

Mr. Weaver

1/11/39

"As Broadcast"

WEAF

THE AMERICAN TOBACCO COMPANY

42ND PROGRAM

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

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

JANUARY 11, 1939

WEDNESDAY

GRAUER: Listen to the chant of the tobacco auctioneer ...

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

ALL DONE? SOLD TO THE AMERICAN TOBACCO COMPANY!

GRAUER: Remember - "SOLD AMERICAN" means fine tobaccos for your  
Lucky Strikes. That's why - with independent tobacco experts  
- with men who know tobacco best, it's Luckies - two to one!

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

GRAUER: Lucky Strike presents Kay Kyser's College of Musical  
Knowledge - and here he is, the man and his band who gave  
America singing song titles and that famous "makes-you-want-  
to-dance" music ... Kay Kyser!

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(KYSER THEME . . . . . ORCHESTRA)

KYSER: Evenin' folks, how y'all. Welcome to our skyscraper classroom nestled under the planets in the heart of Times Square, New York City. Just before the chimes pealed forth for the opening of school, we had a lovely co-ed come up here on the lecture platform to pick out the six scholars for tonight's class contest. This charming young lady drew numbers out of a fishbowl - and these numbers matched the numbered ticket stubs of six scholars -- three boys and three girls -- who proceeded to the proscenium to await the coming of the musical questions - and the ninety-five dollars in prizes. They won't wait long, because your old Professor is rarin' to go - but first, I decree that the student body shall shine on the campus - up with the rugs and down with the socks, <sup>and no matter what you hear just say "I will</sup> and let's dance, chillun. ~~I say let's dance.~~ <sup>dance, I will dance."</sup>

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

(SEGUE TO:)

2. ("THEY SAY" . . . . . SIMS & ORCHESTRA)

(APPLAUSE)

COMMERCIAL #1

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COMMERCIAL #1

GRAUER: Two kinds of tobacco talk are music to the farmers' ears.  
The first is ...

(CHANT 8 SECONDS)

GRAUER: Yes, the chant of the tobacco auctioneer means that the  
farmer's crop is being sold and he'll soon be in funds.  
But there's another kind of tobacco talk, music to any  
farmer, and heard in recent years all over the South ...  
Listen ...

MAN: Neighbor, I want to compliment you on the tobacco you've  
been growing the last few seasons. It sure shows those  
experimental station ideas about tobacco-growing really  
work. (FADING) Yes, sir, tobacco's getting better!

RUYSDAEL: Tobacco is getting better! New methods, developed by the  
United States Government, have helped make tobacco crops of  
the past few years outstanding in quality. Have you tried  
a Lucky lately? You see, during these recent better tobacco  
years, Lucky Strike as always, has bought the Cream of the  
Crop. Today, thoroughly aged and mellowed, these finer  
tobaccos are ~~ready for your enjoyment in~~ *going into* Luckies. And so  
Luckies are better than ever. Try them for a week and we  
think you will see why only Luckies can make this  
statement ... (PAUSE) Among independent tobacco experts,  
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. With men who know  
tobacco best, it's Luckies 2 to 1! (PAUSE) Have you tried  
a Lucky lately?

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

GRAUER: The Kyser march rings out, and the regal procession enters the squared circle. First come three contestants being harried by the judges who will mark them on the speed and accuracy of their answers. Now the trustees of cash and carry tisket in with a big basket of ninety-five dollars in prizes. And here is the <sup>at</sup> Stachel Man of Old Siwash - Professor Kay Kyser.

(KYSER THEME . . . . . UP AND OUT)

(APPLAUSE)

KYSER: Thank you, Dean Grauer - welcome contesting scholars - pull up your jeans and prepare to take the first hurdle placed in your way by Miss Theima Alfano of Fairview, Alabama, who asks ...

1. What is this song called and whose theme is it? (PLAY)

*"What is this thing called Love" - Les Reinman*

2. Here's one from Chicago, Illinois. Edwin Nelson asks you to name two orchestra leaders whose last names are King.

What orchestra featured the King Sisters? And what colossal movie character's first name was King?

