

As broadcast

The American Tobacco Company
Kay Kyser's College of Musical Knowledge - program
Wednesday, May 31st, 1939



NILES: 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!

NILES: "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 AGIN" ORCHESTRA)

NILES: Lucky Strike presents the Summer School Session of 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)

(APPLAUSE)

KYSER: Evenin' folks - how y'all? Cherry cheeks and winsome smiles
greet your old Professor once again ... ^{cause} fer the pigtails and
pantywaists have assembled in the one room school-house on ^{cosy}
Catalina Island, one jump out in the Pacific Ocean. You know,
we have six teacher's pets here on the platform - six little
^{unrehearsed} scholars selected ontiroly at random from the student body to
compete for diplomas of long green spending money. But a well
winged craser reminds me that it's time to start things humming.
So let the Varsity Crew hum away, and let's dance, scholars -
I mean - come on, let's dance!

1. ("ANYTHING GOES" ORCHESTRA)

(applause)
segue to

2. ("I NEVER KNEW HEAVEN COULD SPEAK"SIMS & ORCHESTRA)

(APPLAUSE)

COMMERCIAL #1

LUCKY STRIKE "KAY KYSER"
COMMERCIAL #1 - May 31, 1939

KYSER: Now here's Dean Niles with a story about some tobacco land that simply laid down on the job.

NILES: (AMUSED) ^{Heh} That's a good way to put it, Professor. You see, down in Oxford, North Carolina, not long ago, a farmer named Roy Dean found that his tobacco crops were going from bad to worse. He thought that his land had simply given out ... and he had about decided to ^{sell} ~~post~~ it ~~for sale~~ when his brother suggested:

VOICE: I think you'd make a big mistake selling your farm, Roy. I have an idea there's still plenty of good tobacco to be grown on that soil. Why not let the Experiment Station look it over for you.

NILES: Roy Dean ~~took his brother's~~ ^{aid} ~~suggestion and~~ enlisted the aid of the Government Experiment Station. And ~~that very~~ ^{the} first year under ~~their~~ ^{its} supervision, and with the plant food ~~that they~~ suggested, he grew a fine light, cigarette-type of tobacco that brought him a good sound return in dollars.

SHERWOOD: Smokers have you tried a Lucky lately? We ask, because this kind of cooperation between the farmer and Uncle Sam has helped make tobacco crops all over the South better than ever during the past several years. As always, Lucky Strike has bought the Cream of the Crop - the finer, lighter tobaccos developed with the aid of the ^{United States} ~~the~~ Government, ^{the} State and University Experiment Stations. 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. ~~Try Luckies 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)

(BAND: RAISES HELL IN FALSETTO VOICES)

NILES: Tut - tut ... tut - tut ... quiet now, children! It's time for lessons.

(SOUND: MOUTH SIREN AND POP FAST)

NILES: Ouch! Bobby, bring that sling shot hereto me. All right, now take your places and the first three contestants sit up here on the platform. The Board of Regents is ready to mark and score you on your answers, but there's somebody under the dunce cap! Hey you - come out! Oh - oh ... it's the Dean of Dunce Music ... Professor Kay Kyser!

(KYSER THEME IN 6/8 ORCHESTRA)

KYSER: Thank you, Dean Niles - and now that the students are ^{back} at their desks, we'll get on with our Catalina Cut-ups. The first question is for _____.

(ADD FIRST QUESTION ROUND)

QUESTION ROUND #1

1. Harry Ingersoll of San Antonio, Texas, would like you to tell us whose orchestra this theme identifies and the name of the song. (PLAY)

2. Here's one from ^{Beverly Hills} ~~Burlingame~~, California. Miss ^{Audrey Sutherland} ~~Jeane Waters~~ asks what former heavyweight boxing champion of the world is from California. Was he ever in moving pictures? Can you name another fighter named _____ who is now in the movies?

3. Here're two well-known ditties and Mrs. Claude Covington of Aberdeen, North Carolina wants you to tell us which is "Turkey in the Straw" and which is "Chicken Reel." (PLAY) (PLAY)

4. Howard Lee of Denver, Colorado wants to know what famous concert pianist ^{has just concluded a} ~~recently conducted his~~ farewell tour of America. Of what country was he once Premier?

5. This orchestra leader's them song was composed by his father, and his father, by the way, was a famous band ^{leader.} ~~director~~. Miss Bette Boyd of Madison, Wisconsin, wants you to tell us whose theme it is and the name of the song. (PLAY)

6. We had so much fun with the word "what", ^{last} ~~week before last~~, we decided to "what what" you again tonight. So here are some song titles and everywhere the word "what" appears, Edward Furman of Baltimore, Maryland wants you to substitute the correct word. For instance, "^{I want what my what to be} ~~When the what comes over the what~~", would be "~~When the Moon Comes Over the Mountain.~~" (1) The what goes what and what. (2) What what yonder in New what. (3) I get what without what, what, what.

