

RADIO
CONTINUITY

LUCKY STRIKE
KIM BAKER

JULY - DEC.
1933

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ATK01 0244551

The American Tobacco Company
Kay Kyser's College of Musical Knowledge -- 66th program
Wednesday, July 5th, 1939

RECORDING REBROADCAST
WOR JULY 6, 1939 8-9

NILES: Listen to the chant of the tobacco auctioneer!

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

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 AGAIN" ORCHESTRA)

NILES: Lucky Strike presents Kay Kyser's College of Musical Knowledge,
and here comes the man and his band 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 y'all? Tonight the campus of the
college of Musical Knowledge is located on a billowy little
cloud here in the City of Angels - Los Angeles. And six of
those very fetching cherubs have folded their wings and sit
here on the platform waiting for the ninety-five dollars in
prizes ~~to drop from the sky~~, and the Angels sing - and we
hope they know the answers too. A pat on the halo to each one
of you angelical contestants, but right now, I suggest that
each and every scholar near and far grab his favorite sprite,
get out on the ^{silvery clouds} golden ~~marqueyry~~ - and let's dance - I mean,
Come on! - let's dance!

1. ("I DOUBLE DARE YOU" ORCHESTRA)

(APPLAUSE)

segue to

2. ("WHITE SAILS" DUET & ORCHESTRA)

(APPLAUSE)

COMMERCIAL #1

7/5/39

KYSER:

during the conversation
Chillun, two or three weeks ago ~~on this program~~, Dean Niles brought you a few comments by a Kentucky tobacco farmer, named Robert Beatty, and after ~~the program~~ *school*, it came out that F. E. Boone here, the famous tobacco auctioneer, is a good friend of Robert Beatty. Isn't that right? *F. E.*

BOONE:

That's right, Professor Kyser. I've sold Bob Beatty's tobacco at auctions for a good many years.

NILES:

He's a pretty good tobacco grower, isn't he, Mr. Boone?

BOONE:

He rates tops, Mr. Niles! I've sold a lot of his tobacco to Lucky Strike. And besides farming, he used to be a Representative in the Kentucky State Legislature. I think he knows tobacco conditions pretty generally.

NILES:

Well, then, I want to read again the comments made by Mr. Beatty about the improvement in tobacco crops during the past several years. Here's what he said - (READS) I think that more and more of us farmers are coming to realize the importance of the work being done by the Government Experiment Station to help us grow finer quality tobacco. I know I can call on the Experiment Station to help me at any time and I know that as a result, my tobacco crops have been better than ever in the past few years.

ATX01 0244553

7/5/39

CONTE: 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 Government, 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. Start with the next package of cigarettes you buy and ask for Lucky Strike.

(LUCKY DAY.ORCHESTRA)

ATX01 0244554

7/5/39

NILES: Hush - hush - children ... quiet is requested for the benefit of these first three ~~reticent and retiring~~ contestants ... ~~perdon me~~ - raucous and ready to ride contestants. They were chosen entirely at random from the student body and have received no rehearsal or coaching of any kind. They stand on their own six feet - but may fall flat on their own three faces, when they mix with that monastic menace, with the misanthropic medulla ... the mumbling Methusalum --- Massa Kay Kyser!

(KYSER THEME IN 6/8. ORCHESTRA)

KYSER: Advance, scholars three, and don't fizzle like a wet ^{fire cracker} rocket left over from yesterday. Light your fuse - go up - and go boom - for here is the first question for _____ of _____.

(ADD FIRST QUESTION ROUND)

7/5/39

FIRST QUESTION ROUND

1. Tell Earl Humphrey of Lodi, California, whose theme song this is (PLAY).

2. Here's one from Los Angeles, California, Miss Delmar Nelson wants you to name 3 radio programs that have the word "Hollywood" in their names.

3. Listen closely now: we are at a baseball game and you are coach on third base. There's a runner on third base and the batter hits a long fly. The minute the ball is caught, Mrs C. F. Cross of Portland, Oregon says tell your man on third to (PLAY) and he said for no reason at all, if you were teaching a lady to drive an automobile, the first thing you would impress on her is to (PLAY).

4. We all know the words to the "Music Goes Round and Round," which says "push the first valve down, push the second valve down, etc." So Miss Teola Smith of West Point, Nebraska wonders if you know how many valves there are on a trumpet. How many valves on a trombone - on a bugle?

5. Name this song for Ernest Jackson of Austin, Texas. (PLAY) For many years that was the theme song of one of the most popular orchestras on the West Coast and throughout the nation. Who?

ATX01 0244556

7/5/39

6. It's our Right or Wronger for tonight ~~and even though we are in Hollywood, don't be a "yes man", but I hope you are "In the know" man, because~~ Miss Margaret Fraiser of Carroll, Iowa, wants you to say Right or Wrong to the following statements: (1) Tough-guy, Edward G. Robinson's hobby is classical music, ^{and collecting paintings} (2) John Phillip Sousa was known as the Waltz King. (3) The modern harmonica is played by ^{hands} ~~blowing in and sucking out.~~ (4) Eddy Duchin's father owns a chain of drug stores.

7. Speaking of bugles, Stanley Rowden of Kellyfield, Texas, wants you to name this song. (PLAY) Now if the (BUGLER) awakens the soldiers, who awakens the (BUGLER)?

8. Mrs. Jack Hamilton Jr. of Galen San Deer Lodge, Montana, wants to hear that "singing in the shower" voice of yours and do it well so we won't have to send you to the shower. (PLAY)

9. Name this song for Miss Rose Mederios of Stevenson, California and also tell us what type of music it is. (PLAY)

SOUND: BELL RINGING

NILES: That's the bell, Professor - and it means only one thing.

KYSER: Yes, Dean Niles - the round is sorrowfully declared at an end, and our wonder-working wizards of right and wrong -- in other words, our jangling judges are tussling with the totals.

Eureka - here is the decision, naming as the winner none other than _____.

(APPLAUSE)

KYSER: Dear _____ you are awarded the academic palm for the First Round. A candle burns in the window, so be sure and come home in time for the Final Fray.

NILES: Pardon me, Professor - speaking of awards - there's a gentleman here to give you an award.

KYSER: Why, blow me down, Dean Niles - who is he?

NILES: He is Mr. Evans Plummer, Western Editor of that famous publication - "Radio Guide". Professor Kyser - Mr. Evans Plummer.

KYSER: Welcome to the old School, Mr. Plummer.

PLUMMER: Thank you, Professor Kyser - it is my pleasure to present to you this Gold Plaque for winning Radio Guide's Star of Stars Poll for 1939 for having the best audience participation program on the air.

(APPLAUSE)

KYSER:

Thank you, Evans Plummer - thank you Radio Guide.....our appreciation to all of you listeners who voted for us in this great poll! We're gonna do our best to keep up the standard of the old College of Musical Knowledge and promise to work hard to further your musical education. In honor of this occasion I declare a recess. Relax and light up a Lucky Strike while our students slip, slide, shimmy, sprint, spangle, splash, squeak, squeal, squat, scream, steam, stamp, stall, stew and suffocate on the old campus. The lid's off, Kids - and what I mean is let's dance ... come on, let's dance!

3. ("BEER BARREL POLKA".ORCHESTRA)

(APPLAUSE)

SEGUE TO

4. ("STRANGE ENCHANTMENT".SIMMS & ORCHESTRA)

(APPLAUSE)

COMMERCIAL #2

7/5/39

KYSER: Dean Niles has a few facts and figures about a movie - facts and figures that I think movie magazine critics would have to headline...A WOW!

NILES: These figures are estimates recently offered by an attendance checker in the Lucky Strike Exhibit at the New York World's Fair. He figures that on the Opening Day of the Fair, 55,000 to 60,000 people visited the Exhibit where the Lucky Strike movie is showing...and that approximately 800,000 people have gone through the Exhibit since.

CONTE: Thus nearly a million people have already had a chance to actually see for themselves a movie showing in detail the exclusive Lucky Strike process, "It's Toasted". And they also have had a chance to notice the delicious fragrance of tobacco that has been through the "Toasting" process and is being made into Luckies right there at the Exhibit building. We hope that many of you will come to this Exhibit if you visit the New York Fair.

NILES: Yes, for we would like you to see for yourself just what "It's Toasted" means to you as a smoker. Everybody knows -- sunshine mellows, heat purifies. And in this movie you can actually see how the higher heat of the "Toasting" process removes certain harsh throat irritants naturally present in all tobacco. You can see how Lucky Strike's finer tobacco receives a rich toning-up in the concentrated sunshine of the ultra violet ray. You can see all this just as clearly as you can notice the delicious aroma - the wholesome fragrance - of the tobacco which has been through the "Toasting" process.

ATX01 0244560

7/5/39

CONTE: And smokers, remember..only Lucky Strike offers you the benefits of this exclusive process, "It's Toasted"...Have you tried a Lucky lately?

5. ("SHORTNIN' BREAD" MASON & ORCHESTRA)
(APPLAUSE)

segue to

6. ("IF I DIDN'T CARE BABBETT & ORCHESTRA)
(APPLAUSE)

NILES: We pause for station identification.

STATION BREAK

SOUND: (CROWD MURMUR... GAVEL)

NILES: (ON CUE ... ALLEGRO VIVACE) When in the course of human events
 it becomes necessary for three scholars to dissolve the filial
 ties which have connected them with home and mother - and stand
 up once more ~~for their rights~~ against the arrogant monarch,
 Kyser the third, ~~attaining thereby the separate and equal~~
~~station which the laws of nature and~~ ^{his} "makes you want to dance"
 music ~~provide~~ ^{so gale} To wit and in witness whereof we, the delegates
 from the Continental Congress ^{could carry} ~~have thereby~~ set our hands and
 seals this blank day of blank ^{sty blank} signed, with a flourish by
 Button ^{Button who got the button} Swinnett and the one and only Professor Kay, ^{John Hancock} Kyser!

(KYSER THEME IN 6/8 ORCHESTRA)

KYSER: The Declaration was stupendous - Dean Niles, and so let the
 three fair damosels advance and tear into these little tutti
 fruttis. The first question is for _____ of

(ADD SECOND QUESTION ROUND)

SECOND QUESTION ROUND

1. Here's an orchestra theme song and ^{the question come from Mrs. T. O. Wells in New York City} ~~Mrs. Williard Boyd of~~
~~Geiger, Alabama,~~ ^{well we haven't heard from him in a long time - and lots of us down here don't hear from him right away, and we} ~~wants you to tell us whose it is and the name of~~
^{mean right away ->} the song. (PLAY)

2. Walter C. Schultz of 3263 E. Willis Street, city unknown, wants you to name 3 famous men who have not been born yet. One comes down the chimney every December 24th. When President Roosevelt and the King of England shook hands it was the same as what two great symbolical men shaking hands? One has a white goatee and wears a tall silk hat with a band of stars.

3. Here's a little skit cooked up by Lawrence Lewis of Washington D. C. The scene is a movie executive's office. A talent scout enters and says (PLAY). The executive says "What did you say to her" and the scout replied (PLAY). And what did she say to that? She said (PLAY).

4. Miss Billie Ann Foster of Fort Wayne, Indiana, asks of what country the following dances remind you - Hula Hula, The Highland Fling, the Lambeth Walk, and the Hopak.

5. Here's the theme song of an Oklahoma boy, who is quite a composer and now has his own orchestra. Tell Miss Gaye Roberts of South Pasadena, California, the name of the song and the leader to whom I refer. (PLAY)

6. What, What, What, here come the Whats. Miss Eleanor Litmer of Cincinnati, Ohio, wants you to take the word "what" out of the following song titles and put the correct words in. (1) I've What a What with a What. (2) What and a What What, What What. (3) What by the old What What.

7/5/39

7.. Here's a song Eugene Carroll Jr of Bristol, Wisconsin is sure you'll remember. (PLAY) It was sung in the picture "Dames" by _____ Kenny Baker, Dick Powell or Bing Crosby?

8. Listen with both ears now because Mrs. F. C. Peters of Charleston, South Carolina, wants us to play two songs at one time and see if you can name both of them. (PLAY)

9. Here's the theme song of one of radio's oldest programs and I'm sure you've heard it many times. (PLAY) Does that song usher on to the air Kraft Music Hall, Manhattan Merry-go-Round, or For Men Only?

SOUND: BELL RINGING

ATX01 0244564

NILES: Recess, Professor - dear old apple and cracker recess.

KYSER: Yes - das all students - collapse on the campus while the judges review the evidence.

SOUND: BELL RINGS VIOLENTLY

AD LIB EXCITEMENT ON THE STAGE ... "SHE'S THE WINNER..."
"NO, SHE'S".....

KYSER: The decision is here... quiet - quiet, students - our judges declare that the winner of the second round is none other than _____

(APPLAUSE)

KYSER: Congratulations, dear scholar, you have earned the right to be called a Los Angeles Lollapalooza - you've got an educational half-nelson on that 35 buck first prize, so light up a Lucky Strike and get ready for the final round. I declare a recess so come on out and let's have a good old Los Angeles leg larrup - I mean, let's mess around the mansion - I mean, ye's dance!

7. ("ST LOUIS BLUES" PRODUCTION)

(APPLAUSE)

COMMERCIAL #3

KYSER: Chillun, how about a little imaginary journey with Dean Niles?

NILES: Yes, a journey to one of the world's busiest tobacco warehouses - Monk's Warehouse in Farmville, North Carolina. Ready? Let's go! (WHISTLE & POP, FOLLOWED BY UNDERTONE OF CROWD NOISE)

NILES: Look - a sale is about to start. See how the buyers and farmers line up around the auctioneer. Now, the warehouseman leans over, takes one quick appraising glance at the first basket of tobacco, and sings out the opening bid. Listen....

MAN: *Niles's* ^{some} Fine center-cutters, boys!....^{at}32!

BOONE: (CHANT 10 SECONDS: "SOLD AMERICAN"....ALL SOUNDS FADE OUT)

NILES: So it goes, six and seven hours daily during the tobacco auction season. The auctioneer at those busy sales in Monk's Warehouse is Jack Rogers of Mullins, South Carolina. Last year alone Mr. Rogers sold over 10 million pounds of tobacco. And, observing as an independent tobacco expert, not connected with any cigarette company, he is in a unique position to judge the quality bought by different companies. So, listen to what he said recently:

MAN #2: Those Lucky Strike buyers sure are careful about their bids. The tobacco has to be "just so"....a Lucky Strike grade in every respect....or they don't bid. But when they do spot the grades they want, you can count on calling bids until those choice lots are "Sold American". That's why I've been a Lucky Strike smoker for the past 7 years.

CONTE: Smokers, Jack Rogers is typical. Among independent tobacco experts - auctioneers, buyers and warehousemen, 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. Have you tried a Lucky lately? Why not profit by the example of the men who spend their lives buying, selling and handling tobacco? Try Luckies 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. ("AND THE ANGELS SING".....BABBITT & ORCHESTRA)

segue to

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

(APPLAUSE)

(FANFARE.....)

NILES: Dearly beloved - ~~you see standing before you on this~~
~~peaceful evening two tender young apple blossoms - not~~
~~so many years ago, in this tranquil little trading post,~~
~~Los Angeles~~ - these two innocent young hearts were
tripping their way to school - tonite they're still
tripping - only, one must fall down. It is a terrible
thing - a terrible thing - but there is only one first
prize. So, all I can say is - good luck, kids - and
don't forget to duck - for here with a leer and a bit of
a jeer is Professor Kay Kyser.

(BAND: PHONEY JEER)

KYSER: Step up, dear scholars and swing from your toes, for who
gets the dough nobody knows. The first question of this
final round comes from _____.

