayhawk" state. On south across the plains to the "Sooner" state, and now I see a state flag with a lone star on it. On to the "Sunshine" or "Spanish" state - through part of the Rocky Mountains - I see the Grand Canyon - we must be in the "Sunset" or "Apache" state. And there's the state flag with a Golden Bear on it. That's right, it's \_\_\_\_\_. Whew - that's traveling 1000 miles a minute.
  
7. Let's name this beautiful song for Harold Avery of Bath, Maine. (PLAY) Now, can you name two other songs that end in "la"?

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8. Somewhere today, thousands of folks, especially the kiddies were thrilled by circus parades. At the end of those parades there was a musical instrument that sounded like this. Tell Miss Helen Ramsay of Fort Worth, Texas, the name of the instrument we're imitating and the name of the song.
  
9. Here's a familiar school song which Mrs. Charles Spaythe, Kansas City, Missouri, says you should have no trouble with recognizing. Now tell us the name of it. (PLAY)



(SOUND: BELL RINGING)

GRAUER: Recess, Professor - the round is over.

KYSER: Das all, students - lift your noses into this fine clean air - shun dull care and collapse while our learned judges deliver a decision - and here it is right on time. Thank you judges, you proclaim the winner of the first round to be none other than \_\_\_\_\_.

(APPLAUSE)

Congratulations dear scholar - your Kansas City erudition is nothing if not colossal. Go, light up a Lucky Strike and study your P's and Q's for the final round. Now scholars, put aside your pencil boxes - drop those erasers and jam out here on the old campus - I say, gimme the old one two and button my shoe - yes, dance kids - yes dance.

3. ("THE LADY'S IN LOVE WITH YOU".....MASON & ORCHESTRA)

(SEGUE TO)

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

(APPLAUSE)

COMMERCIAL # 2

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

KYSER: Basil Ruysdael, what's that large official-looking document you've got in your hand?

RUYSDAEL: It's an invitation, Professor ... an invitation to these people of <sup>Missouri</sup> ~~Kansas~~ and everyone of the ~~other~~ 48 States.

KYSER: And what's it say?

RUYSDAEL: It says: "When you visit the New York World's Fair you are invited to come to the Lucky Strike Building and see Lucky Strike cigarettes being made." Now, we think you will find it very interesting. You'll notice the delicious aroma of the tobacco that has been through the "Toasting" process, and actually witness for yourselves how the exclusive process "It's Toasted" works to make Luckies a light smoke easy on the throat.

GRAUER: Yes, you see, in the Lucky Strike building at the New York World's Fair, is a piece of factual evidence that Lucky Strike would like to present to every smoker. It is a motion picture, taken at one of the great Lucky Strike factories. And it shows, step by step, how "Toasting" removes certain harsh throat irritants naturally present in all tobacco. You can actually see the irritants being driven off by the higher degrees of heat, used exclusively by Lucky Strike. You can see the tobacco receiving its rich toning up under the concentrated sunshine of the ultra-violet ray. In short, you can see the "Toasting" process.

RUYSDAEL: And with the cigarette-making machines at work right there in the Lucky Strike Exhibit Building, you also have a chance to notice the delicious aroma, the wholesome fragrance of the tobacco after it's been through the "Toasting" process ... Have you tried a Lucky lately? Everyone knows - sunshine mellows, heat purifies. Sunshine and heat -

that's the way the "Toasting" process works. It makes Luckies a  
light smoke easy on any smoker's throat, for remember ... it removes  
certain harsh throat irritants naturally present in all tobacco.  
Only Lucky Strike offers you the advantages of the "Toasting" process.  
Have you tried a Lucky lately?

("AND THE ANGELS SING" . . . . . BABBITT & ORCHESTRA)

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5. ("AND THE ANGELS SING".....BABBITT & ORCHESTRA)

(SEGUE TO)

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

(APPLAUSE)

LOCAL ANN'OR: We pause for station identification.

STATION BREAK

(SOUND: CROWD MURMUR)

BIBBLE: (ON CUE) Where is it, where is it?

GRAUER: Right over there, sonny - Kay Kyser's College of Musical Knowledge is taking in for its second semester.

BABBITT: (KID VOICE) Are these the right books?

GRAUER: Let's see - The Rover Boys and Their Flying Sunflower - Tom Swift and his Amazing Slungullion - and a back number of the Master Plumbers Annual. They'll get by, my little man.

GUY: Give me some of the "makes-me-want-to-dance" music!