*Henry King King Kong*

3. Let's get up in the stratosphere for Miss Ruth Spence of Swissvale, Pennsylvania and make a hurried musical visit

to three foreign cities. Looks like it's <sup>Boston</sup> (PLAY) but it's

<sup>Paris</sup> (PLAY). It's getting dark now and it's <sup>Shanghai</sup> (PLAY).

(MORE)

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KYSER:  
(CONTD)

4. I'll mention a few words and Leslie Bowland of San Antonio, Texas, wants you to name an instrument that either rhymes with or is suggested by these words. 1-Cuba <sup>Tuba</sup> 2-Hums, <sup>drums</sup> bums, gums 3-Angels <sup>Harp</sup> 4-Hawaiians <sup>Vocalists</sup> 5-Life, wife, strife. <sup>Life</sup>

5. Name this orchestra theme and the leader it identifies for Miss Lorraine Meyer of St. Louis, Missouri. (PLAY)

*"Whistler + His Dog" - Roger Price*

6. There comes a time in every college session when we must untwist some twisted titles. These come from Mrs.

Lowell Ladig of Wayne, Indiana, and she wants you to give the correct titles to the following songs: 1 - I am <sup>"Don't Give Up"</sup> ~~anything~~ but Joe financially able to present you with nothing but true

affection. 2 - Please enumerate your reasons in detail. *"Why"*

3 - I am an aged bovine nurse. *"I'm an Old Cow Hand"*

7. This next song could be the theme of all the sunny, warm winter resorts. Name it for "Mex" Carideo of

Worcester, Massachusetts. *"June in January"* (PLAY) Now, can you tell us

what movie star sang it in what picture? *Bing Crosby - "Here's My Heart"*

8. ~~Shut your eyes for a moment and~~ Listen to an imitation that Harry Babbitt and a couple of the boys have whipped up.

Then tell Miss Jean Stanlonis of Shenandoah, Pennsylvania, what instrument they're imitating and of what country it

reminds you. *(Bagpipe) Scotland* Shut your eyes now and listen. (PLAY) Now,

would you say the instrument originated in that country?

(MORE)

*Eastern Country*

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KYSER:  
(CONTD)

9. Miss Syvil Goddard of New York sent this next little query, so listen and see if you can name this song for her.

*"Rhythm in my nursery Rhymes"*

(PLAY) Now, speaking of (Nursery Rhymes),

can you name at least two that have been popular songs in the last six months? "Nickel - mulberry Bush"

(SCHOOL BELL RINGING)

GRAUER:

Hark, dear Prof, it is the bell!

KYSER:

Alas, Dean Grauer, I know it well.

It ends another round of fun

But now we must find out who's won.

Ho, judges in your ivied steeple

Shout forth the winner to these people!

JUDGES:

(IN CHORUS) Nickel and dime

Nickel and dime

We are working overtime.

But to us, it's all the same.

And here it is - the winner's name!

KYSER:

Beyond all shadow of a doubt

One handsome student has won out

\_\_\_\_\_ I hope to shout!

(APPLAUSE)

KYSER:

Congratulations, dear scholar... ah, many and forte congratulations. You have won out once, but there yet remains another obstacle in your path. It's that ole debbil final round - but don't you fret - light up a Lucky Strike and relax while the school gives forth in a little bit of messin' round - I mean let's dance!

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3. ("JEEPERS CREEPERS" . . . . . MASON & ORCHESTRA)

(SEGUE TO:)

4. ("MY REVERIE" . . . . . RABBITT & ORCHESTRA)

(APPLAUSE)

COMMERCIAL #2

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COMMERCIAL #2

KYSER: Now here's Dean Grauer and ... if you'll all pardon my French (LAUGHS, THEN PRONOUNCES VERY AWKWARDLY) ... celui va vous parler d'un acteur qui est vraiment admirable!

GRAUER: (LAUGHING) Perhaps I'd better interpret! ... What Professor Kyser just said was that I am going to talk to you about a truly fine actor ... He is Charles Boyer. France calls him her Number One Actor and Hollywood has placed him among the screen's great stars. But what I want to point out about Mr. Boyer is that he was truly "Sold American" on his first visit to these shores 7 years ago. For at that time Charles Boyer began to smoke Luckies and as a recent check of his friends and associates reveals, he is still smoking Luckies.