(ADD FINAL QUESTION ROUND)

FINAL ROUND

1. Today pictures contain from one to a hundred songs, but we would like to devote our final round this evening to the days when pictures had just one song - a theme song which ran all thru the picture. ~~This first picture theme song is well known to radio at the present time -~~ it's been heard on the air regularly for many years and Miss Katherine White of East Detroit, Michigan wants you to tell us the radio program it identifies. (PLAY) Can you name the song?

2. (THE) (PERFECT) (SONG) was originally the theme song of either The Sign of the Cross, The Birth of a Nation, Ben Hur or Cavalcade. Was the (BIRTH) (OF) (A) (NATION) produced by C. B. Demille, D. W. Griffith, or King Vidor?

3. What's the name of this song (PLAY)? Warren Russell of Culver City, California, says it was the theme and the outstanding hit of the picture "Peg-O-My-Heart" and wants to know whether it was sung in that picture by Billy Dove, Sally Eilers, Marion Davies or Mary Pickford.

4. Shortly after the World War we had a cycle of war pictures and each of them had a theme song. Here's one of them. (PLAY) Now Allen Anderson of San Francisco, California wants to know whether or not that was the theme of "Wings", "The Big Parade", "The Last Mile", or "The Big Push"?

SOUND: BELL RINGING

NILES: It's all over, Professor - all over.

KYSER: Thank you, dear Niles - das all students - sit still now while our learned judges fetch in a decision.

NILES: Here it is, Professor ^{Kyser - yes} and our judges declare that the winner of the final round - the big winner of the evening is none other than _____.

(APPLAUSE)

SOUND: (BACK UP WITH BAND DEMONSTRATION WITH INSTRUMENTS A LA CARNEGIE HALL)

KYSER: Oh - dear scholar - ^{the city's} ~~Los Angeles~~ loss is the newsreel's gain for with your magnificent learning and the 35 dollars first prize you can buy a yacht every Thursday and have fun far, far away. To you, dear second placer, a bucket of tears and this little financial fig of 20 dollars.

To the other four contestants - ten dollars each and to all six scholars - a carton of Lucky Strikos apiece. Then to each and every member of our student body here tonite - for those nice tan screams and beautiful barrel rolls around the rostrum, a package of Lucky Strike Cigarettes.

(APPLAUSE)

KYSER: Now before we have commencement exercises and the Prom, just a word from our Dean of Duties - Niles.

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. So remember, better than ever tobacco crops plus "Toasting" make Luckies better than ever. Have you tried a Lucky lately?

10. ("UNDECIDED".....ORCHESTRA)

(APPLAUSE)

segue to

11. ("OUR LOVE".....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. If you have any questions for the old Professor, remember the address is Kay Kyser - Post Office Box 909, Los Angeles, California. See you next Wednesday night when class convenes again from Los Angeles....and until then, 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 tonite's program was Mr. F. E. Boone of Lexington, Kentucky.

(SONG CREDITS....IF ANY)

This is the National Broadcasting Company.

Mr. Boggs' as broadcast

THE AMERICAN TOBACCO COMPANY

Kay Kyser's College of Musical Knowledge

67th Program

Wednesday - July 12, 1939

NILES: Listen to the chant of the tobacco auctioneer!

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

RECORDING REBROADCAST
WOR JULY 13, 1939 8:00-9:00 P.M.

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 AGAIN".....ORCHESTRA)

NILES: Lucky Strike presents Kay Kyser's College of Musical Knowledge
and here comes the man and his band 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 y'all....Tonight higher musical learning
floods the country from the campus of the old college as it
beckons ambitious citizens in ^{Rio de} Los Angeles ^{con carne Simms} - City of Angels with
nice clean faces. Six of these heavenly bundles have been
chosen at random from our student body tonight....and are
grouped around the old lecture platform with no more preparation
for the examinations they are about to take than a penguin for a
polo game. ~~"Ninety-five dollars every Wednesday" is the glad~~
~~ery of our old school and tonight is Wednesday.~~ But, before we
fuss with phonetic, fugues or cash cantatas, let's have a
little Los Angeles lallygagging - a lyrical and luscious limp
around the loop - I mean, yes dance, kids - yes dance!

1. ("THE LADY'S IN LOVE WITH YOU".....ORCHESTRA)

(APPLAUSE)

Segue to

2. ("IN THE MIDDLE OF A DREAM".....SIMMS & ORCHESTRA) (APPLAUSE)

COMMERCIAL #1

ATX01 0244573

KYSER: Dean Niles has a story about a man who recently bought himself ... (THREE QUICK TOOTS ON AUTO HORN)...Yes sir, he bought himself a brand new car. Dean Niles, tell them how he did it!!

NILES: (GOOD HUMOREDLY) Well, this is a true story of better times and better living - and how better tobacco crops are making them possible. John ~~Syree~~ Denton, Jr. - a tobacco grower down in Lexington, Kentucky - had that pleasant feeling of new car ownership not long ago. And here's how Mr. Denton explained it

MAN: The better crops of tobacco I've been growing in the past few years are making me better off, too. And the Government Experiment Station deserves a lot of credit. I've not only used the #16 tobacco seed they developed but I'm taking advantage of every scrap of information and help they offer us farmers to improve tobacco quality.

CONTE: Smokers, have you tried a Lucky lately? The cooperation between farmers like Mr. Denton and the Government Experiment Stations 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 help of the United States Government, States and Universities. Aged and mellowed from 2 to 4 years, these better-than-ever tobaccos are in Luckies today. And so Luckies are better than ever. Have you tried a Lucky lately? If you haven't, maybe you've been missing something. Start with the next package of cigarettes you buy and ask for Lucky Strike,

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

7/12/39

NILES:

MAN

Now a cloud darkens California -- a hush falls over
 Hollywood, and Los Angeles laments. Mickey Mouse and
 Donald Duck have hid themselves under the bed. Climate
 has stopped and all over the country delicate instruments
 indicate a grave disturbance in the West. ~~But,~~ that's
 silly for all that is happening is that our first three
 contesting scholars have approached the old lecture
 platform. The first prize of \$35 has been taken out of
 the Sheriff's office - our judges are jangling their
 jurisprudence and thundering from his throne comes that
 three-ply, therianthrope thing - Professor Kay Kyser.

NILES

(KYSER MARCHORCHESTRA)

KYSER:

Evenin' angels -- how're y'all? Step up and make ready to
 unveil your wit and learning, for the first question is
 coming right at you and I'm asking _____

(ADD FIRST QUESTION ROUND)

7/12/59

FIRST ROUND

1. Here's the theme song of an orchestra formerly known as "The California Dons" and recently at the Cocoanut Grove here in Los Angeles. Mrs Ivy Parry of Glendale, California, wants you to identify him by this theme. (PLAY)

2. Here's a champion query from Denver, Colorado. Miss Phyllis Daly wants you to tell us which two of the following former heavy-weight boxing champions of the world are not named "James J." James J Braddock, James J Dempsey, James J Corbett, James J Sullivan and James J Jeffries.

3. Do you remember the days before pictures began to talk, when Miss Perkins, the local piano teacher used to sit in the pit and play suitable mood music to denote sadness, time of day, triumphant heroes, etc... Well, Thomas Cramer of Seattle, Washington, wants you to follow a scene from one of those pictures by the songs our own Miss Perkins and her sour pickles are about to play. As the scene opens, what time of day is it? (PLAY) Little Nell is out in the yard picking flowers when who approaches? (PLAY) He forces his attentions on our sweet little Nell. She rebuffs him, so he rushes into the house, knocks down her feeble old father, steals the deeds to the farm and runs away, leaving poor little Nell (PLAY) But he is overtaken by our brave hero, the deed is rescued and brought back to happy little Nell by (PLAY)..

4. I'm going to mention a few instruments and as I do, Dwaine Lloyd of Victoria, Texas, wants you to name an orchestra leader associated with each instrument: trumpet - piano - saxophone..

s.

ATX01 0244576

7/12/39

5. Name this song for Mrs Virginia Ryan of St Louis, Missouri.
(PLAY) Now tell us what singer featured it in his picture. And what comedian has an awful time trying to play it?

6. What-What-What, the Whats are coming. Jim Burns of Oroville, California, wants you to take out the word "what" in the following song titles and put in the correct words. (1) You What Have Been a What What. (2) What. (3) When it's What Time in What What.

7. Don't let Miss Maxine Clark of Little Rock, Arkansas, sting you with this honey of a question. She wants to know which of these two songs is "The Bee" and which is "The Flight of the Bumble Bee".
(PLAY) (PLAY).

8. Lots of our leading picture companies start each picture in an identifying way. Mrs George Crane of Richmond, Virginia, asks you which company starts like this. (KAY IMITATES L.R.) Which one used to start with a (KAY IMITATES R.C.) And which company identifies the opening of their picture likes this (Eddie & brass)

9. Here's a song I'm sure you'll recognize right away. (PLAY)
Now tell Miss Juanita Barber of Ottumwa, Iowa, what couple sang it and in what picture was it. Flying Down to Rio, Carefree, Flirtation Walk, Top Hat or Gunga Din.

SOUND: BELL RINGING

ATK01 0244577

NILES: Recess, Professor - recess!

KYSER: Well, das all students - unsaddle your celestial cerebellums and collapse whilst our judges come through with a decision. Yes, here 'tis and the little white paper reads that the winner of the first round is none other than _____.

(APPLAUSE)

KYSER: Dear Scholar, your erudition should be ennobled in parchment and tied with a white ribbon. Go, light up a Lucky Strike and await the call for the final round. For, 'tis recess time - bundle and boskoe time - come on out and shout - laugh and grin - kick a shin - ~~hippy~~ tippy tin- I mean, come on, - yes dance.

3. ("TAIN'T WHAT YOU DO"MASON & ORCHESTRA)

(APPLAUSE)

segue to

4. ("STAIRWAY TO THE STARS"BABBITT & ORCHESTRA)

(APPLAUSE)

COMMERCIAL #2

-7-

CONTE: Professor Kyser, here's a telegram for you.

KYSER: A telegram, John Conte?....Is it collect?

CONTE: No it isn't, Professor.

KYSER: Then open it and read it to us, ^{by all means} ~~my dear John Conte.~~

CONTE: (SOUND OF PAPER) Why, it's from the New York World's Fair, Professor - from the Lucky Strike Exhibit there. Listen to what it says:

ANOTHER MESSAGE TO HELP YOU KEEP THE STUDENTS POSTED WHILE YOU'RE AWAY. TELL THEM THAT THE LUCKY STRIKE EXHIBIT AT THE NEW YORK WORLD'S FAIR KEEPS RIGHT ON PILING THEM IN....CLOSE TO A MILLION TO DATE...MOVIE SHOWING EXCLUSIVE "TOASTING" PROCESS GOING OVER BIG. MANY COMMENTS ON DELICIOUS AROMA OF THE TOBACCO BEING MADE INTO CIGARETTES HERE IN THE BUILDING - TOBACCO WHICH HAS BEEN THROUGH THE PROCESS ^{Toasting} ~~"IT'S TOASTED"~~.

NILES: Yes, smokers, that Lucky Strike movie is showing many thousands of people every day how the "Toasting" process works - how heat purifies the tobacco and takes out certain harsh throat irritants - and how the concentrated sunshine of the ultra-violet ray adds extra mellowness to the leaf. Visitors can actually see the "Toasting" process. And they can judge, too, from the tobacco there in the Exhibit, what a delicious aroma - what a wholesome fragrance - it has after it's been through the "Toasting" process.

-7-

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ATX01 0244579

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

5. ("BEGIN THE BEGUINE".....ORCHESTRA)

(APPLAUSE)

segue to

6. ("DON'T WORRY 'BOUT ME"..... SIMMS & ORCHESTRA)

(APPLAUSE)

NILES: We pause for station identification.

STATION BREAK

NILES: What a nite for gliding - so calm and peaceful. What a night for "makes-me-want-to-dance" music! And what a night for these second three contestants. Imagine their joy when they were chosen at random from the student body. Imagine their chagrin when they received no coaching or rehearsal of any kind. Imagine their confusion when they stand face to face with that fractious fixer of facetious fact and fancy...that fumbling factotum of phonetic fiddle-de-fee---
Fay Fyser!

(KYSER THEME IN MARCH TEMPO.....ORCHESTRA)

KYSER: I shoot a question into the air...
It falls to earth I know not where.
All I get is a glassy stare
From the first contestant standing there!
Come _____...this is your first brain
teaser.

(ADD SECOND QUESTION ROUND)

SECOND ROUND

1. Tell Bill Concannon of Wichita, Kansas, what orchestra leader is identified by the following song and also the name of the song. (PLAY)

2. Here's one from Cambridge, Ohio. Miss Helen Rayburn asks which Webster was the dictionary boy, Daniel or Noah. Now can you name a movie star who has the same first name?

3. Here's a catchy query from Catalina. Jimmy Swindler will give you the bird if you can't name this song. (PLAY) Now, if that _____ is in a _____, where is this one? (PLAY) Is it on Nellie's arm, on her hat, shoulder, or in her pocket-book?

4. Look out for this one from Miss ~~Deris Williams of Boston,~~ ^{Ada Wallace of San Francisco} ~~Massachusetts,~~ ^{California} She asks you the difference between French Horn, Shoe Horn and Matterhorn.

5. A negro drummer's orchestra used to come on the air this way. Listen and tell Bob Salmon of Salt Lake City, Utah, who it is. (PLAY) Ella Fitzgerald is featured with his orchestra.

6. Tonight's Right or Wronger takes the Hollywood spotlight, and no hints, tain't right - Hollywood if I could, but tain't fair - so there. Just say quickly, Right or Wrong to the following statements for Mrs. Josephine Lewis of Chicago, Illinois. (1) The original Rhythm Boys sang with Abe Lyman's Orchestra. (2) Claudette Colbert and Theda Bara both portrayed Cleopatra on the screen. (3) In the song "Penny Serenade", Si Si Si refers to Civilian Conservation Camp. (4) Jack Dempsey's wife is the former stage star Hannah Williams.

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7. Miss Orie Cecile McGinty of San Antonio, Texas, reminds us that the title of the next song is almost the same as the picture which won the Academy Award in 1936. (PLAY) Now can you name the picture. In that picture who was _____ and who was ~~Calamity Jane, the newspaper reporter?~~

8. It's time for a little blind-folding as we are about to hear an unusual instrument and Tim Preece of Waterloo, Iowa, doesn't want you to see it - he just wants you to hear it. See if you can name the instrument and the song. (PLAY)

9. Here's the theme song of two programs, and Mrs. E. H. Evenson of Lilliwaup, Washington, wants you to name both of them. (PLAY) (PLAY) And that is also the theme song of which political party - the Republican or the Democratic?

SOUND: BELL RINGING

NILES: Twas clavis, and the slithy toves
Were postcuff of the letter A
They suderped it with arpeggios
And the flutterby onkboids blew away.

KYSER: Hold it, Dean Niles - that's gibberish!

NILES: Aren't we all, Professor! (LOON LAUGH)

KYSER: Yes -- all except the three judges who have come through
nobly with a decision naming as the winner of the second
round _____.

(APPLAUSE)

KYSER: _____, you are on the very threshold
of a great and glorious adventure known as the final round.
There you will be taunted and tempted by nothing more nor
less than thirty-five dollars first prize. But relax now
while our aquatic contestants splash about in the fountain
in the park ^{and while they splash in the pool, let us play} ~~as we do a bit of concertizing.~~ The beat is
^{in the park. The beats are - two,} ~~one and two and... so let's concertize -- come on out here --~~
~~and let's concertize.~~

7. ("CONCERT IN THE PARK".....PRODUCTION)

(APPLAUSE)

COMMERCIAL #3

KYSER: Now Dean Niles wants to tell you about a man named Bob Cooper, who lives down in my own home state of North Carolina.