7. What's the name of this tune asks Miss Marion Robertson of Minneapolis, Minnesota and who sang it in what picture? (PLAY)

8. We're going to blind-fold you for a moment, and by-the-way student body, don't give away the answer to this question by snickering or going == ooo-ah. Now, John White Jr. of New York City wants you to listen to ~~Lyman Gaudes at the piano and tell us whether he is using one or two hands.~~ Listen. (PLAY) (PLAY) (PLAY)

9. The minute I start the band, Mrs. Ruth Wilson of Anderson, Indiana, says you should be able to tell me what school this song identifies and also the name of the song. (PLAY) Who wrote the song?

SOUND: BELL RINGING

NILES: The bell in the school-house rings ding-dong!

KYSER: Yes Dean Niles - and our judges are rowing over to Catalina ^{hunting for} with a decision and here it is. Thank you ^{- judge Kutterger} the winner of the first round is _____.

(APPLAUSE)

KYSER: Congratulations to you, _____. The first grade is not for you, ^{So} and you are promoted to the second, there to learn a useful trade. Relax and light up a Lucky Strike, and the rest of the scholars celebrate your cerebellic achievements with a High School Prom ^{a Soph Hop + a 7 rough 3 day} with ~~all the fixin's~~. I mean, get out on that gymnasium floor and let's dance, scholars - come on, let's dance!

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

segue to

4. ("SUNRISE SERENADE" ORCHESTRA)

(APPLAUSE)

COMMERCIAL #2

LUCKY STRIKE "KAY KYSER"
COMMERCIAL #2 - May 31, 1939

KYSER: *Say Ken Niles, since you're our new Dean, I'm going to try you out and see if you*
~~Students ... shall we try out this new Dean and see if he~~
knows ^{your} his business! ... (APPLAUSE)

NILES: *Well* Looks as though I'm "it" ... ^{So} Fire away, Professor!

KYSER: All right, Dean Niles, here's the theme song of a certain movie. *See if you* Can you name it? (BAND PLAYS FEW BARS OF "HAPPY DAYS")

NILES: (BREAKING IN) *That's easy -* a cinch, Professor! That's the theme music of the Lucky Strike movie at the New York World's Fair.

~~But, Professor, you can't play any song that would get across what that movie represents. For the first time, a great cigarette manufacturer has really invited the public behind the scenes. Thousands of visitors have already seen for themselves how the exclusive process "It's Toasted" works.~~

Kay Kiser: That's right, exactly right!

Yes and
SHEERWOOD: Lucky Strike wishes that every smoker could attend its New York exhibit. For in the building - where cigarette making machines are actually at work - you can notice so clearly the rich aroma of the tobacco that has been through the "Toasting" process. Then on the motion picture screen you can follow the various steps that are taken to make Luckies different from all other cigarettes. You can actually see the higher heat of the "Toasting" process taking out certain harsh throat irritants that are found in all tobacco. And you can see the tobacco receiving its rich toning-up under the concentrated sunshine of the ultra-violet ray. Everybody knows, sunshine mellows, heat purifies. Sunshine and heat - that's the way the "Toasting" process works to make Luckies a light smoke, easy on the throat.

NILES: Have you tried a Lucky lately? Remember, the facts of the "Toasting" process are now on exhibit at the New York World's Fair for every smoker to see. And visitors also have the opportunity to judge for themselves the delicious aroma, the wholesome fragrance, of the tobacco after it's been through the "Toasting" process.

SHEERWOOD: Only Lucky Strike offers you the advantages of the "Toasting" process. Have you tried a Lucky lately?

5. THE LADY'S IN LOVE WITH YOU MASON & ORCHESTRA

Segue to:

6. THAT SHY OLD GENTLEMAN SIMS & ORCHESTRA

(APPLAUSE)

ANNCR: We pause for station identification.

.....STATION BREAK.....

(PRODUCTION NOTE: ON SUSTAINED BUSINESS, BAND IS MORE FLEXIBLE THAN AUDIENCE. SUGGEST YOU USE AUDIENCE IN LAST LINE ONLY.)

(SOUND: CROWD BUSINESS)

NILES: (RAPPING) Now children - it's time for the deep breathing exercises. Stand up by your desks. Johnny - will you open that window please?

(SOUND: GLASS CRASH)

NILES: Well, that's one way of doing it. Now ready in time with the music.... *and don't exhale until I say so*

(PIANO STARTS CORNY WALTZ IN STRICT TIME VERY SLOW)

NILES: Inhale....

BAND: U-u-u-n-n-h-h-

NILES: Exhale....

BAND: Pew!

NILES: Inhale....