RUYSDAEL: We found out the reason for his preference by going to Mr. Boyer himself. His own words were ... "Luckies are the cigarettes that always agree perfectly with my throat" ... Now, obviously, Mr. Boyer's voice - which <sup>thrills</sup> ~~moves~~ millions - is one of his most precious possessions. He simply can't afford to risk throat-irritation from smoking. So since Luckies have passed this most important test with him, doesn't it stand to reason that they will be easy on your throat, too?

GRAUER: You see, smokers, Lucky Strike's exclusive process "It's Toasted" takes out certain harsh throat irritants that are found in all tobacco. Naturally with these impurities removed, your Lucky Strike is more mellow ... easy on any smoker's throat.



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COMMERCIAL #2: (CONTD)

RUYSDAEL: Have you tried a Lucky lately? Try Luckies for a week and let your own throat prove to you how "Toasting" makes Luckies a light smoke, easy on the throat. Next time, ask for Lucky Strike.

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

GRAUER: Dean and students are dabbling in divertissements, and Kay Kyser's College of Musical Knowledge recesses briefly for station identification.

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

GRAUER: We move into the second semester of Kay Kyser's College of Musical Knowledge, so light up a Lucky Strike and listen to that famous "makes-you-want-to-dance" music or dance a while to the original Kay Kyser style.

5. ("YA GOT ME" . . . . . MASON & ORCHESTRA)

(SEGUE TO:)

6. ("ALL ASHORE" . . . . . DUET & ORCHESTRA)

(APPLAUSE)

GRAUER: Now by special permission of the World's Fair, a beam from a new star which started on its way to Kyser College five hundred thousand years ago arrives to unveil our second round!

(SLIDE WHISTLE & POP)

HIGH VOICE: Twinkle - twinkle - here I am!

GRAUER: Yes, here is the second round and to the podium marches a batch of beauties - the second three contesting students to give all for that number one endowment of 35 dollars, and sternly front and center comes our prexy of pixie philanthropy - Professor Kay Kyser!

(KYSER MARCH: . . . . .)

(APPLAUSE)

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KYSER:

Thank you, Dean Grauer - as you say - here comes the war and I'm drafting - \_\_\_\_\_ to take a pot shot at the first question sent in by David Kue of San Francisco, California, who wants you to .....

*"I Want to Be Happy"*

1. make him happy by naming this song for him. (PLAY)

Now, can you tell us what orchestra leader uses that song for a theme? The last word in the title of the song is his first name. *Happy Fenton*

2. Here's a humdinger from Iselin, Pennsylvania. I'll name a few countries and Mrs. Martha Wargo wants you to

name an <sup>*Radio*</sup>entertainment personality who talks with an accent identified with that country. *Mrs. Rivet - Bottle - Jean Sablon* Greece - England - France.

3. Let's see if you can name this song for Lester Tiegs of Milwaukee, Wisconsin. *"Old MacDonald Had a Farm"* (PLAY) Now, name two other songs

that start with the word *"Old May, River" - "Old Faithful"*

4. Of the following list of orchestra leaders Miss Marie Marsten of Oklahoma City, Oklahoma, would like you to pick out the ones who were not orchestra leaders ten years ago.

Ted Lewis, Tommy Dorsey, Abe Lyman, Skinnay Ennis, Al Goodman, Bob Crosby and Hal Kemp.

5. ~~The title of this next song is a welcome idea for these cold winter nights.~~ <sup>*Here's*</sup> ~~It's~~ the theme song of a swell

orchestra leader and Floyd Mizell of University, Louisiana, would like you to name both the song and the leader. (PLAY)

*Will Osborne "The Gentleman Awaits"*

(MORE)

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KYSER:  
(CONTD)

6. Here's our right or wronger for this evening's session, and Miss Pauline Washburn of Duarte, California, wants you to say quickly right or wrong to the following statements:

- 1 - Morton Downey has five daughters. *Wrong*
- 2 - Irving Berlin recently wrote a song entitled "God Bless America" *Right*
- 3 - The Prisoner's Song is Warden Lawes theme on the radio. *Wrong*
- 4 - Loretta Young and Sally Blane are sisters. *Right*

7. See if you can name this song and tell us whether it was composed by Cole Porter, *"Somebody I'll Find You"* Noel Coward or George Gershwin.