NILES: For the past 20 years, Bob Cooper has made his living this way.....

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

NILES: 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 10 SECONDS - SOLD AMERICAN)

NILES: Not long ago, this famous tobacco auctioneer, Bob 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.

CONTE: Bob 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. 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. ("WISHING"BABBITT & ORCHESTRA)

(APPLAUSE)

SEGUE TO

9. ("SUNRISE SERENADE" ORCHESTRA)

(APPLAUSE)

(FANFARE)

m

NILES: The Final Round! Who will grab the brass ring? Who will walk home with the life size Cupie Doll? Who will ^{win} hit the ~~the twelve pound Star Ham?~~ jack pot of our "ninety-five dollars every Wednesday" club? No one knows until the final scores of these two candidates can be compiled and tabulated. But we can't have scores without questions, and we can't have questions without Professor S-----.

KYSER: And we can't have this stalling around any longer, Dean ~~of~~ Nonsense Niles - ~~so let's get on with the questions.~~ The first one is for _____, the winner of the first round.

(ADD FINAL QUESTION ROUND)

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FINAL ROUND

1. One of our greatest forms of pleasure is singing - whether it be on the air - in the barber shop quartet, on the stage, the opera, or in the shower, and so we are devoting our entire final round this evening to singing. First of all, Harold Baker, Jr. from way down in La-Say-Ba, Honduras, Central America wants you to name this song. (PLAY) Now if that is _____, what is _____. Now what trumpet player named Louis wrote it and uses it as his theme?

2. When you hear a male quartet, Frank Cushing of San Francisco, California wonders if you know what voices it's comprised of. In other words, how are the high, medium and low voices classified?

3. If male voices are classified as _____, Miss Virginia Jones of Trenton, Tennessee, wonders if you can name two female classifications. Lily Pons has a high voice. Would you say she is _____ OR _____.

4. Here's a song that was featured in the picture "Honey" in 1930. W. J. Humphries of Decatur, Georgia wants you to name it. (PLAY) If _____ sing, can you name a song in which the opposite of _____ sing? _____ are singers and angels are singers, and the word "singer" is also a name or trademark for at least two things that are well-known, you pick them out of the following list: Singors Saddle Soap, Singer Sewing Machine, Singers Trained Pigeons, Singers Midgets and Singers Horse Liniment.

SOUND: BELL RINGING

NILES: Pigeons on the grass, alas, Professor - the final round is over.

KYSER: Dean Niles, your words spell the climax of an academic foray that really had Einstein tied up in his hair. Let's light up a Lucky Strike and see what the judges have in the way of a decision. Ah - thank you. They say the winner of tonight's thirty-five dollars first prize is none other than _____.

(APPLAUSE)

KYSER: To you dear scholar, a clasp of the hand, a tear in the eye, and a thumb in the soup. For you have vanquished all comers in this grandiose finale. Yours is this thirty-five dollars first prize. Invest it wisely. To our second placer goes a memento of twenty dollars and each of the other contestants get ten dollars. All six receive a carton of Lucky Strikes. Finally to every member of our student body gathered here tonight - for those tears, sneers and cheers - a package of Lucky Strikes to each and every one!

(APPLAUSE)

KYSER: Before the commencement caterwauling, here's a word from our Dean of Duties - Ken Niles.

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. So remember, better than ever tobacco crops plus "Toasting" make Luckies better than ever. Have you tried a Lucky lately?

10. ("SOMEBODY STOLE MY GAL".....ORCHESTRA)

(APPLAUSE)

segue to

11. (~~"I NEVER KNEW HEAVEN COULD SPEAK".....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. If you have any questions for the Professor, remember the address is Kay Kyser - Post Office Box 909, Los Angeles, California. See you next Wednesday night when class convenes again from ^{Treasure Island} San Francisco... and until then, 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 F E Boone of Lexington, Kentucky.

(SONG CREDITS...IF ANY)

THIS IS THE NATIONAL BROADCASTING COMPANY.

The American Tobacco Company
Kay Kyser's College of Musical Knowledge - 68th program
Wednesday, July 19th, 1939

Rebroadcast.

NILES: Listen to the chant of the tobacco auctioneer!

BOONE: (CHANT) 1st Sale ... 32 - 37 REBROADCAST JULY 20, 1939
2nd Sale ... 31 - 36 WOR 8:00-9:00 P.M.

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 AGAIN".....ORCHESTRA)

NILES: Lucky Strike presents Kay Kyser's College of Musical Knowledge and here comes the man and his band 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 y'all? Tonight the rafters of this Hall in San Francisco's Treasure Island will ring with scholastic cut-ups emanating from the student body of this musical college-I hope... Six uninitiated but inspired thespians have been chosen at random from amongst the assembly and are now hanging motionless ^{like smoked hams above} ~~around~~ the old lecture platform, waiting for their chance at those ninety-five dollars in prizes ~~which are bestowed~~ ~~for merit and quick-thinking alone~~. But for the nonce, let's away with crass competition ... let's away with a swoop and a swing into the fields of terpsichore... ^{put on your old gray dancing} ~~I mean / yes dance, kids -~~
^{shoes and} ~~come on,~~ yo's dance.

1. ("PUT ON YOUR OLD GRAY BONNET".....ORCHESTRA)

(APPLAUSE)

SEGUE TO

2. ("BLUE EVENING".....SIMMS & ORCHESTRA)

(APPLAUSE)

COMMERCIAL #1

-1-

ATX01 0244592

KYSER: Hey there, Dean Niles, one of our correspondence students has a sassy question for you. He's a city boy and he wants to know ... How can an Experiment Station experiment with the growing of tobacco?

NILES: (GOOD HUMOREDLY) Well, one answer is by growing it themselves for test purposes. You see, these Experiment Stations, maintained by the Government, the States and Universities, work constantly both in the laboratory and in the field. For an example of what they have done to make tobacco crops of the past several years better than ever in quality, listen to this account by a typical tobacco farmer - Chester McLemore of Midway, Kentucky -

MAN: My first visit to the Government Experiment Station was a couple of years back. They had long rows of tobacco growing in trial beds. Then I was told that all the finest grades were grown from #15 seed - a new type of seed the Station was then offering to farmers. Naturally I began using #16 myself and I've found it grows some of the most successful tobacco I've ever seen.

CONTE:

Smokers, have you tried a Lucky lately? The cooperation between farmers like Mr. McLemore and these Experiment Stations 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 help of the United States Government. Aged and mellowed from 2 to 4 years, these better than ever tobaccos are in Luckies today. And so Luckies are better than ever. Have you tried a Lucky lately? If you haven't, you've got a real treat coming. Start with the next package of cigarettes you buy and ask for Lucky Strike.

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

NILES: Hark! What is that sigh in the corner? What is that cheerful silvery clinkety clink wafting through the mercurial atmosphere to waken the sleepers? 'Tis but a scholar crying in the night for thirty-five dollars first prize. But soft, what light through yonder window breaks - 'tis the east-and roaring from the west comes that laughing Lothario...that romancing Romeo...that one and only Professor Kay Kyser.

(KYSER MARCH.....ORCHESTRA)

KYSER: Ah greetings, chillun...double greetings, dear scholars - make ready for the joust in which wit and learning will spear and thrust...and fortune will smile upon only one. Are you ready? Here's the first question and I'm asking

(ADD FIRST ROUND)

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ROUND ONE

1. Tell Craig N. Smith of Noelville, Ontario, whose theme this is and the name of the song. (PLAY) Now what instrument does he play?

2. Among other things, Woody Castles of San Francisco, California, reminds us that San Francisco has turned out a lot of outstanding major league baseball players and wants you to name at least three of them. I can think of three past or present New York Yankees, one named Joe, one named Tony, one named Frank. The manager of the Boston Socks is named "Joe" and is from San Francisco.

3. Mrs. Marcus Smith of Lenair, North Carolina, wants you to name this song. (PLAY) Now, from the following list, select two of the songs composed by Nick Kenny and his brother Charlie: Love Letters in the Sand, Cathedral in the Pines, Moon Over Miami, Goldmine in the Sky, Star Dust, White Sails,

4. Speaking of Little Skipper, Bill Gorman of Buffalo, New York, reminds us that the cartoon "Skippy" is drawn by a fellow named "Crosby". Would you say it is Everett ^{Lillis} N. Crosby, Harry ~~Boo-Boo-Ba-Boo~~ Crosby, Percy L. Crosby, Larry ^E Crosby or Bob Swing Crosby.

5. Another orchestra theme song and Francis Hoag of Hospers, Iowa, wants you to name it for us. (PLAY) Now it's the theme song of either Happy Felton, Sleepy Hall, Jelly Leftwich or Skinnay Ennis.

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6. Attention - all the spotlights at the San Francisco Fair are focused on tonight's Right or Wronger and Miss Pauline Henry of St. Louis, Missouri, wants you to say "right" or "wrong" to the following statements: (1) Tony Martin and orchestra leader Woody Herman were formerly with Tom Gerrin's Bal Tabarin orchestra here in San Francisco. (2) Jimmy Dorsey is famous for the high notes he plays on the trombone. (3) Joo D'Maggio has a restaurant here on Fisherman's Wharf. (4) The books, "Arrowsmith", "Main Street", "Babbitt", "Dodsworth" and "Ann Vickers" were written by Joo Louis.

7. Tom Walsh of Chicago, Illinois asks what musical group is introduced each week on Your Hit Parade in this manner. (PLAY) Now, what's the name of the song.

8. Speaking of _____, here's one that has a Kazoo in the end of it, and Mrs. Harold Johnson of Seattle, Washington, wants you to take it and play a few bars of "Toy Trumpet."

9. Besides "Toy Trumpet" here is one of Raymond Scott's best known compositions and Fred Miller of Allentown, Pennsylvania, wants you to name it. (PLAY) Now can you name another song that has the word _____ in its title. Come on, talk _____.

SOUND: BELL RINGING

ATX01 0244597

NILES: The gong - ~~three seconds for a breather, Professor.~~

KYSER: (~~TAKEING THREE QUICK BREATHS~~) Well, das all students -
the first round of the battle of the millenium is over.
Rest your weary wits my learned companions while the judges
meditate upon a decision. Ah....here it is and they proclaim
that the winner of the first round is none other than

(APPLAUSE)

KYSER: Dear scholar - your learning overwhelms me. If we can get
permission, you will be preserved in the time capsule for
all ages to marvel at and wonder. Go, light up a Lucky
Strike and await the call for the final round. For now
I do declare a recess - a time to ^{creep} laugh not weep - a time
to shuffle, not scuffle - a time to doodle not daddle -
that's what I mean, chillun, let's dance.

3. ("FEELING SORRY FOR MYSELF" MASON & ORCHESTRA)

(APPLAUSE)

segue to

4. ("IF I DIDN'T CARE" BABBIT & ORCHESTRA)

(APPLAUSE)

COMMERCIAL #2

KYSER: Now here's Dean Niles to tell you about the biggest thrill of going to the New York World's Fair.

NILES: The biggest thrill is in what you bring back from the Fair - those glowing first-hand impressions of what you've seen in the World of Tomorrow. For instance, the other day, one of our Lucky Strike salesmen was explaining to a group of people just what "It's Toasted" means. He was describing to them how the exclusive "Toasting" process works, making Luckies a light smoke, easy on the throat. Then one of the men listening spoke up: "Mister", he said, "I was at the New York World's Fair and I saw a movie of the 'Toasting' process - I really watched 'em take out all those impurities."

CONTE: You see, that man was impressed because he had actually eye-witnessed the exclusive process, "It's Toasted." He had had a chance to see it for himself... and also a chance to judge for himself, the delicious fragrance of tobacco that's been through the "Toasting" process, and is made into Luckies right there in the Exhibit Building.

NILES: Everyone knows - sunshine mellowes, heat purifies. Sunshine and heat, that's how the exclusive "Toasting" process works. The higher heat removes certain harsh throat irritants naturally present in all tobacco. And the concentrated sunshine of the ultra-violet ray "tones up" the tobacco... and mellowes the leaf. You ~~can~~ see this whole process in the Lucky Strike movie at the New York World's Fair. And you ~~can~~ enjoy the delicious aroma - the wholesome fragrance - of tobacco which has been through the "Toasting" process.

CONTE: Smokers, remember ... only Lucky Strike offers you the benefits of the exclusive process, "It's Toasted". Have you tried a Lucky lately?

5. ("BEER BARREL POLKA" ORCHESTRA)
segue to

6. ("ALL I REMEMBER IS YOU" SIMMS & ORCHESTRA)
(APPLAUSE)

ANNOUNCER: We pause for station identification.

b

STATION BREAK

(CROWD MURMUR)

NILES: (ON CUE) Beware, oh beware...the evil hour is nigh.
 Oh scholars three, you may think Buck Rogers is in a tough
 spot with the men from Mars...or that Flash Gordon is going
 to be a goner when the hairy giants catch up with him...
 or that Tarzan is really in a jam with the pigmies! But
 they're on velvet compared to the fix that you three
 scholars are in, because the fur is going to fly...and the
 fairest may fall when they're up against the wall and being
 fired at by machine-gun Butch Kay Kyser.

(KYSER THEME IN 6/8 ORCHESTRA)

KYSER: 'Tain't so, my little beauties...the way Niles talks, they'll
 be hiring me to scare battleships next. Why here's an easy
 question for _____ of _____.

(ADD SECOND ROUND)

b

ROUND TWO

1. Here's a beautiful song that Milton Herrington of Balivus, Colorado wants you to name. (PLAY) It's the theme song of an orchestra that just closed here at the Mark Hopkins and opens at the Coconut Grove in Los Angeles. Who is he?

2. Miss Sarah Hand of Newport News, Virginia asks who wrote the best known book on etiquette. Was she ever on the air? Who wrote the book "How to Win Friends and Influence People"? Has he been on the air? Who wrote the Marquis of Queensbury Rules? Is he on the air?

3. Timothy Lerry of Springfield, Massachusetts, reminds us that July is one of the vacation months and even though we are not going to get one, just for fun I asked the kids where they would spend their vacations if they had one. Harry Rabbitt, Ken Miles, John Gonta and Sally Mason said (PLAY). Ish Kabibble preferred the mountains, but not because of their height, the scenery, the trout fishing, etc., so I said - "then, why the mountains, Ish Kabibble?" And he said (PLAY) Ginny said, "they can have the sea, the mountains, the lakes, the cities, the resorts and everything else. I'd spend mine (PLAY).

4. I'm sure we all have our favorite recording artists and we are all familiar with records in general, so Miss Ruby De Fore of Birmingham, Alabama, wants you to name three makes of phonograph records. Pardon me, Kay - this doesn't have anything to do with phonograph records, but don't you think this is a good time to make that important announcement? Oh, yes, Dean Hiles - it's important to us and I hope it will be of interest to our correspondent students listening in. The College of Musical Knowledge with Ginny, Harry, Sally, Ish, and the rest of the gang and the Old Professor himself are going to make a Motion Picture for BKO Radio pictures. The name

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of the picture will be "That's Right - you're Wrong." Bill Counselman, the father of the comic strip, Ella Cinders, and Director David Butler are collaborating on the story. Mr. Butler, who has directed a lot of great stars including Will Rogers and Shirley Temple, will direct, and something tells me we'll need his great direction as well as all of RKO to make us good in a picture.