GRAUER: All in good time! The Kansas Chapter is lined up ready for the exercises to begin. Give the school yell, children.

CROWD: Eureka - Topeka!

GRAUER: That's in the next state - but here comes the President of the College himself - the mogul of the Mississippi - Kay Kansas City Kyser!

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

KYSER: Thank you, Dean Grauer.....but if you don't keep the enrollment straight, I'll throw you back in the itty bitty poo'. Light up a Lucky Strike students - here comes the second round.

(ADD SECOND QUESTION ROUND)

1. We'll have to blindfold you before we play this orchestra's theme song and after it's all over, we'll tell you why we blind-folded you. Listen and tell Donald Steele of Cedar Vale, Kansas, what orchestra's theme it is and the name of the song. (PLAY)
  
2. Here's a letter I snatched from the millions and millions of fan letters - well - all right from the three fan letters that Sharpy Ben Grauer receives daily, and Miss Roberta Winkel of Madison, Indiana, wants me to read it to you, so here goes. The post-mark shows it's from (PLAY) She starts out very sweetly calling him (PLAY). And right in the first sentence she says (PLAY). My dearest bunny rabbit lettuce elope. (PLAY) Now before we delve further into the love life of Don Benjamin Grauer, time out while we change contestants.
  
3. All right now Miss \_\_\_\_\_, you carry on with this leaf from the memoirs of Ben Casanova Grauer. She says "I'm 21, 5 feet 8 inches, brunette, love to dance and all my friends tell me I'm pretty and this is the truth. (PLAY) Besides all this I'm a fine cook, in fact I'm right at (PLAY) This all sounds suspicious to me because she signed the letter (PLAY)

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4. After all that, Kenneth Gilbert of Baltimore, Md, suggests that we take it easy and just say "right " or "wrong" to the following statements: (1) Joe Sanders acquired the nickname "the old left-hander" when he was a star pitcher on a baseball team here in Kansas City. (2) Dinah is a song about a lunch wagon. (3) Phil Harris, James Melton, Irene Beasley and Kenny Sargent, all started with Francis Craig's orchestra. (4) Stephen Foster lived on the Swanne River in a river-boat when he wrote about that river in his song "Old Folks At Home."
  
5. For Miss Jane Warren of Henderson, Kentucky, name this beautiful song and the orchestra it represents. (PLAY)
  
6. Speaking of nobility - here's a royal flush from Frank Lane of Pontiac, Michigan. Listen closely and name at least four orchestra leaders whose names are included in the following sentence. At the height of the game the noble king came out of his castle and knocked the ball far into the fields, but because he was so fat he could only waller to first base.
  
7. Here's a well-known folk song and rondelay. Name it for Mrs Lucy Panas of Bingham Canyon, Utah. (PLAY) Now what is the English translation of that title. Is it Father Frank, Friar John, Brother Bill, Cousin Sue, Friend or Foe, Come on Home or what?

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8. Spring is here; love is in the air so Miss Mabel Downes of Minneapolis, Minn. wants you to let your beautiful voice bloom with 8 bars of this song. (PLAY) Now sing, whistle or hum a snatch of that melody. (PLAY)(AGAIN)
9. What's the name of this song asks James Hamlon of Oxford, Alabama. (PLAY) Is this song written about \_\_\_\_\_ in Memphis, New York; Dallas, Texas; Denver - maybe it's Kansas City?



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(SOUND: BELL RINGING)

GRAUER: Methinks I hear a tinkling, Professor.

KYSER: Yes indeed, Dean Grauer - that's the old school bell ending the second round. And now the judges are pioneering across the desert in a covered wagon looking for California and a decision.

EDDIE: (TEMPLE BLOCKS.....<sup>FAST</sup>SLOW HORSES)

~~BAND: (INDIANS) Woo - woo - woo - woo!~~

~~POKEY: Help - redskins - where's the Lone Ranger?~~

~~ISH: (SLEEZY) Ho hum - Aluminum - away!~~

~~BAND: Woo - woo - woo - woo - woo.~~

KYSER: Looks like they were gone for good - but here's the decision, naming as the big second round winner \_\_\_\_\_

(APPLAUSE)

KYSER: Congratulations \_\_\_\_\_. Your fate is writ in the records and you will be tested once more in the final round. But right now - light up a Lucky Strike while the rest of the students cavort on the greensward. The piper pipes a merry note, so let's dance scholars - come on, let's dance!

7. ("DON'T BRING LULU".....PRODUCTION)

(APPLAUSE)

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COMMERCIAL #3

*there is...*

GRAUER: (LIKE TRAIN ANNOUNCER) Pelham....Metter....Statesboro...  
Asheville.....Washington.....Greenville....