BAND: U-u-u-n-n-h-h-

(SOUND: PHONE RINGS....RECEIVER OFF)

NILES: Hold it. (PIANO STOPS IN MIDDLE OF A MEASURE) Hello....Yes Professor....sure, Professor. You'll be right over? ~~Yes~~ ~~Professor. Of course, Professor. Certainly.~~ Goodbye.

(RECEIVER UP)

NILES: *Students he's on his way over*
~~That was the Professor, class, and he says he'll be here soon~~
~~to question the second three contestants.~~ Exhale!

BAND & AUDIENCE: * P-p-e-e-w-w-w!

are about to be quizzed by Kayser

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

KYSER: I made it, students - and I hope that was only your breathing exercises that I heard when I came in. Come, _____, prop yourself up at the microphone ~~and inhale u-u-n-a-h--~~ *and give out with the answer.* exhale -- ~~no, I mean here is your first question.~~

(Add 2ND QUESTION ROUND)

QUESTION ROUND #2

1. The first thing you'll have to do, young lady, is identify an orchestra theme song for Miss Dorothy Jean Raymon, Merrittstown, Pennsylvania. Listen. (PLAY) He is known as the Pagliacci of the piano.

2. Here's a cutey for our Catalina quizz from Chicago, Illinois and Mrs. William Yonker, calculates on catching you with this query. She wants you to pick out three musical terms from the following list. Pianissimo, Generalissimo, Crescendo, Major Domo, Decrescendo, Satchmo, Fortissimo or Oklohomo.

3. Here's one from Paul Griffin of Portsmouth, Virginia, who reminds us that the titles of these next three songs have historical significance and all three start with the letter "J". The name of the first song is the same as the name of a biblical character. (PLAY) This young lady was the Empress of a certain country. (PLAY) And this is the name of a famous city of biblical times. (PLAY)

4. Miss Jeanne Stevens of Jackson, Mississippi wants you to identify the singers on the air with the following comedians. Bob Burns, Jack Benny, Parkakarkus, Fibber McGee and Molly.

5. Now listen, sugar, you're going to make me blue if you ^{don't} can't tell Allen Sanford of North Haven, Connecticut, the name of this song and with what trumpet-playing orchestra leader it is associated. (PLAY)

6. It's our "right" or "wronger" for tonight and it comes from William Black of Grand Forks, North Dakota. Don't say "correct" or "incorrect", "yes" or "no", "true" or "false," -- just say "right" or "wrong" to the following statements:

(a) Mark Warnow and Raymond Scott are brothers and both are now featured on YOUR HIT PARADE.

(b) The saxophone was invented by Saxie Dowell of Hal Kemp's orchestra.

(c) Major Bowes is vice-president and manager of the Capital Theatre in New York City.

(d) Lightin' is the name of a colored character on Jack Benny's program.

7. Here's the theme song of one of radio's big shows, and Miss Clara Phillips of Phoenix, Arizona says you'll make a big showing if you'll tell us the name of the ^{best} show. (PLAY) Can you name 3 people featured on this show?

8. Robert Cushing of Malden, Massachusetts wants us to find out how much of a canary bird you are, so tune up your vocal chords and see what you can do with a few bars of this well-known ditty. (PLAY)

9. The same fellow who wrote "Night and Day" wrote the song we're about to play. Listen and tell us about it. (PLAY) Now, Miss Margaret Allen of Des Moines, Iowa, wants you to tell us the name of it, who composed it and one simile expressed in the lyrics - in other words with what did he compare "the top". *That's right, and*

SOUND: BELL RINGING

*speaking of the tops
we're looking forward
to our visit to the
Great San Francisco
World's Fair.*

NILES: The second round club of California says it's ^{really} over,
his time Professor.

KYSER: Thank you, Dean Niles - and the judges sure are making
the chalk dust fly in getting out a decision. There
it is, in large letters on the blackboard, proclaiming
the winner of the second round to be _____.
(APPLAUSE)

KYSER: Your learning, dear _____, is not hid under a
basket! Indeed, it shines to dazzling brilliancy, so
rest until the final round where it needs must shine again.
Now students, light up a Lucky Strike - or get out there
on the dance floor. It's recreation time, so come on
there and let's dance -- I say -- let's dance.

7. ("NIGHT RIDE".....ORCHESTRA)
(APPLAUSE)

(COMMERCIAL #3)

LUCKY STRIKE "KAY KYSER"
COMMERCIAL #3 - May 31, 1939

KYSER: Chillion, the arithmetic class is now in session...Dean Niles, take charge.

NILES: (GOOD HUMOREDLY) ^{well,} Don't worry, students. This figuring has already been done for us by a man who's pretty good at arithmetic. In fact he's a Certified Public Accountant. And being a friend of Mr. R. L. Daniels, famous tobacco auctioneer of Durham, North Carolina, this accountant recently took time to figure out that; if all the baskets of tobacco Mr. Daniels has sold in his 29 years of auctioneering were placed end to end, they'd stretch 10,000 miles...almost half way 'round the world.