ATX01 0244603

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6. Like a whirlwind out of the West, come the "what whats". Miss Emily Reinhold of San Francisco, California, wants you to take out the word "what" in the following song titles and put in the correct word. (1) What Stay What From My What. (2) What a Ding Dong Whaty from Whatis. (3) It's Not What You What, It's What What You What I'

7. What an imposing sight it was to look out from Treasure Island and see 51 ships of Uncle Sam's Pacific Fleet anchored in the bay, sleek, beautiful grey ships of all types - However, Monday morning the Flag Ship Pennsylvania hoisted certain signal flags which had the same meaning as the title of this song (PLAY) Now tell Mrs. C.C. Marshall of Providence, R.I. what _____ means? How would you spell _____?

8. Tell Miss Elaine Wood of Jacksonville, Florida, what program signs off the air with a quartet singing something like this. (PLAY) He doesn't use words. Now can you name three people associated with that program?

9. Name this next song for Mrs. Norris Thomas of Charleston, South Carolina. (PLAY) Now can you name two things that "were cheaper" in the lyrics of that song?

SOUND: (BELL RINGING)

ATXO1 0244504

WILES: If you can hear what I can hear....the round is over,
Professor.

KYSER: I hear it, Dean Niles....and the questioning shall cease.
We will now take a brief pause for judges' multiplication.

POKEY: (QUICKLY) Two times two is six.
(SOUND: BULL'S EYE)

KYSER: (FAST) Thank you - the winner of the second round, say
the judges, is none other than _____
of _____.
(APPLAUSE)

KYSER: Ah, dear scholarette...you're good - but you must be better
when you enter the ring for the final round. So powder
your nose - light up a Lucky Strike, and relax while the
rest of the little ones wangle wearily in the west room....
wage war for wondrous women in a whipcracking whizz bang.
It's worry, worry simple, chillun - I mean, come on let's
dance - I say - let's dance!

7. ("ON THE ROAD TO NANDALAY".....PRODUCTION)
(APPLAUSE)

COMMERCIAL #3

7/19/39

NILES: If you went to an auction down in Tobaccoland - you would never hear the auctioneer chant a sale.. without first hearing ... like a starter's gun, a price yelled out like this ...

MAN: At twenty-five!

RIGGS: CHANT 10 SECONDS... "SOLD AMERICAN")

NILES: That first cry before the chant begins in the opening bid, called by the warehouseman on each basket of tobacco. To make that bid, the warehouseman must ascertain the value of the tobacco - whether it's made up of immature top leaves, coarse bottom leaves, or "center cutters" - the tenderest, choicest part of the plant. Jack Moyer, a warehouseman of Greenville, North Carolina has opened the sale on at least seventy million pounds of tobacco in the past ten years alone. His eye and fingers are trained to detect the slightest differences in weight, texture and color of tobacco leaf. So the statement of this veteran of 15 years in the tobacco business should be of special interest to every smoker. He said recently:

MAN: I've noticed that those American buyers always get the finer tobaccos on my warehouse floor - the real "Cream of the Crop" grades. That's why I've smoked Luckies for the past 18 years.

CONTE: Smokers, Jack Moyer is typical. Among independent tobacco 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 is a fact established by sworn records that anyone may examine. Have you tried a Lucky lately? Why not profit by the example of the men who know tobacco from A to Z? Try Luckies 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. ("AND THE ANGELS SING".ORCHESTRA)

segue to

9. ("THIS IS NO DREAM".BABBETT & ORCHESTRA)

(APPLAUSE)

(FANFARE.)

7/19/39

-15-

NILES: The Final Round!

AUDREY: The Final round and round it goes.....
And where it stops is Major Bowes....

NILES: No, little Audrey ... this is the final round in Kay
Kyser's College and the winning contestants from the first
two rounds are going to have it out for the first prize
of thirty-five dollars. And prepared for a photo-finish
comes that under-developed and over-exposed flash in the
pan - watch the birdie - Candied Camera Kay Kyser!

KYSER: Thank you, Brownie Niles ... step up students and Kodak as
you go for our final round is all right out there in the
sun. (~~Yes sir, etc. A few weeks back, our final round
dealt with "moonlight" and right away our correspondence
students wanted to know what was wrong with "sunlight,"
and so tonight, in our final round we'll discuss the
songs having to do with sun-rise and sunlight.~~)

-15-

ATK01 0244608

FINAL ROUND

KYSER:
(Cont'd)

1. John Tanner of Ashland, Kentucky, says the folks down his way sing (PLAY). He says about dawn when the cold grey mist clears away, all of a sudden they sing (PLAY).

2. Here's a long-haired stickler from Miss Elizabeth Waters of Indianapolis, Indiana. She asks which of these is the ^{mythological} ~~planetary~~ name of the sun - Neptune, Mars, Jupiter, ^{or all of them}? Here's the second half of your question. In the song "Mad Dogs and Englishmen" what time of day do they go out in the sun? At sunrise, in the mid-day, or at sun-set?

3. Look out for this one from Joseph Gans of Kenilworth, New Jersey. He asks you the difference between a sun-dial, a ~~sun-stroke~~, ^{the} Sun ~~stroke~~, sun-tan and Sarah's ~~son~~ ^{Gene Stanger?}

4. Both these songs have the word "sunrise" in their titles and Miss Dorothy Williams of Dallas, Texas, wants you to name them. (PLAY) (PLAY)

SOUND: BELL RINGING

NILES: The Final Round is a thing of the past, Professor.

KYSER: How true, Dean Niles and the Judges are standing on a pile of figures making big ones out of little ones. Who will scale the heights of academic glory? Who will get the nod from the thirty-five dollars first prize? The decision says that it will be none other than _____!

(APPLAUSE)

KYSER: Congratulations, my dear _____. Your wondrous learning astounds and amazes the entire faculty. ~~Others have been put to shame here tonight,~~ but you have emerged from the clouds of doubt to the serenity of a safe deposit box full of thirty-five dollars first prize. Our second placer may make merry on this modicum of money twenty dollars. Each of the other four contestants get ten dollars, and all six receive a carton of Lucky Strikes. And while we're giving things away, let's not forget the fine spirit and cheers of the student body here tonight. As a reward each and every one of you will receive a package of Lucky Strike Cigarettes.

(APPLAUSE)

KYSER: Before the commencement exercises, here's a word from our Dean of Duties - Ken Niles.

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. So remember, better than ever tobacco crops plus "Toasting" make Luckies better than ever. Have you tried a Lucky lately?

10. ("HOLD TIGHT" ORCHESTRA)

segue to

11. ("OUR LOVE" ORCHESTRA)

e (APPLAUSE)

KYSER: (ON CUE) Well, das all schclars - and school is out until next Wednesday night. Your homework for the week, for fun and greater musical knowledge - why, listen in to TOUR HIT PARADE with Lanny Ross, the Raymond Scot Quintet, Mark Warnow and the Lucky Strike Orchestra on Saturday over another station, ^{at a new time} If you have any questions for the old Professor, remember the address is Kay Kyser - Post Office Box 909, Los Angeles, California. See you next Wednesday night when class convenes again from San Francisco ... and until then, 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.

(SOME CREDITS ... IF ANY)

THIS IS THE NATIONAL BROADCASTING COMPANY

As Broadcast

THE AMERICAN TOBACCO COMPANY
Kay Kyser's College of Musical Knowledge
69th Program

Wednesday - July 26, 1939

NILES: Listen to the chant of the tobacco auctioneer!

BOONE: (CHANT) 1st sale..... 31 - 36 RECORDING REBROADCAST
2nd sale..... 32 - 37 WOR JULY 27, 1939 8:00-9:00

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 two to one. Have you tried a Lucky lately?

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

NILES: Lucky Strike presents Kay Kyser's College of Musical Knowledge and here comes the man and his band 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 y'all? Welcome again to Treasure Island and San Francisco's World's Fair ^{east} of the ^{San} ~~west~~. The summer classroom of the old College of Musical Knowledge welcomes six more witty and intelligent scholars selected by ^{numbers} ~~lot~~ from the rank and file of our happy student body here tonight and they will compete shortly in the famous musical examinations for ninety-five dollars in prizes. The moon hangs high above the Bay - the soft winds blow and here in the old classroom we're all so happy we could kick a hole in a drum. So, let's get together - what have we got to lose - what are we waiting for - what do you say, kids -- come on, let's prance - I mean, scholars - ye's dance!

1. ("THE LADY'S IN LOVE WITH YOU".....ORCHESTRA)

(APPLAUSE) SEGUE TO:

2. ("MOON LOVE".....DEUT and ORCHESTRA)

(APPLAUSE) COMMERCIAL #1

c

KYSER: Chillun, yesterday was a gala day in tobacco towns down in Georgia and Florida....Dean Niles, will you tell 'em why?

NILES: ~~Was~~ July 25th - yesterday - marked the opening of the tobacco auctions for this year's crop. Thousands of farmers were present at the markets, eagerly following the chant of the tobacco auctioneer, and earliest reports are that 1939 has marked up another banner crop. Just how much this improvement in tobacco quality during the past few years means to the farmers is to be found in hundreds of typical cases. For example, Mr. L. M. Veazey, tobacco grower of Tifton, Georgia, said recently:

MAN: The better quality of my crops in the past few years has meant money in my pocket. I give a lot of credit for this to the Government Experiment Station here in Tifton. In a single season their help and advice made me exactly \$2,000 more than I could have made without them.

CONTE: From all over Tobaccoland, during the past several years, have come similar reports of better than ever tobacco crops developed with the help of Government, State and University Experiment Stations. That's why we ask....Have you tried a Lucky lately? For as always, Lucky Strike has brought the Cream of the Crop - the finer, lighter tobaccos grown with the cooperation of Uncle Sam. Aged and mellowed from 2 to 4 years, these better than ever tobaccos are in Luckies today. So Luckies are better than ever. We ask again: Have you tried a Lucky lately? For if you haven't we honestly believe that you don't know how really good a modern cigarette can be. Let the next package of cigarettes you buy show you the difference. Ask for Lucky Strike.

LUCKY DAY.....ORCHESTRA

-3-

NILES: Now dear students, the time has come to put aside your apples - brush the crumbs off your laps - stop pulling the pigtaails of the little girls in front of you and keep your faces front and center. Class is about to take in and our first three contesting scholars stand uncoached and unrehearsed before the old lecture platform. Perfect strangers to all of us - they are strangers to each other and strange as it may seem - with his eyes a-gleam comes the pride of the team - sliding in on the beam - I mean, the old Professor - Bumpy Weather Kay Kyser.

(KYSER MARCH.....ORCHESTRA)

KYSER: Thank you, Dean Niles. Welcome my little Treasure Islanders - your old musical missionary is right smack happy to see you here in the old stockade - rare back, chillun and see if you can throw a hammer lock around this first question:

(ADD FIRST ROUND)

-3-

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FIRST ROUND

1. Identify this orchestra theme song for Tom Shae, St. Louis, Missouri, and give us the name of the leader. (PLAY)
2. Larry Crosby of Hollywood, California, reminds us of a rather unusual situation. There are four orchestra leaders from the University of North Carolina who are associated with commercial programs and all on the air at the same hour of the night. One leads the music for Bob Burns ~~and Bing~~; another leads the music for Bob Hope; a third one presents the "Time to Shine" program and the fourth one is on the air right now. Can you name three of them.
3. This little musical skit presents a situation I know has happened to many of our correspondent students and Mrs. Amella Herman, Canton, Ohio, wants you to unfold the story by naming the songs we are about to play. Brother Jimmy, just graduated from college, rushes into the parlor of his home, grabs his sister and dad and says "I've got - (PLAY)." In unison they say "What is it, Jimmy?" He replies (PLAY). They congratulate him - then dad, with a long strained face, says (PLAY).
4. The name San Francisco gave Miss Margaret Moffett, Shreveport, Louisiana, an idea. She asks you the difference between Joe Frisco, Fresco, Crisco and Fiasco.
5. Jack Phelan, St. Petersburg, Florida, says this beautiful song should remind you of a beautiful tenor singer. (PLAY) Now can you name the song.
6. This next one has no plot, it's the what what's - give them all you've got. Miss Wilma Cavanagh of Apache Junction, Arizona, wants you to remove the word What in the following song titles and put in the correct words:

1. The What What will What you if you don't What What
2. What your what on a what what
3. She'll what whatting round what what when what what

7. What's the name of this song, asks C. B. Harrison of Dallas, Texas. (PLAY) Well, what are they made of? And what are boys made of?

8. Listen to Lyman Gandee at the piano and tell Miss Edna Wright of Panama what he's playing. (PLAY) If that is _____, what is this? (PLAY) Can you name a country that uses _____ instead of knives and forks?

9. What movie star and comedian does this song introduce to the air? (PLAY) Now Charles Buxton, Chicago, Illinois, says that the orchestra leader on that program wrote that song. Is it Billy Mills, Harry Sosnick, Lud Gluskin or Meredith Willson?

SOUND: BELL RINGING

NILES: Clang - clang - clang ---recess is here.

KYSER: And das all, students - drag your feet and slow down while
decently
our learned judges decide which one of you has the right
to take the final examinations. What ho, judges?

QUARTED: YO, HO, HO, AND A BOTTLE OF _____

KYSER: Than you....yes, our judges declare that the winner of the
first round is none other than _____.

(APPLAUSE)

KYSER: Congratulations, dear scholar - you are the Virginia Dare
of the Old College tonight ... the first and foremost
citizen of our little island colony. The San Francisco
World's Fair stands in awe of your learning - I stand in
awe of your erudition - that's two "awes". And before
you make it three, light up a Lucky Strike and take things
easy until the final round. Recess is now going on and I
declare a jubilant jamboree of jangling jazz - so come on
hip-hip-hip
you Nippers - up with the left foot - down with the right -
hold it, kids -- come on, yes dance.

3. ("COME LOVE".MASON & ORCHESTRA)

(APPLAUSE)

segue to

4. ("THE LAMP IS LOW".SIMMS & ORCHESTRA)

(APPLAUSE)

COMMERCIAL #2

7-26-1939

KYSER: An old, old proverb says: "No man ever bought a jalopy yet ^{until} without he opened up the hood!"... Explain those cryptic words, Dean Niles.

NILES: (GOOD HUMOREDLY) Well, ^{Bob Kyser} I think automobile salesmen are agreed that it isn't enough to talk about a car to convince people of its merits. You have to show them exactly what the car has got. Now this same principle is being applied to cigarettes by Lucky Strike. We have "opened up the hood" and are giving every visitor to the New York World's Fair a chance to see for himself just what makes Luckies a light smoke, easy on your throat.

CONTE: As you enter the Lucky Strike Building at the World's Fair, the first thing you notice is the delicious aroma of tobacco that has been through the process, "It's Toasted" ... But exactly what is this process? ... A movie soon gives you the answer in detail. You see the higher degrees of heat removing certain harsh throat irritants naturally present in all tobacco. You see the concentrated sunshine of the ultra violet ray mellowing the tobacco. In short, you see the "Toasting" process.

NILES: Everyone knows - sunshine mellows, heat purifies. Sunshine and heat - that's how the exclusive "Toasting" process works.

CONTE: And every smoker can now eye-witness these facts at the New York World's Fair. At the same time ... with cigarette-making machines operating right there in the building ... you can judge for yourself the delicious aroma - the wholesome fragrance - of tobacco which has been through the "Toasting" process. Smokers, remember: only Lucky Strike offers you the benefits - the throat protection - of this process .. Have you tried a Lucky lately?

5. ("SOMEBODY LOVES ME" ORCHESTRA)

(APPLAUSE)

segue to

6. ("STAIRWAY TO THE STARS" ,BABBITT & ORCHESTRA)

(APPLAUSE)

ANNOUNCER: We pause briefly for station identification.