(PLAY) Now tell Robert Long of Dallas, Texas, whether it's the theme song of the dramatic serial program, Mr. Keene, Bob Becker, Dick Tracy or Tom Mix.

8. We'll have to blindfold you for a moment for this question from Miss Hazelle Rayfield of Chicago, Illinois. If you are a student of music, you shouldn't have much trouble identifying the gadget you are about to hear, so listen and tell us what it is. *metronome* (PLAY) It's used by most musical beginners to keep time or to keep the rhythm correct. There's a musical magazine that has the same name.

9. Listen to these next two songs and see if you can name them for Phillip Sales of Asheville, North Carolina. *"Indian Fox Call"* (PLAY) *"Song of India"* (PLAY) Now, which of those two would you say is associated with redskins? *The first.*

(SCHOOL BELL RINGING)

GRAUER: There's the campus clapper, Professor Kyser.

KYSER: Okay, Dean Grauer - das all scholars - take your corners until our learned judges produce a decision - (TO HIMSELF)  
One - two - button my shoe - uh - three - four - knock on the door.

(LOUD KNOCKING ON DOOR)

KYSER: (SURPRISED) Who's there?

DEEP VOICE: The U. S. Mint.

(SOUND: TRUMPET - SHORT FANFARE)

KYSER: Thank you, Mint. The judges proclaim that the winner of the second round is none other than \_\_\_\_\_.

(APPLAUSE)

KYSER: My very best congratulations, dear student - you have proved that scholarship really pays and some day you, too, will be able to read the fine print on the back of steamship tickets ... Go, rest in the glade of glamour and ready up with a Lucky Strike for the final battle for supreme honors and 35 bucks ... I declare a recess and a giddy gavotte ... in fact, I say, come on students - come on, yes dance.

7. ("TWELFTH STREET RAG" . . . . . PRODUCTION)

(APPLAUSE)

COMMERCIAL #3

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COMMERCIAL #3

~~(WELLS STREET RAG) . . . . . PRODUCTION NUMBER)~~

~~(APPLAUSE)~~

KYSER: Dean Grauer ... I'll bet I know a man who has a lot of fun at tea-parties.

GRAUER: Tea parties? Professor, what on earth makes you think of tea?

KYSER: Well, Basil Ruysdael was telling me about this fellow who does nothing all day long but taste tea. That's his job. He can take one sip of tea and tell exactly what it's worth.

RUYSDAEL: That's right, Kay ... And the reason I mentioned the tea-taster was because in many ways he is like the independent experts who buy, sell and handle tobacco. Tobacco experts can actually tell the quality of tobacco just by looking at it. Mr. Henry L. Kersey, of Danville, Virginia, is an excellent example. For the past 12 years, as an independent buyer down in Virginia, Georgia and North Carolina, his living has depended on his knowledge of the leaf. So listen to what Mr. Kersey said recently about the tobacco in cigarettes ...

MAN: ~~any~~ Experienced tobacco men fully realize just what fine tobacco goes into Lucky Strikes. As an independent buyer, I know it's the riper, grainier, finer-textured leaf. That's why I've smoked Luckies for 12 years.

COMMERCIAL #3: (CONTD)

RUYSDAEL: As the overwhelming majority of independent tobacco experts like Mr. Kersey recognize, Luckies have always bought the Cream of the Crop *and so Luckies have bought the cream of* the better-than-ever crops produced with the help of new Government methods in the last few years. Aged from two to four years, these better tobaccos are now ~~ready~~ *going into* Luckies. Have you tried a Lucky lately? - maybe you've been missing something. Remember ... with independent experts ... with men who know tobacco best, it's Luckies 2 to 1!

~~("WHAT HAVE YOU GOT THAT GETS ME" . . . . . SIMS & ORCHESTRA)~~

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8. ("WHAT HAVE YOU GOT THAT GETS ME" . . . . . SIMS & ORCHESTRA)

(SEGUE TO:)

9. ("THANKS FOR EVERYTHING" . . . . . BABBITT & ORCHESTRA)

(APPLAUSE)

(FANFARE:.....)