SHERWOOD: And, smokers, that all adds up to this ... Mr. Daniels knows tobacco. He knows it from seed to cigarette. And as an independent expert, not connected with any cigarette company, his opinion certainly merits your attention. Recently this tobacco veteran told us:

MAN: I like the kind of tobacco Lucky Strike buys. It's a fine, light grade of center leaves ... tobacco that's chuck-full of aroma ... the kind that makes a really fine cigarette. That's why I've smoked Luckies myself for 14 years now.

SHERWOOD: Smokers, have you tried a Lucky lately? Why not profit by the example of independent tobacco experts like Mr. Daniels? Among these independent experts - auctioneers, buyers and warehousemen - Lucky Strike has twice as many exclusive smokers as have all the other cigarettes combined. This fact is established by sworn records that anyone may examine. So take a tip from the men who spend their lives buying, selling and handling tobacco. Try Luckies for a week.

(MORE)

SHERWOOD:
(CONT'D)

Next time you hear the chant of the tobacco auctioneer
(CHANT 10 SECONDS) Let that chant remind you of this
fact ... With independent tobacco experts - with men
who know tobacco best, it's Luckies 2 to 1!

8. ("WISHING"BABBITT & ORCHESTRA)

segue to

9. ("NEW MOON AND AN OLD SERENADE"DUET & ORCHESTRA)

(APPLAUSE)

(FANFARE.....)

NILES: The lights grow dim - the moon dips in the Pacific - the
Campus is so quiet ^{I think I'd go back home} ~~you can hear~~ ^{but} our ~~Cressley~~ ^{drop} Thirty
thousand relatives of our two contestants tremble like
jelly, and ready for the final examinations of the week
is our pretty little pizzicato --- Professor Kyser!

KYSER: Thank you, ^{Noisy} ~~hipper~~ Niles -- and let those same two
scholars who did so well in the first two rounds advance
and take their exams.

(AND FINAL QUESTION ROUND)

FINAL QUESTION ROUND

1. Our whole final round tonight has to do with the word "serenade" and first of all Miss Kathleen Wells of Sheffield, Alabama, wants you to name these two songs which have the word "serenade" in their titles. (PLAY) (PLAY)

2. Speaking of serenade, Mrs. Charles Lewis of Seattle, Washington, asks you the difference between serenade, George Ade, charade and lemonade.

3. Here's a honey from Miami, Florida. Dr. Kenneth Shannon wants you to identify some types of songs. For instance, when a Romeo sings under a balcony to a Juliet, he sings a serenade. When a mother sings a baby to sleep, what type of song does she sing? At Christmas time what type of songs do we usually sing? Now if a group starts to sing and ^{some} part sing the first line and at the beginning of the second line the other part start at the beginning, what type of song is that? Here's what I mean. Listen. (Boys sing row, row, row you boat gently down the stream.)

4. Here are two more well-known songs with the word "serenade" in their titles and Miss Dorothy Cline of Hyde Part, Massachusetts, wants you to name both of them. (PLAY) (PLAY)

SOUND: BELL RINGING.

NILES: The final round is over, Professor - all over!

KYSER: Yes, and the scores of our two contesting scholars are being totaled to determine the grand winner of tonight's thirty-five dollars first prize. Hold tight, and grip your chairs, chillun - for the big money tonight goes to none other than

(APPLAUSE)

KYSER: Oh my dear - _____ - seldom in this classroom has this trembling servant ^{of the muse} ever seen such a performance as yours. Such dialectics - mathematics, olectics - and buccolics. ^{Oh boy} With such learning you've got Einstein worried. To you goes the first prize of thirty-five dollars. To our second placer, a handsome tid-bit of twenty dollars. Each of the other four contestants got ten dollars ~~worth of consolation~~ --and all six receive a carton of Lucky Strikes. Finally, to every member of the student body gathered here tonight ... for those well-meant screams in the crises - a package of Lucky Strike Cigarettes. ~~to every one.~~

(APPLAUSE)

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

NILES: 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. ("MOON IS A SILVER DOLLAR"ORCHESTRA)
segue to

11. (~~"DEEP PURPLE"~~~~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 ^{so} listen in to YOUR HIT PARADE with Lenny 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 new address is Post Office Box 909, Los Angeles, California. ^{well,} See you next Wednesday night when class convenes again at the same time ... and until then, ^{we'll be thinkin' of you} this is Kay Kyser sayin' ... thanks for being with us - and so long, everybody.

("HAPPY DAYS ARE HERE AGAIN" , ORCHESTRA)

NILES: 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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