STATION BREAK

(CROWD MURMUR)

ISH: Who swallowed McGillicuddy's Downbeat?

HARRY: What moving picture star sang the title song from the picture of the same name?

GUY: How many valves on a pitch pipe?

Audrey - Which Hazel is Witch Hazel?

NILES: Quiet, quiet, students - do you want to scare our second three contesting scholars. Stand back and for shame. Let them approach the old lecture platform - the second round of Kay Kyser's College of Musical Knowledge is about to begin... and before you can stop poking the peanuts in, here comes the old Professor ... Kay Kyser.

(KYSER MARCHORCHESTRA)

KYSER: Greetings, scholars ... if you have any tears, prepare to shed them now for without more ado we're diving into the *oldy biddy* old ~~musical~~ *musical* poco so look out for that old *musical* shark and here comes the first question with as fine a set of teeth as ever you've seen.

(ADD SECOND ROUND)

M

SECOND ROUND

1. Here's a well-known orchestra theme song and Mrs. Jessie McCabe of Brooklyn, New York, wants you to tell us all about it. (PLAY)
2. Time out for a "Happy Birthday" greeting. John J. McCarthy, San Francisco, reminds us that today is the birthday of that comedian who says on the air "I hope, I hope, I hope" and also that splendid announcer who is a former member of the Metropolitan Opera Company, featured on Your Hit Parade, and a Dean in our College of Musical Knowledge when we hold school back east.
3. Here's a question that covers a lot of territory. Miss Frances Cowles, of Hammond, Indiana, says that the city in each of the following song titles is the site of a World's Fair - past or present. (PLAY) (PLAY) The scene quickly shifts southwest. (PLAY) (PLAY)
4. Speaking of Fairs, here's a befuddled little flurry from Fremont, Nebraska. Mrs. H. P. Woodman asks the difference between, fare, ~~faifare~~, and fair --- f-a-r-e --- ~~f-a-r-f-a-r-e~~ --- f-a-i-r.
5. Let's slide right into this music for W. A. Serrert of Shelbyville, Kentucky and see if you can tell us what orchestra leader it identifies. (PLAY)
6. It's "Right-or-Wrong" time in the old school. Tonight's right or wronger comes from Walter Windsor of Baltimore, Maryland, and he wants you to say right or wrong to the following statements;
 1. Walter Winchell is the newspaper editor on the radio program "Big Town."
 2. "The Halls of Montezuma", ^{and the Marine Hymn are the same songs} ~~is the correct title of the Marine song.~~
 3. Beethoven wrote only one opera.
 4. Joan Crawford is the daughter of Mr. and Mrs. Jesse Crawford.

7/26/39

-11-

7. Name this song for Grace Wells, Sheffield, Alabama. (PLAY) Now tell us what type of music it is.

8. What were those gadgets Harry Babbitt was shaking during that last number. There are several rhythms used in the _____ and Mike Dwyer of Flint, Michigan, wants you to try one. ~~Can you do this - or this?~~ If I just shake one this way, what does it remind you of?

9. Here's a picture song from "Innocents of Paris." Tell Mrs. Frances Benson of Boulder, Colorado, the name of it and who sang it in the picture. (PLAY) Now the name of that song is the first name of what Viennese star who twice won the Academy Award.

SOUND: BELL RINGING.

-11-

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NILES: Recess - recess --- time to knock off, Professor.

KYSER: And das all, students -- re-charge your batteries now while our judges are dredging up a decision - and here it is - a fast piece of judicial head work declaring that the winner of the second round is none other than_____.

(APPLAUSE)

KYSER: Dear scholar, seldom have these weary optics bent a gaze upon so fair a creature - seldom have these tattered old ears listened to so sparkling a set of answers --- I give you the old school mitten. So, go light up a Lucky Strike and make ready for the final round. The rest of you mugs - I mean students - take five - take ten - take a gander at this shot of "makes-you-want-to-grab-a-gazelle-and-gavotte" music ... I mean - come on you kids - yes dance.

7. ("WANG WANG BLUES".ORCHESTRA)

(APPLAUSE)

COMMERCIAL #3

KYSER: I've heard of a lot of things happening by accident....but Dean Niles has a story that tops everything. For it's the story of a man who started doing this ^{quite} "by accident"....
(CHANT 10 SECONDS.."SOLD AMERICAN")

NILES: (GOOD HUMOREDLY) Yes, William D. Whitley of Henderson, North Carolina, became a tobacco auctioneer, as he says himself, "more-or-less by accident." It was while he was employed as an assistant in a tobacco warehouse. The auctioneer fell ill. The warehouseman cast around for somebody to take his place and lit on William Whitley. And Mr. Whitley says:

MAN: I want to state that that first day I acted as auctioneer was the hardest day of my life. But anyway, I knew tobacco and I guess I must have been a fair hand at learning to auctioneer. For that warehouseman kept me on - and I've been auctioneering ever since.

NILES: ^{Today} William Whitley rates tops in his profession ~~today~~. He has sold tobacco at 14 different markets in Georgia, South and North Carolina, Tennessee and Kentucky. So we think you'll all be interested in his opinion about cigarettes....

MAN: At every market I've sold in - Lucky Strike has bought the better grades of tobacco. So I've smoked Luckies myself for the past 4 years.

CONTE: Smokers, William Whitley is typical of independent tobacco experts - auctioneers, buyers and warehousemen, not connected with any cigarette company. Among these independent 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. Have you tried a Lucky lately? Take a tip from the men who spend their lives buying, selling and handling tobacco. Next time you buy cigarettes, ask for Lucky Strike and see for yourself why....with men who know tobacco best, it's Luckies 2 to 1!

8. ("I POURED MY HEART INTO A SONG".....SIMMS AND ORCHESTRA)

(APPLAUSE)

Segue to

9. (WISHING".....BABBITT & ORCHESTRA)

(APPLAUSE)

(FANFARE.....)

NILES: The Final Round!

(WARNING FOG HORN CLAXON)

NILES: There's the warning horn! Now, listen you two contesting students, \$35 is at stake - 'n' I want you both to fight clean and hard and break when the Old Professor tells you to - keep your heads up - don't try to wink at the judges ~~and~~ and ~~throw these answers from the floor - okay?~~ The old Professor is in the center of the ring - and....there goes the bell.

(BELL RING)

KYSER: Step right up, scholars and take a good right hook at this first question....

(ADD FINAL ROUND)

FINAL ROUND

1. Next to singing, I believe music is most closely associated with dancing and so our final round this evening is dedicated to that form of entertainment - dancing. In that connection Miss Catherine Lukens, Olive View, California would like you to name 3 of the principal forms of dances. For instance, in singing the forms might be operatic, crooning, dramatic. Ruth St. Denis and Ted Shawn are two of the greatest exponents of the interpretive dance - are they dancing together today?

2. What's the name of this song? (PLAY) The dancing referred to in that song I believe would be classified as ballroom, and in that connection Patrick Fitzgerald, St. Paul, Minnesota, reminds us that there are lots of famous ballroom dance teams in America, and would like you to name two of them.

3. What's the name of this song? (PLAY) Fred Astaire and Ginger Rogers originally danced that number and I believe you would probably classify them as tap-dancers. Rita Sonia of Shelton, Connecticut wonders if you can name three tap dancers who have tapped on the radio.

4. Tell Donald Moore of Essex, Massachusetts, the principle musical instrument used by the Indians in doing their various dances. From the following list, pick 2 of the greatest exponents of the ballet the world has ever known: Iturbi, Nijinsky, ^{Minsky}~~Othello~~, Pavlova, Di Vinci or Rochester. Was Isadora Duncan one of the Duncan sisters?

SOUND: BELL RINGING

NILES: All over ... it's all over, Professor.

KYSER: Okay, Dean Niles and das all, students - nobly done. And here comes the fatal little white paper saying that our judges declare the winner and new Treasure Island Champion to be none other than _____.

(APPLAUSE)

KYSER: Oh, my dear, dear scholar - what a performance - what a mind you have - what learning you possess - with your erudition you'll soon be able to figure out how to whistle in Lithuanian ... I grasp your lunch hook and caress your palm with this first prize of \$35. To you dear second placer - a sigh of regret and a sample of this long green \$20. To the other four contestants, ten dollars each and to all six a carton of Luckies. Then to each and every member of our student body here tonight for those bright quips and sallies, a package of Lucky Strike cigarettes.

(APPLAUSE)

KYSER: Now before we enter the commencement hall for the valedictory - a brief word from our Dean of Duties - Ken Niles.

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. So remember, better than ever tobacco crops plus "Toasting" make Luckies better than ever. Have you tried a Lucky lately?

10. (~~"F D R JONES" ORCHESTRA~~)

(APPLAUSE)

segue to

11. (~~"OUR LOVE" ORCHESTRA~~)

(APPLAUSE)

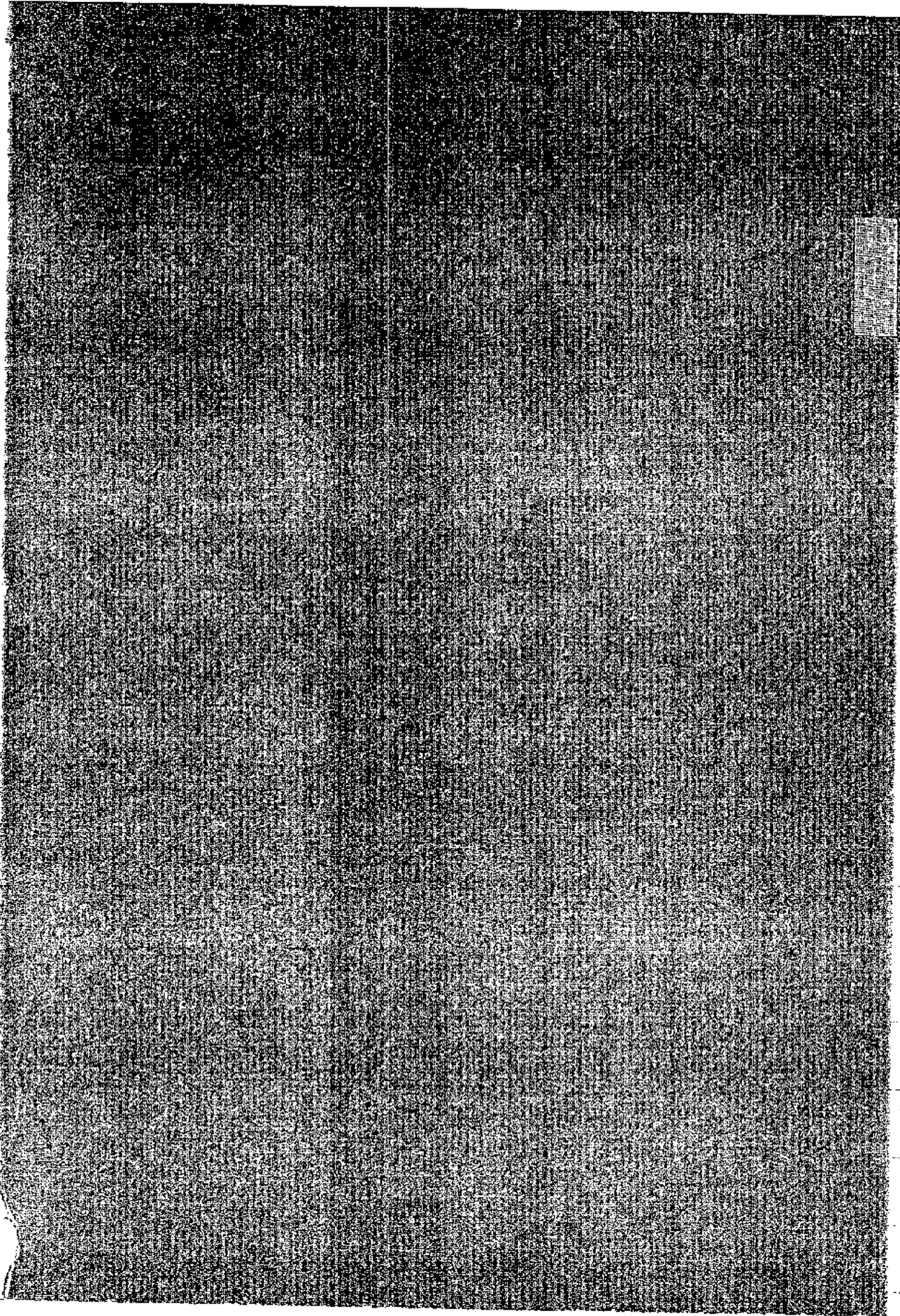
KYSER: (ON CUE) Well, das all scholars - and school is out until Wednesday night. Your homework for the week is guaranteed worth your while - listen in to YOUR HIT PARADE with Lanny Ross, the Raymond Scott Quintet, Mark Warnow and the Lucky Strike Orchestra on Saturday over another station at that new time. If you have any questions for the old Professor, remember the address is Kay Kyser - Post Office Box 909, Los Angeles, California. See you next Wednesday night when class convenes again from Los Angeles...and until then, this is Kay Kyser sayin'...we'll be thinkin' of you and...thanks for being with us ... so long, everybody.

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

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

(SONG CREDITS....IF ANY)

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KYSER: Evenin' folks... how're ya all? Welcome to the campus of the College of Musical Knowledge which is being held under canvas in ^{Los Angeles, here under canvas,} ~~Hollywood,~~ for tonight is Circus Night in the old school. Six capable and intelligent scholars have been drawn at random from the bleachers to represent the brains and brawn of our handsome student body in death defying spectacles on the high wire - in breath-taking leaps through the old musical hoops and in awe-inspiring performances for higher musical honors and ninety-five dollars in prizes. But before we throw our tender scholars to ^{Bruce} ~~Jerko,~~ the three-headed question man, let's hang up the moon - pass around the pink lemonade and pound a round the platform in a polka of ^{palpitating} ~~pure~~ ^{paprika} ~~patooti~~ - hey, Rube, - everybody out, yes dance kids - yes dance!

1. ("WAITING FOR THE ROBERT E. LEE".ORCHESTRA)

(APPLAUSE)

Segue to

2. ("IN THE MIDDLE OF A DREAM".SIMMS & ORCHESTRA)

(APPLAUSE)

COMMERCIAL #1

8/2/39

KYSER: Chillun, ever hear of a father following in his son's footsteps?
Dean Niles has ... haven't you, Dean?

NILES: I certainly have, Professor. You see, when Billy Callis of Willow Springs, North Carolina graduated from the State College of Agriculture he persuaded his father to allow him to try out a few new ideas on tobacco growing he'd learned at school. Gradually, as the father watched that tobacco flourish, he began to adopt some of his son's methods on his own fields. Today, father and son are full-fledged partners and grow a consistently fine quality of tobacco on their 35 acres. Commenting on that fact ^{recently} lately, Billy Callis furnished a clue to the success of that father-and-son partnership when he said:

VOICE: We wouldn't think of starting any tobacco here without calling on the help of the Government Experiment Stations. Dad says his crops of the past few years have been the best ever. And Uncle Sam can take a lot of credit for it.