*cut*

GRAUER: <sup>*The final round*</sup> Contesting scholars, <sup>*to tangle*</sup> it is my official duty to call you to the center of the ring ~~for your final instruction before you tangle in this fray~~ for clear title to the first prize of 35 dollars. ~~You will come out fighting at the bell~~ ~~(SOUND .. BELL) .. answer clearly and firmly and remember,~~ John L. Sullivan wasn't much on music so he had to go more than three rounds to win a diamond belt. Ready? I give you into the merciless hands of Professor Kyser.

KYSER: Nice going, Dean Grauer, and remember - scholars - Queensbury rules prevail so throw a left at this toughy sent in by Jimmy Laine of Watson, Arkansas, who tells you to.....

1. Listen to this next song and let him know whether or not it is Marche Slav by Tschaikowsky, Orientele, or Ballet Egyptienne. (PLAY)

2. Here's one from Longview, Washington. B. H. Sullivan would like you to name the operas in which the following characters appear. 1 - Toreador. 2 - A clown. 3 - The devil.

3. Stephen Hammer of West Plains, Colorado, doesn't believe you can name three sets of brothers in the ~~entertainment~~ <sup>*radio's*</sup> world. Let's fool him and do it.

(MORE)  
-16-

*Jim + Tom Donkey  
Bob + Bing  
Ritz Bros  
Marty etc*



KYSER:  
(CONTD)

4. This week we are commemorating the 75th anniversary of the death of one of America's foremost composers of typical American folk music. Bill Morris of Indianapolis,

Indiana, would like you to tell us the name of this song.

*Janie with light brown hair*

(PLAY) Now who is the composer? *Stephen Foster*

(BELL RINGING)

GRAUER: Das all, Professor ... the faculty committee declare the examinations to be officially over.

KYSER: Thank you, Dean Grauer ... das all, students ... now hang onto your jerseys while our infallible judges *whip up a decision* ~~retire to their chambers to confer on a decision.~~

*(Sound egg broken)*

~~(MABLE OF CONFUSED VOICES .. LIVE NOT RECORDED)~~

~~(ENDING WITH)~~

VOICE: ~~And I got another one of those Christmas ties this year!~~

SOUND: ~~(BROMBONE LAUGH)~~

*Thank you judges, a very fluffey decision*

KYSER: ~~Anyway, they reached a decision and declare~~ the big winner of the evening to be none other than *Paul*.

(APPLAUSE)

KYSER: Dear scholar ... I doff my scholastic headpiece to you on this momentous occasion ... I shake your hand and dump into your purse this flock of flashy florins - the first prize of 35 bucks ... to our panting second placer this shiny memento of mazuma - 20 dollars - and to our other four contestants ten dollars each. To all six - a carton of Luckies. Finally to each and every member of our student body here in the classroom tonight for those nips in time and volunteer screams in the night - a package of Lucky Strike cigarettes.

(APPLAUSE)

10. ("*OF thee I SING*") . . . . . ORCHESTRA)

(SEGUE TO:)

11. ("HEART AND SOUL" . . . . . ORCHESTRA)

(APPLAUSE)

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KYSER: Now, students - before we hear the Valedictory address - I call upon Dean Grauer.

GRAUER: Here's a question with a reason, smokers ... Have you tried a LUCKY lately? ... This is why we ask: Recent tobacco crops have been better than ever. As always, LUCKY STRIKE brought the Cream of the Crop. These finer, lighter, more fragrant tobaccos have been thoroughly aged and mellowed and now they are ready for your enjoyment in LUCKIES. So LUCKIES are better than ever. Start tonight and try LUCKIES for a week. Let your own taste tell you why ... with independent tobacco experts - with men who know tobacco best, it's LUCKIES two to one ... Have you tried a LUCKY lately?

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

(FADE-ON-GUIT)

GRAUER: ~~Professor Kyser, the Valedictory address.~~

KYSER: Well, das all chillun - das all ... and school is out until we foregather next Wednesday night for another class session. Now scholars, if you have any questions you want answered, why, send 'em right along. Just address them to me - Kay Kyser at 480 Lexington Avenue, New York City ... And I'll see you next Wednesday night when our College of Musical Knowledge convenes again.

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

KYSER: This is Kay Kyser saying thanks for being with us and until next Wednesday ... so long, everybody.

(APPLAUSE)

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.

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