KYSER: (INTERRUPTING) Whoa, Dean Grauer - whoa! Have all those  
train announcers you heard on the trip out here to Kansas  
gone to your head.

GRAUER: Professor Kyser, I wasn't intending to act as train-  
announcer. I was simply giving the names of some of  
the important tobacco towns in Georgia, North Carolina,  
Tennessee and Kentucky where the famous auctioneer,  
Ray Oglesby, has sold tobacco in the past few years.

RUYSDAEL: Yes, Ray Oglesby has covered a lot of tobacco territory...  
and he's sold plenty of tobacco. So let me read you  
something Mr. Oglesby said recently about one of the  
many cigarette companies he sells to ~~on an impartial~~  
~~equal basis~~...Lucky Strike. (~~PAGE CRINKLE OF PAPER~~)

He said: (READING) "At every auction in every tobacco  
center I've sold <sup>where</sup> ~~the~~ Lucky Strike has bought exactly the  
the same fine grade of tobacco. That's why I've smoked  
Luckies myself ever since 1927.

GRAUER: Ray Oglesby, 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)

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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. Try Luckies for a week. Next time you hear the chant of the tobacco auctioneer (CHANT 8 SECONDS) Let that chant remind you that with independent experts...with men who know tobacco best...it's Luckies 2 to 1!

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

segue to

9. (~~"I'M BUILDING A SAILBOAT OF DREAMS".....DUET & ORCHESTRA")~~

(APPLAUSE)

segue to

(FANFARE.....)

GRAUER: The Final Round! Hot on the trail of the thirty-five dollar first prize, our two contestants are prepared to run circles around the musical rainbow. All is ready and waiting - and to the rostrum steps the one and only - Professor Kay Kyser!

KYSER: Yes Dean Grauer - in the words of the poets, these two scholars ain't seen nothin' yet. But time tears on, and here is the first question for \_\_\_\_\_.

(ADD FINAL QUESTION ROUND)

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(WINNERS )

1. Here's one from Lawrence, Kansas. James G Stinnett has figured out that since this is the beginning of the final round and in exactly 9 minutes and 18 seconds we will have completed our Kansas City class session and we will be singing (PLAY) Yes sir, that's right because Saturday May 20th we open at Catalina Island and we'll be playing under (PLAY) for the boys and girls of the Golden West.
  
2. Speaking of the "Golden West" Mrs. Alice Troyer of Portsmouth, Virginia reminds us that the opera "The Girl of the Golden West" which is about America was not written by an American. Would you say it was composed by Massenet, Puccini, Leoncavallo, or Table D'Hote. Can you spell his name? He also wrote La Boheme, Tosca, Madame Butterfly.
  
3. What, asks Edward Robertson of Hawthorne, New Jersey, are the Boswell sisters' first names? And what instrument does \_\_\_\_\_ play?
  
4. We're going to play a song which was popularized by the Coon-Sanders orchestra here in Kansas City many years ago and Miss Juanita Salmon of Utica, Kentucky wonders if you remember the name of it. (PLAY) Now can you name two other songs with the word "night" in their titles?

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(BELL RINGING)

GRAUER: That's the bell, Professor...and I don't mean the belle of the ball!

KYSER: All right, Dean Grauer - and if the Judges haven't folded their tents in the night and started for Catalina, we will get a decision. Thank you - the grand winner of tonight's examination is \_\_\_\_\_.

(APPLAUSE)

KYSER: Oh my Kansas <sup>CITY</sup> Cutie, you have bounded into the realms of higher musical learning. Your statue will be duly carved in ice and set in the sun to dry and your name suitably inscribed on Pike's Peak. Besides, take this thirty-five dollars first prize, and paste it firmly in your memory book. Our second placer receives twenty dollars. Each of the other four contestants get ten dollars apiece, and all six receive a carton of Lucky Strikes. Finally, to every member of the student body...as they run, not walk, to the nearest exit tonight -- a package of Lucky Strike Cigarettes.

(APPLAUSE)

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

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CLOSING COMMERCIAL

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. ("FORTY SECOND STREET".....ORCHESTRA)

segue to

11. ("DEEP PURPLE".....ORCHESTRA)

*Lucky Day* (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. 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)

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GRAUER: The famous tobacco auctioneer heard on tonight's program  
was Mr. F E Boone of Lexington, Kentucky.

(SONG CREDITS.....IF ANY)

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