CONTE: Smokers, have you tried a Lucky lately? As Billy Callis points out, cooperation between the farmers and Uncle Sam has helped, over the past several years, to improve the quality of tobacco crops all through the South. Lucky Strike, as always, bought the Cream of the Crop - the finer, lighter tobaccos developed with the help of the Government, the State Experimental Stations and the Universities. Aged and mellowed from 2 to 4 years these better-than ever tobaccos are in Luckies today. So, Luckies are better than ever... Have you tried a Lucky lately? If not, maybe you've been missing something. Try Luckies for a week. See for yourself how really good a modern cigarette can be. Start with the next package of cigarettes you buy and ask for Lucky Strike,

("LUCKY DAY" ORCHESTRA)

8/2/39

NILES: (BARKING) Right this way, ladies and gentlemen! Step right this way! Here is the big show ... see nothing ... know everything! See the genuine exhibition of the United States Mint -- \$35 first prize. ~~See the strange people who play in the band ... see the judges in their unique air-conditioned beards ... listen to the riddles of the musical universe held in the lead-lined question box.~~ See the first three poor natives who are to be ^{manhandled by} ~~sacrificed before the old lecture platform ... and ... hold your children by the hand for here~~ ^{that} comes the wild man from Rocky Mount - the Tarzan of the Big Tent - the Sovereign of the Side-show - The Maharajah of the Menagerie ^{The Keeper of the Questions} (~~DRUM ROLL UP~~) - Professor Kay Kyser! (~~CINEMA CRASH~~).

(KYSER MARCH.ORCHESTRA)

KYSER: Thank you Barker Niles - your bark is worse than my bite. So, step right up my first three contesting scholars ... don't be afraid of the questions ... just look them right in the eye and talk fast.

(ADD FIRST QUESTION ROUND)

FIRST ROUND

1. Our class session this evening is dedicated to the "Big Top" so we'll start right out with a question from Arnett W. Leslie of Minneapolis, Minnesota, who says the folks in his home town are happy (PLAY). Now does it usually come in Spring, Summer or Winter? Are they always presented under canvass?

2. Miss Salley E. McMann of Dorchester, Massachusetts, wants you to name 3 circuses, past or present.

3. Here's an orchestra theme song that Mrs. Gertrude Verrett of Syracuse, New York, feels you should be familiar with, so she wants you to tell us all about it. (PLAY)

4. It's "happy birthday" ^{this week} to two of America's outstanding personalities. First Miss Nancy Bridges of Posterville, Tennessee, wants us to congratulate the ^{girl who is the wife of Wm. Powell in the} ~~man who says "Is Everybody Happy?"~~ ^{Thin Man movie} ~~He wears an old top-hat and plays a clarinet.~~ A few years back there were quite a few jokes about the "Tin Lizzy." The man responsible for that "tin lizzy" is today one of America's leading industrialists, so let's say "happy birthday" to him.

5. When the circus comes to town, little kids and grown-up kids alike, get up at the crack of dawn to watch them unload, and then stand on the street for hours waiting because each one is saying to himself (PLAY). Mrs. Leighton Spadone of Long Beach, California reminds us that lots of parades have been written into songs, for instance (PLAY). Then there's (PLAY) and, of course, we can't overlook (PLAY).

6. The parade continues, but this time we are parading our right or wrongers. Tonight they come from Chet Spaulding of Chicago, Illinois. Just say quickly "right" or "wrong" to the following:

(1) The Star Spangled Banner was made the National Anthem during the war of 1812 (?). (2) P. T. Barnum said "There's a sucker born every minute." (3) In Edgar Bergen and W. C. Field's picture "You Can't Cheat An Honest Man" - W. C. Field was the owner of a circus. (4) John McCormic plays first base for the Cincinnati Reds.

7. Here's an old Russian folk song that also identifies one of America's favorite orchestras. See if you can tell Miss Mae Hildebrandt of Ferguson, Missouri, about it. (PLAY)

8. Mrs. Ed Little of Lampasas, Texas, asks what is sprinkled on the ground for you to walk on at the circus? Is that the name of ^{Mitchell's} Hoagy Carmichael's song? What familiar trained animal am I trying to imitate? Now, can you imitate any animal at all?

9. When we get to the circus grounds, most of us make a bee-line for (PLAY). Then to get a souvenir lots of folks go to (PLAY). Besides a souvenir parasol and a bag of peanuts, Miss Mary Greenfield of New Richmond, Wisconsin, wants you to name three other things you usually buy at the circus - either souvenirs or refreshments.

SOUND: BELL RINGING

NILES: Time to feed the animals, Professor - the round is over.

KYSER: And das all, students - a truly noble performance - an epic accomplishment in the realm of pure thought - our judges have weighed the evidence and are found wanting the decision to go to _____

(APPLAUSE)

KYSER: Dear scholar, you have ploughed a path with your knife-edged wit half-way up the hill to musical success. Light up a ^{Strike} Lucky and take life easy until the keepers come for you in the final round. Right now is recess time in the old circus, so ^{swallow} grab your peanuts, students - grab your partners and gyrate around to ^{what we hope} that "makes you want to glide, giggle and ^{do the funny thing} dance" music ... I mean - come on you kids - yes dance!

3. (GO FLY A KITE..... ^{Babbitt} MASON & ORCHESTRA)

(APPLAUSE)

4. (~~THIS IS NO DREAM~~..... ^{White Sails} ^{DUET} BABBITT & ORCHESTRA)

(APPLAUSE)

COMMERCIAL #2

KYSER: Students, if you have ears prepare to lend them now for here's Dean Niles to tell us about one of the strangest moving picture theatres on earth!

NILES: (CHUCKLING) Just a moment, Professor. I'm not so sure we can call the Lucky Strike Exhibit at the World's Fair a theatre. It's true, of course, students, that a movie called "The Story of Lucky Strike" is frequently shown. And the Exhibit itself might well be called a grand tobacco show. But primarily the purpose of the Exhibit is to answer the questions every smoker has the right to ask about cigarettes. You see, the moment you enter the building you notice the delicious fragrance of tobacco that has passed through the "Toasting" process and is about to be made into Luckies in the cigarette machines. And when the movie that shows how Luckies are made flashes on the screen, you have the chance to see how "Toasting" actually works. Yes ... you can actually see how the higher heat of "Toasting" drives off certain harsh throat irritants that are found in all tobacco. Finally, as the last step in "Toasting" you are shown how the concentrated sunshine of ^{the} ultra violet ray tones up ... adds extra mellowness to Lucky Strike tobacco.

CONTE: Yes, smokers, watching that movie in a huge hall filled with the delicious aroma ... the wholesome fragrance of tobacco that has passed through the "Toasting" process -- is an unforgettable way to remember what "Toasting" is ... and what it does for Luckies. Remember, heat purifies, sunshine mellows - and that's the way the "Toasting" process works. Remember, too - only Lucky Strike offers you the benefits of this exclusive process...Have you tried a Lucky lately?

I Poured My Heart into a Song.

5. ("~~LET'S FACE THE MUSIC~~".SIMMS & ORCESTRA)

(APPLAUSE)

segue to

6. ("SUNRISE SERENADE".ORCHESTRA)

(APPLAUSE)

ANNOUNCER: We pause for station identification.

STATION BREAK

(AD LIB SCENE)

(ROAR OF ANIMALS ... CALLIOPE OFF)

NILES: (CRACKING WHIP) The Big Show is now going on! Students, ~~observe the second ring of our cerebral circus.~~ High ^{overhead} ~~above your heads~~ - 27,346 ¹/₂ feet above sea level is our first prize of 35 dollars - a daring financial figure ready to plunge into the pockets of one of our ^{surviving} charming contestants. ~~Riding atop mighty Nemo, the elephant, come our three judges - specially imported for the occasion, from wildest Bronxica. Here are three beautiful maidens ready to take their examinations in this second round -~~ *But now the spotlight turns to the second ring - so and now* before you cram the pop bottles back into your

faces a mighty cheer for the P. T. Barnum of the Down-Beat *in black boots and top hat - Whiskeraching!*
 - The Ringling Brother of the Roundelay....Professor Kay
 Kyser!

(KYSER MARCH IN CIRCUS STYLE ORCHESTRA)

KYSER: Thank you Dean Niles - greetings, co-eds. This little giant panda of a question looming up straight ahead is liable to give us trouble, so be coy and be cautious.

SECOND ROUND

1. It is in the form of a beautiful song and it identifies a well-known orchestra. I'm asking _____ to tell Mrs Edna Tagart of Seattle, Washington all about it. (PLAY)

2. Miss Ann Sablo of Woodville, Pennsylvania wants you to name three people who at the request of Mrs Roosevelt recently sang before King and Queen of England in Washington.

3. When you go to the circus, you usually go through the menagerie before you get into the big arena, and Andrew Adams of East Chicago, Indiana, says the following songs should remind you of some of the animals you see there. First (PLAY), and of course, we all recognize (PLAY). And half of the fun of the circus is feeding peanuts to (PLAY).

4. Time out to change contestants, and then on into the Big Tent where thrills, spills, laughs and excitement await you. Mrs M C Chase of Mansfield, Ohio, says that you hold your breath as you watch (PLAY). And you go "ha, ha, ha," at the antics of the (PLAY). And, of course, one of the biggest features is (PLAY). Without them there would be no bareback riding, Roman chariot racing, Wild West, equestrian dancing and routines which they execute.

5. As you leave the Big Tent, the barkers draw your attention to (PLAY). You are invited to see the side-shows and Don Royston of Detroit, Michigan, wants you to name three features you have seen in a side-show.

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6. Let's leave the circus for a moment and go to a Theatre of the Air where ~~a certain movie star is the master of ceremonies~~. Miss Jacky Sanders of Baton Rouge, Louisiana says the following theme identifies that Theatre. (PLAY)

7. Here's a three ring question from Okemah, Oklahoma - Paul L Rose asks you to pick at least three of the following who were formerly with a circus. Joe E Brown, Tom Mix, Clyde Beatty, Buster Keaton, Tim McCoy, Buffalo Bill, Bobby Clark.

8. Howard Jennings of Huntington, West Virginia, reminds us that the name of this next song is also the name of a great man in American History and wants you to name it. (PLAY) Now, what did he do and when?

9. Look out for what what's. Miss Barbara Thomson of Coral Gables Florida, wants you to ^{take} pick out "what" in the following song titles and put in the correct words. (1) Did your Whatter What from What. (2) ^{You're the What in my Whatty.} ~~There's a What What in the What.~~ (3) You Can't What the What over What What.

SOUND: BELL RINGING

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NILES: Time for the Musical Acrobatics to cease, Ringmaster Kyser.

KYSER: Yes, das all, students -- Cease tumbling and stand at attention for here comes official word from our judges. Here it is and they declare that the winner of the second act of this three-ringed performance is _____.

(APPLAUSE)

KYSER: Dear scholar - the old circus has never seen such a performance. The old school is on its ear at your amazing exhibition of forensic wire-walking and erudite nip-ups. Go, light up a Lucky Strike and await the call for the final round. I declare a recess of riotous and roisterous razzle dazzle - so traipse on out on the tan bark and tear up the terrain in a tremendous tangle with our tooters -- I mean triple truck, you tinkle toes -- yes dance!

7. ("DON'T BRING LULU".....MASON and ORCHESTRA)

(APPLAUSE)

COMMERCIAL #3

KYSER: Now here's Dean Niles to tell us about a man who:

(TWO TRUMPETS PLAY FEW NOTES)

NILES: (CHUCKLING) Doubles in brass, Professor? Very clever, my friend - but I'm afraid it doesn't quite do full justice to the achievements of Mr. John L. Cummins of Cythiana, Kentucky. You see, smokers, Mr. Cummins....to coin a phrase.. really quadruples in brass. First, he grows tobacco, then he auctions live-stock and real estate but when the tobacco warehouses open he assumes a new role....a role that sounds like this:

BOONE: (CHANT 10 SECONDS...."SOLD AMERICAN")

NILES: Yes, John L. Cummins is also a successful tobacco auctioneer. And, in that position he naturally enjoys the opportunity of seeing the greater proportion of the tobacco grown in his district....So, one comment this keen tobacco judge made recently should interest every smoker. He said:

VOICE: I think we are justified in feeling proud of the quality of tobacco we grow in Kentucky. And one reason I've smoked Luckies for the past 15 years is that, down here, we see American buying the finer grades.

CONTE: Smokers, John L. Curmins is typical. Among independent tobacco 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 is a fact established by sworn records that anyone may examine. Have you tried a Lucky lately? Why not profit by the example of these men who spend their lives, buying, selling and handling tobacco. Try Luckies 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. ("THE BEER BARREL POLKA".....ORCHESTRA)

segue to
This is my dream Babbitt

9. ("~~WHITE~~ SAILS".....DUET & ORCHESTRA)

(APPLAUSE)

FANFARE, FOLLOWED BY DRUM ROLL....WHICH FADES UNDER:)

NILES: A hush falls over the crowd - ~~even the planet Mars comes~~
~~closer to the old campus than it has been in fifteen~~
~~years~~. Slowly, hand over hand, the two daring young
contesting champions pull themselves up to the tiny
platform which is perched perilously 35 dollars above
Mint level. Our judges are agape - the student body is
atwit - and all a-titter from his tent comes that triumphant
tanglefoot - trippingly on the tongue - (DRUM ROLL UP) --
Kay Kyser! (CYMBAL CRASH)

KYSER: Yes suh, - my neat₁ noodled contestants here's where we
get down to red meat. From now on the questions are
ferocious and finance rears its ugly head for one of these
young scholars will go home wealthy and the other will go
home wise - or otherwise.
(ADD FINAL QUESTION ROUND)

WINNER'S ROUND

1. Here's a good old circus song which is also associated with a certain radio comedian. Listen and name the comedian for Warren Waite, of Hollywood, California. (PLAY) Now would you say that is the "Variety March", "The Billboard March" or the Radio Guide March.

2. Miss Nina Venable of Portland, Oregon, asks with what familiar circus characters do you associate the following names: Toto, Jumbo, Tom Thum, Annie Oakly?

3. The following plays had a circus background and plot. "Polly of the Circus", "Jumbo" and "Sunny." Donald Moore of Essex, Massachusetts asks which one did Billy Rose produce? Which one starred Marilyn Miller?

4. It's said that behind many a clown's funny face there is a breaking heart. A certain well-known opera includes just such a situation. Miss Jane Crawford of Goshen, Indiana wants you to name the opera. Now here's a well-known aria from that opera; listen and then tell us what famous tenor immortalized it. (PLAY)

SOUND: BELL RINGING

P. T. Niles
Professor

NILES: Strike the big top, Professor - the circus is over.

KYSER: And das all, scholars. Hold onto your bustles now while our impartial judges put the old slide rule on your standings to figure out the winner. The decision is coming in - here it is - and our judges declare that the big winner of the evening is none other than _____

(APPLAUSE)

KYSER: My dear scholar - salty tears slide down these chalk-stained cheeks as I contemplate the enormity of your erudition - if gravity wasn't discovered you would discover it and I am proud with a great proud to cross your mitten with this first prize of 35 slugs and two tickets to last year's trained flea circus. To you, dear second placer - this 20 dollars and to the other four contestants ten dollars each and to all six competing scholars tonight a carton of Lucky Strikes. Then - to each and every member of our student body here under the big top tonight for blowing their tops and topping our blows - a package of Lucky Strike cigarettes.

(APPLAUSE)

KYSER: In just a shake of the campus tail we'll begin the old school prom, but first just a word from our Dean of Duties - Ken Niles.

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. So remember, better than ever tobacco crops plus "Toasting" make Luckies better than ever. Have you tried a Lucky lately?

10. ("AND THE ANGELS SING". ORCHESTRA)

(APPLAUSE)

segue to

11. (~~"STRANGE ENCHANTMENT". 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 Merry Macs, Mark Warnow and the Lucky Strike Orchestra on Saturday over another station. If you have any questions for the old Professor, remember the address is Kay Kyser - Post Office Box 909, Los Angeles California. See you next Wednesday night when class convenes again from Los Angeles. And until then - this is Kay Kyser sayin' ... we will be thinkin' of you, and ... thanks for bein' with us ... 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)

THIS IS THE NATIONAL BROADCASTING COMPANY.

As Broadcast

8/9/39

The American Tobacco Company
Kay Kyser's College of Musical Knowledge - 71st program
Wednesday, August 9th 1939

RECORDING REBROADCAST
WOR AUGUST 10, 1939 8-9 P.M.

NILES: Listen to the chant of the tobacco auctioneer!

BOONE: (CHANT) 1st sale.... 21-26
2nd sale.... 24-30

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 two to one.
Have you tried a Lucky lately?

("HAPPY DAYS ARE HERE AGAIN".ORCHESTRA)

NILES: Lucky strike presents Kay Kyser's College of Musical
knowledge and here comes the man and his band 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? Welcome to the old campus under the starry skies of Los Angeles. Six neatly combed and curried students are with us on the old lecture platform ready to take this week's examinations for higher musical honors and 95 dollars in prizes. Yes, the magic lamp of learning has come to town and when this session of the College of Musical Knowledge is over every little angel will be able to hit high C and stay there. Right now we're passing out the crackers and jam - and kids, speaking of jam, let's get off the ground and do a few nip ups for the old school. I say, let's trample the terrain - let's trippingly ^{tentatively} ~~tittilate~~ with terpischore - I mean, ye's dance, kids - ye's dance!

1. ("LADY'S IN LOVE WITH YOU"ORCHESTRA)

(APPLAUSE)

segue to

2. ("THE LAMP IS LOW".SIMMS & ORCHESTRA)

(APPLAUSE)

COMMERCIAL #1

Attention
 KYSER: All you window-shoppin' ladies, attention! Dean Niles says the tobacco farmers now go window-shoppin', too, ^{Window shopping} for better tobacco crops.

NILES: (GOOD HUMOREDLY) Well, in a manner of speaking, Professor, that's right. At the Oxford Government Experiment Station in North Carolina, they have what's called "Field Days". Farmers come from all over the country and spend the day listening to lectures and looking around at the various experiments and new ideas that are being tried out. One typical tobacco farmer, Mr. B. A. Chappell, of Varina, North Carolina, said recently:

MAN: Every time I come home from one of those Field Days, I try out what I've learned -- new seeds - ways of cultivation - and so on. As a result, my tobacco crops have been finer and better-quality in the past few years than ever before in the 25 years I've been growing tobacco.

CONTE: Smokers, have you tried a Lucky lately? With the help and advice of the United States Government, the States and the Universities, better-than-ever tobacco crops have been grown during the past several years. As always, Lucky Strike has bought the Cream of the Crop -- the Cream of these quality crops developed with the cooperation of Uncle Sam. Aged and mellowed from 2 to 4 years, these finer, lighter tobaccos are in Luckies today. So Luckies are better than ever. Have you tried a Lucky lately? If your answer is "no" - you've got a real treat coming. Next time you buy cigarettes, ask for Lucky Strike and find out how truly fine a modern cigarette can be.

(LUCKY DAY.....ORCHESTRA)

c

NILES: Now, dear scholars, ^{when class begin} ~~before we begin the class exercises,~~
~~a brief word from your Dean of Duties.~~ We're all going
to be little ladies and gentlemen, aren't we? And, we're
not going to pull our judge's beards, are we? And we're not
going to try to run away with the 36 dollars first prize
because then we would get slugged. (LAUGHS) Yes, we're
all going to have a nice time and cheer for our first three
contesting scholars because they have been fairly chosen at
random from our student body. ~~We're all going to have~~
~~bright, happy smiles on our kissers and we're going to have~~
~~plenty of that old school spirit.~~ (LAUGHS) We are - aren't
we, you muggs?

AUDIENCE: Y-es!

NILES: Well, let's get goin' then, for here comes ^{the} Professor Ka,
Kyser!

(KYSER MARCEORCHESTRA)

(APPLAUSE)

KYSER: Ah, welcome dear scholars - what whimsical fate has cast
you into my web? ~~This is what comes from having your number~~
~~pulled out of a fishbowl.~~ So, step up, dear victims and
see if mind triumphs over matter. The first question.....

(ADD FIRST QUESTION ROUND)

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ROUND ONE

1. Here's the theme of a unique musician who directs a well-known orchestra. Listen and tell Miss Pauline Eley of Paducah, Kentucky, who it is. (PLAY) What's his wife's name?

2. Here's one from Mrs Eugene Taylor of Vancouver, who says you can almost be a green-horn and still tell us who these well-known members of the "Green" family are. A former child movie star who is now a full grown singer mimic and actress. Her last name is "Green." An orchestra leader named "Green" who also composed "Body and Soul," "I'm Yours" and many other hits. And Mrs Green's son, who is a handsome young leading man in the movies now.

3. Look out for this one from Sacramento, California. Miss Janet Skidmore says the following song titles will explain a situation with more truth than poetry. A couple of pals, John and Bill, are standing on a corner and all of a sudden a beautiful young lady stops to look in the window nearby. John immediately starts to sing (PLAY). She pays no attention so he says (PLAY). About that time his pal, Bill, says "John, your wife just came up. What was that you were saying about the lady here?" And John flustered, but thinking quickly, replied "I Said (PLAY).

4. Miss Helen Kutz of Tulsa, Oklahoma, asks you the difference between the saxophone, gramophone and zylophone. Can you name an orchestra leader that plays the saxophone and one that plays the xylophone?

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5. Here's a well-known song that identifies an orchestra leader. Mrs George Schumacher, of North Chicago, Illinois wants you to tell us the name of the song and the leader. (PLAY)

6. Look out for the what what's. We don't want to know how, or when, or where, but "what". Paul Miller, of Rusk, Texas wants you to fix up the following song titles. (1) When What Midnight What What Leaves What What. (2) When What Nature Sings What What. (3) When the Whatie What Whispers to the What.

7. Here's a song that is associated with Fannie Brice. Miss Mildred Moors of Altoona, Pennsylvania, wants you to name it. (PLAY) What character does she portray on the radio. Now let's hear you imitate any one thing you have heard _____ say on the air.

8. And now, my good man, Bernard J Weafer of Atlanta, Georgia doesn't want to hear your speaking voice, but wants to hear your singing voice. So let's tackle 8 bars of this well-known song. (PLAY)

9. Here's an old timer that some of today's swing bands are swinging and Edward Noble, Akron, Ohio, wants you to name it. (PLAY) Can you name two other ^{Indian} songs?

SOUND BELL RINGING

NILES: Recess, recess - a pink and yellow recess!

KYSER: Thank you, Dean Niles - das all, students. Now clutch on to your bonnets while our mechanical man, Dean Decision gives the verdict of our judges:

(SOUND: WHIRRING EFFECT)

POKEY: (AN ECHO CHAMBER VOICE IMITATING MR. VODER.)

"The - winner - of - the - first - round - is - Mr. -
(DOUBLE TALK)

KYSER: Yeah, yeah, yeah, the winner is Mr. _____
(APPLAUSE)

KYSER: That was Dean Decision, our all-metal faculty member ~~built~~
~~by our boarding students in the Department of Manual~~
~~Training~~. And, congratulations, dear scholar, you are
half-way to the final round with a grand view of the 35
dollar first prize. Go, light up a Lucky Strike and
meditate while I declare a recess - come on you scholars,
let's hang out the moon and strike up a tune - let's polka
with pizzicato - let's pant around ^{in our pantaloons} ~~with a pant~~ - I mean,
ye's dance, come on, ye's dance.

3. ("LIZA". ORCHESTRA)
(APPLAUSE)

segue to

4. ("STAIRWAY TO THE STARS". BABBITT & ORCHESTRA)
(APPLAUSE)

COMMERCIAL #2

KYSER:

You know student,

Dean Niles says it took a movie camera hundreds of shots to picture just a few of the facts behind two famous words...

NILES:

Yes, the two words, "It's Toasted". You see, Lucky Strike wanted every smoker to see for himself just how the "Toasting" process makes Luckies a light smoke, easy on your throat. So a motion picture company was employed to send its operators down to one of the great Lucky Strike factories in Richmond, Virginia. There, they took shot after shot of the exclusive "Toasting" process. They actually got photographs of the irritants being removed - certain harsh throat irritants naturally present in all tobacco that are taken out of Luckies by the higher heat of the "Toasting" process. They photographed one of the ultra-violet ray machines, too, showing the tobacco being slowly tossed about in this mellowing concentrated sunshine.

CONTE: All these pictures have been condensed into a movie which is now showing to thousands of people every day at the New York World's Fair. Everyone knows - sunshine mellows, heat purifies. In the Lucky Strike Exhibit at the World's Fair you can see how the "Toasting" process applies these two principles to tobacco. And ... with cigarette machines operating right there in the building ... you can also judge for yourself the delicious aroma - the wholesome fragrance - of tobacco which has been through the "Toasting" process. Smokers, remember ... only Lucky Strike offers you the benefits - the throat protection - of "Toasting" ... Have you tried a Lucky lately?

("WELL ALL RIGHT". MASON & ORCHESTRA)

segue to

("ALL I REMEMBER IS YOU" SIMMS & ORCHESTRA)

(APPLAUSE)

ANNOUNCER: We pause briefly for station identification.

STATION BREAK

(CROWD MURMUR)

NILES: (TAPPING DESK BELL) S--H -- quiet students! Class is ^{again} now taken in, ~~so pay attention while I call the roll of our second three contesting scholars. Miss Glutz?~~

AUDREY: (GIGGLING) Here.

NILES: Miss Flatzbottom?

GINNY: Present.

NILES: Miss Whiffensnoffer?

POKEY: Here.

NILES: *And* Our second batch of fair damosels in distress are ^{all} present and accounted for. The judges are ready - the questions are showing their teeth. \$35 first prize is at stake, which ain't hay. And here with a hey nonny nonny and a ha-ha-ha comes old mow - 'em down HAY HYSER

(KYSER MARCH. ORCHESTRA)

(APPLAUSE)

KYSER: Greetings, my pretty maidens - are there any mors at home like you? Well, tell them to stay there ^{cause this one track} for ~~this is where~~ ~~you get the works.~~ ^{*you can question only 3 pretty maidens at a time*} This first question is a desperate looking character with a black mustache sent in by _____

(ADD SECOND QUESTION ROUND)

8/9/39

ROUND TWO

1. Miss Jean Herriott, Rockville Centre, New York says it's your time to shine so name the orchestra leader this song identifies. (PLAY) Now can you name the song?

2. A few weeks ago a question dealt with important people who had never been born. They were Santa Claus, John Bull and Uncle Sam. Tonight Miss Tosca Martenelli of San Francisco, California wants you to name 3 more. First, the old fellow with a long white beard who has a scythe over his shoulder. Second, ~~the fellow who "mows them down" on the radio every Sunday,~~ ^{Ronald Huckle} and third, the little kid with wings and a bow and arrow.

3. John Franklin Jr., Chester, South Carolina, will be contented if you just name this song. (PLAY) But I won't be satisfied until you name this song. (PLAY) The orchestra leader who used to be on Jack Benny's program, known as "spats" wrote "Contented." Who is he?

4. For Miss Mary C. Hurley, Indianapolis, Indiana I'm going to name four male movie stars and we want you to name their singing wives. Tony Martin, Gene Raymond, ^{Agnes} ~~Jackie Coogan~~ and Jon Hall.

5. Name this good old Nick Kenny composition for Paul Vining, Greenwood, Mississippi. (PLAY) What orchestra leader's theme is it? Dolly Dawn is associated with the orchestra.

6. Tutu-tu-tu-tu-tu -- it's tonight's Right or Wronger, and Miss Lillian M. Moore, La Plata, Missouri, says the gong will go ding-dong if you take long to say Right or wrong. (1) Mr. Marx of Hart Schaffner & Marx is one of the Marx Brothers. (2) The President's speech has never been interrupted on the radio. (3) The song "Wishing" was sung in the picture "Love Affair" by Irene Dunn, a trio and a gang of kids. (4) Franz Liszt was Wagner's father-in-law.

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7. This song was the theme of the picture "7th Heaven" and Michael Choma, Lake Charles, Louisiana wants you to name it. (PLAY) Now, who were the lovers in that picture - Sally Eilers and James Dunn - Nancy Carroll and Gilbert Roland, or Janet Gaynor and Charles Farrell?

8. Most movie companies start and end their pictures in an identifying way and Miss Adele Gorton, of Dunbar, Nebraska wants you to name the following. First what Newsreel closes this way? (PLAY) Second, what picture company used to start each picture this way?

9. When this next song first came out, it was considered the hottest thing around. In other words it was a "killer-diller" and James Robbins of New York City wants you to name it. (PLAY) Was that Clarinet ^{Lead} Marmaduke, Not Enough Horse Radish, Too Much Mustard, or Saxophone ^{Sax} ~~Sax~~? Was it written by George Gershwin, ^{Luiz Maxlin} Irving Berlin or George M. Cohan?

SOUND: BELL RINGING

NILES: Unhand yon dames, Simon Legree - the wah is ovah!

KYSER: Well, das all, students, ^{and} ~~hold tight now~~, for Dean Decision ^{is getting} has the verdict of our judges and ~~he is about to speak.~~

What do you say Dean?

DEAN DEC: (ECHO EFFECT) The - winner - of - the - second - round - is Miss - (DOUBLE TALK)

KYSER: He means Miss _____

(APPLAUSE)

KYSER: Congratulations, dear scholar! I give you the old school grip. I salute you for your learning is a thing of beauty and a joy forever. Light up a Lucky Strike and browse (mongst the bassos, profundos and get in shape for the final round. Right now is recess time again so let's trip around the tiles with a little trifle from the tooters. I say let's tangle with tempting, tingling and torrid tempos - I mean, come on students, let's concertize.

7. ("CONCERT IN THE PARK". ENSEMBLE)

(APPLAUSE)

COMMERCIAL #3

8/9/39

KYSER: Chillun, do you like detective stories? (PIANO DOES FRAGMENT OF EERIE MUSIC) Then listen to Dean Niles with a detective story all his own...

NILES: (GOOD HUMOREDLY) Well, I think if a famous detective were set on the job of finding out what tobacco is bought by the different cigarette companies, he'd follow this clue straight to its source.

(BEGIN CHANT FAINT - GETTING LOUDER - 10 SECONDS (23 to 29)
"SOLD AMERICAN")

NILES: Yes, our tobacco detective would go straight to the auctioneers who sell tobacco to all cigarette companies on an equal basis. For he'd know that, as independent experts, these auctioneers would give him the real facts. Now here is a typical answer that he'd get. Colonel Hart Shewmaker of Lebanon, Kentucky - tobacco auctioneer for the past 23 years - told us recently....

MAN: I've sold well over 150 million pounds of tobacco in my lifetime. Naturally I'm acquainted with the different types of tobacco that each company buys. And I've seen Luckies get the finer tobaccos at markets in Kentucky, the Carolinas and Georgia. That's why I smoke Luckies myself.

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8/9/39

CONTE: Smokers, Colonel Shewmaker is typical of independent tobacco experts - auctioneers, buyers and warehousemen, not connected with any cigarette company. Among these independent 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. Have you tried a Lucky lately? Be a tobacco detective yourself and take a tip from the men who spend their lives buying, selling and handling tobacco. Next time you buy cigarettes, ask for Lucky Strike. See for yourself why ... with men who know tobacco best, it's Luckies 2 to 1!

8. (~~"WISHING" BABBITT & ORCHESTRA~~)

(APPLAUSE)

Segue to

9. ("MOON LOVE" DUET & ORCHESTRA)

(APPLAUSE)

(FANFARE.....)

(BAND: WILLIAM TELL AGITATO BEHIND NILES)

m

8/9/39

NILES: The Final Round! The old campus has been stripped for action. The 35 dollars first prize is jumping around with excitement! ^{The professor is} Our judges ~~are~~ keen on the trail! ~~Been a~~ ~~Decision is sweating iron filings!~~ Our two contesting champions, ~~glare in the brilliant lights!~~ It's tremendous - it's terrific - it's colossal!

BOBBY: (SHOUTING) It's ^{Hi-ya} ~~Hay~~ Kyser!

(SOUND: CYMBAL CRASH AND END OF AGITATO)

KYSER: Aha, step right up, my dear students. Take a look at the wealth which lies before you. Who will get it? Aha, time will tell. Here is the trial by question. First _____

(ADD FINAL QUESTION ROUND)

WINNER'S ROUND

START
HERE

1. Some of our finest entertainment and greatest musicians
~~have come from the brass band - whether it be~~ ^{the high-school, college,}
~~fireman's, policeman's or professional bands,~~ ^{have furnished} It is estimated there are
 150,000 bands in the United States today - and so our final round tonight
 salutes the brass bands. Miss Ida Jean Silverman, Denver, Colorado, says
 the title of this first song is the same as one of America's oldest and
 best loved musical events. ~~(PLAY)~~ ^{all of the service bands play public}
 concerts - ~~even on the radio.~~ The following theme identifies either the
 Army, Navy or Marine Band - which is it? (PLAY)

2. Besides the service bands there are and have been many
 famous bands since they came into their own in 1892. Mrs. Raymond B.
 Craig, Morristown, New Jersey wants you to name 3 famous ^{band} leaders ~~of these~~
~~bands.~~ ^{past & present}

3. In my mind the greatest step forward in the development
 of American music or musicians has been high school orchestras and bands
 and Miss Maxine Bentley, of Portland, Oregon wonders if you know the
 difference between an orchestra and a band. Now tell us the difference
 between the brass band, jazz band, ~~jug~~ band and hat band.

4. Albertus L. Meyers directs the oldest band in America -
 the Allentown Pennsylvania Band which dates back to 1828. But it was
 not until the advent of John Phillip Sousa that the concert brass band
 really came into its own. In addition to directing, Sousa was a
 prolific and successful composer. Ed Simons, of Datona Beach, Florida
 wants you to identify two of his many well-known compositions. (PLAY)
 (PLAY)

SOUND: BELL RINGING.

p

ATX01 0244666

NILES: Smokers, have you tried a Lucky lately? Over the past several years, new methods developed by the United States Government have made tobacco crops better than ever. Lucky Strike, as always bought the Cream of the crop. Aged and mellowed from two to four years, these lighter, more fragrant tobaccos are in Luckies today. And remember, better -than-ever tobacco plus "Toasting" make Luckies better than ever. Try Luckies for a week. See for yourself, why....with independent tobacco experts.... with men who know tobacco best, it's Luckies 2 to 1.

10. ("AFTER YOU'VE GONE.....ORCHESTRA)

(APPLAUSE)

Segue to

11. ("IF I DIDN'T CARE".....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 Merry Macs, Mark Warnow and the Lucky Strike Orchestra on Saturday over another station. If you have any questions for the old Professor, remember the address is Kay Kyser - Post Office Box 909, Los Angeles, California. See you next Wednesday night when class convenes again from Los Angeles. And until then - this is Kay Kyser sayin' ... we will be thinkin' of you - and -- thanks for bein' with us ... 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)

THIS IS THE NATIONAL BROADCASTING COMPANY.

8/16/39

The American Tobacco Company
Kay Kyser's College of Musical Knowledge - 72nd program
Wednesday, August 16th, 1939

RECORDING REBROADCAST
WOR August 17, 1939 8-9 P.M.

NILES: Listen to the chant of the tobacco auctioneer!

BOONE: (CHANT) 1st sale ... 23 - 28
2nd sale ... 22 - 27

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 AGAIN"ORCHESTRA)

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

Kay Kyser!

(KYSER THEMEORCHESTRA*

KYSER: Evenin' folks - how y'all? Let me dash some of that blue Pacific out of my eyes, and take a look round the classroom. Well, look who's up here on the platform - six scholars I've never seen before in my whole life chosen at random from the student body. And seated right beside them is ninety-five dollars in prizes that I've seen before but never actually gotten to know. The judges are here, too - no, three -- but before we put the students to work, there's to be a rally of rootin' tootin' relaxation. I mean get out and kick up the stuff and let's dance - come on, let's dance!

1. ("ZING WENT THE STRINGS"ORCHESTRA)

(APPLAUSE)

Segue to

2. ("IN THE MIDDLE OF A DREAM"SIMMS & ORCHESTRA)

(APPLAUSE)

COMMERCIAL #1

m

ATK01 0244670

KYSER: And now...Batter up! Dean Niles, step up to that plate!

NILES: (GOOD HUMOREDLY) Thank you, Professor. I think baseball fans will agree that what counts in any pennant race is teamwork. And teamwork - betweek Uncle Sam and the tobacco farmers - counts for a great deal in growing better tobacco, too. Listen to what Mr. John V. McKinivan, tobacco grower of Midway, Kentucky, said recently:

MAN: Sure, it's teamwork between us farmers and the Government Experiment Stations that's helping us to grow a better quality tobacco. I've grown 22 consecutive crops on my farm near Midway. But in the last few years my crops have been better than ever - finer and lighter - thanks to the help of the Experiment Station.

CONTE: Smokers, have you tried a Lucky lately? Over a period of years, Government research has developed new and better methods of tobacco cultivation. As a result, the farmers, cooperating with U.S. ^{inter} ~~State~~ Government scientists, the States and the Universities, have grown crops of improved tobacco quality. As always, Lucky Strike has bought the Cream of the Crop. Aged and mellowed from 2 to 4 years, these better than ever tobaccos, developed with the help of Uncle Sam, are in Luckies today. So Luckies are better than ever ... Have you tried a Lucky lately? If you haven't, you've got a real treat coming when you first taste how truly fine a modern cigarette can be. Next time you buy cigarettes, ask for Lucky Strike.

("LUCKY DAY".....ORCHESTRA.....INTRODUCTION OF KAY KYSER)

NILES: The curfew tolls the knell of parting day, the lowing herd
winds slowly back to ^{Kyser College} ~~Central Casting~~. The first three
scholars, terror-struck at the newness of it all, are
rattling in their rompers. The skids are under them for

Babbitt:

Here comes that geezer,
He's really some guy, sir!
With bats in his beezer
Professor Kay Kyser.

(KYSER THEME IN 6/8 ORCHESTRA)

KYSER: *Why little Audrey, you audrey be ashamed of yourself.*
Advance my pretty little nitty witties. And three steps to
the frontward, _____ -- here is your
first venture into the unknown.

(ADD FIRST QUESTION ROUND)

ROUND ONE

1. Preston Nettles of Caddo Mills, Texas wants you to name this song and tell us what orchestra leader and song stylist it identifies. (PLAY)

2. Here's a knockout from Lake Charles, Louisiana. Miss Mary Earl Dempsey wants you to name three former heavy-weight boxing champions whose first names are Jack.

3. What's the name of this song asks Milton Smith of Warm Springs, Montana. (PLAY) Now, if that's the _____ what's this? (PLAY)

4. Jimmy Sheehan of Seattle, Washington, asks who made the song Sugar Blues famous - Tim or Clyde McCoy? Who is Tim McCoy? In a certain radio comedy team, the man's name is "Tim". What's his wife's name?

5. Here an orchestra theme song that's hard to beat. Miss Carmella Perretti of Norristown, Pennsylvania asks whose it is. (PLAY) Has he been in the movies?

6. Tonight's Right or Wronger is about to be perpetrated upon you. Abraham Gold of Brooklyn, New York, says knowing Right from Wrong is one thing and saying "rig t" or "wrong" is something else. So be careful what you say. First, Tony Martin and Mary Martin are brother and sister. (2) Hoagy Carmichael wrote the song "Little Old Lady." (3) The operas "William Tell" and the "Barber of Seville" were both composed by Giacomo Rossini. (4) Orchestra leader Jack Teagarden was formerly a member of Ben Bernie's orchestra.

7. Here's a song that should remind you of a well-known radio program. What's the name of the song asks Miss Harriet Zink of Pueblo, Colorado. (PLAY) Now, what's the program?

By the way, this is not a regular question but do you know why cows don't fly? Because beef would be too high.

6. We'll have to blindfold you for a moment now because Burton Laney of Greenville, Florida, doesn't want you to see the instrument that is about to be played. We don't want to string you along, but we do want you to name the instrument and the song being played.

9. Here's a catchy and well-known folk song. Name it for Mrs. Elizabeth Christenson of Mt. Pulaski, Illinois. (PLAY) Now of what country do you think when you hear that song?

SOUND: BELL RINGING.

NILES: Carramba, Professor - the time - eet ees op!

KYSER: And the judges ^{will} ~~are doing~~ a quick job on the scores. Who gets the nod for the first round, gentlemen? Ah, thank you! It's hot off the teletype and the winner is none other than _____!

(APPLAUSE)

KYSER: Congratulations and connotations, dear _____. You have one leg on the Goosepimple Memorial Trophy, and if you come through with a victory in the final round you will retire it for life. Relax now, and light up a Lucky Strike while we see if the scholars can resist that old downbeat of the one-two-three. If you can't, chillum, you know what you can do. Let's do it, I say - come on, let's do it!

3. ("THE BEER BARREL POLKA"ORCHESTRA)

(APPLAUSE)

segue to

4. ("TO YOU"BABBITE & ORCHESTRA)

(APPLAUSE)

COMMERCIAL # 2

KYSER: Here's Dean Niles to tell you about the "Committee of 1,000,000"...

NILES: (GOOD HUMOREDLY) That's a good way to put it, Professor. The approximately 1,000,000 people who have already visited the Lucky Strike building at the New York World's Fair are really like a committee ... a committee of 1,000,000... who will report to the millions of other American smokers about the benefits of Lucky Strike's exclusive process "It's Toasted". And their official report might go like this ...

MAN: We saw the "Toasting" process! The motion picture at the World's Fair Exhibit showed us very clearly how the higher degrees of heat used in this process take out certain impurities and irritants that are found in all tobacco. We also saw how Luckies' tobaccos are mellowed by the concentrated sunshine of the ultra-violet ray. And ... with cigarette machines in operation right there in the building ... we had a chance to judge as well, the delicious fragrance of tobacco that has been through the "Toasting" process. Yes, we have been witnesses to all these things and we ^{know} ~~can attest~~ that they are facts.

CONTE: Smokers, have you tried a Lucky lately? Everyone knows -
 sunshine mellows, heat purifies. Sunshine and heat - that's
 the way the exclusive "Toasting" process works. And you
~~can now see this process at the New York World's Fair,~~
~~just as you can judge for yourself the delicious aroma,~~
~~the wholesome fragrance - of tobacco after it has been~~
~~through the "Toasting" process.~~ It makes Luckies a light
 smoke easy on your throat. And only Lucky Strike offers
 you the benefits of this exclusive "Toasting" process.
 Have you tried a Lucky lately?

- 5. ("COMES LOVE"MASON & ORCHESTRA)
 (APPLAUSE)
 segue to
- 6. ("SUNRISE SERENADE"ORCHESTRA.

STATION BREAK

(CROWD BUSINESS)

BOBBY: Hey, who's that little man making faces over there in the corner?

NILES: I don't know -- let's find out. Hey, who are you?

KYSER: (BETWEEN TEETH) Mum-m-m-m.

ISE: He won't talk.

NILES: Listen, bo -- are you the thirty-five dollars first prize?

KYSER: Mum-m-m-m-m...

NILES: Are you the second set of three contestants ready to dare all in Kay Kyser's College of Musical Knowledge?

KYSER: Mum-m-m-m ...

NILES: Are you the Varsity Band, ready to beep a beep for immortality?

KYSER: Mum-m-m-m-m.....

~~ISE:~~ *Niles:* Just makes faces and mumbles. Say, Pokey - do you know this individual?

POKEY: Him? Why, he's the one and only mumbo, *gumbo* - Professor *Kay* Kyser!

(KYSER THEME IN 6/8 ORCHESTRA)

KYSER: (SMACKING LIPS) Boy, that molasses candy *was sticky but it sure* was good!
Step up, Miss _____ and try not to get stuck with this question.

(ADD SECOND QUESTION ROUND)

ROUND TWO

1. If you are asleep, you won't get this, but if you are wide awake Mrs. Robert Terrell of Marietta, Georgia, says you won't have any trouble naming this orchestra theme song, and the leader it identifies. (PLAY)

2. Among the many outstanding types of personalities in the movies, Miss Mary Patermichael reminds us there have been some famous dogs and wants you to name a few. Can you name a famous police dog of the movies? What was the name of the ^{funny looking} ~~white bull~~ dog that had a ^{with the shaggy} ~~black circle around one eye?~~ *hair in the "Blonde" pictures.* And what's the name of the clever little white-haired fox terrier of "Thin Man" fame, and other pictures?

3. The titles of the following 3 songs are also the names of the musical Broadway shows in which they are featured. Mrs Edith Phelps of West Haven, Connecticut, wants you to name them. (PLAY) (PLAY) (PLAY)

4. Take a deep breath and then tackle these what whats. F R Friskie of Cleveland, Ohio, wants you to take the word "what" out of the following song titles and put in the correct words. (1) You're Not the What of a What for a What Like What. (2) What me to What in my What Tucky ~~Home~~ ^{What} (3) I'm knee What in Whatties and Head Over What in What.

5. Here's a beautiful and well-known fraternity song, and a certain orchestra leader uses it for his theme. See if you can tell E C Wilson of Detroit, Michigan, all about it. (PLAY)

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6. Several orchestra leaders have the same last name as men famous in other walks of life. For Miss Lurlene Worthy of St Joseph, Louisiana, let's name a few. Admiral Nelson - Zane Grey - Will Rogers - Woodrow Wilson.

7. Elmer Steele of Chattanooga, Tennessee, hopes you won't miss the title of this catchy little ditty. (PLAY) Now what particular type of singing do you associate with a (_____)?

8. Here's one of the best known ^{yodelling} songs and Miss Joan Smith of Iowa City, Iowa, wants you to try your luck on about 8 bars of ^{yodelling} ~~the~~
(PLAY)

9. Besides "It's a Grand Old Flag", "Yankee Doodle Boy" and other patriotic songs a certain well-known actor also wrote (P F Y) Mr. Cecil Garner of Chicago, Illinois, wants you to name it and tell us in what year you think it was most popular.

SOUND: BELL RINGING

NILES: Yah, shure, Persesser. Round Two bane over.

KYSER: So it is ... and now let's have quiet while our three genu-wine geniuses of justice pick the scholarette with the most stuff as a candidate for the final round.

Here's the decision, naming _____.

(APPLAUSE)

KYSER: _____, you are officially the fair-haired girl of this gathering. And your fate is secure. Relax and light up a Lucky Strike and prepare for the be-all and end-all of thirty-five dollars in the Final Round. And for the rest of the scholars, it's time to start, look, and listen to the ^{band} ~~beat~~. ^{and ad libo} ~~I mean, let's dance, chillun. - come on, let's dance.~~

7. ("ANY RAGS". PRODUCTION)

(APPLAUSE)

COMMERCIAL #3

e

KYSER: Here's Dean Niles with a message that deserves a send-off. So attention, all "over-40-clubs". Here's one profession where the older man need never fear replacement by youngsters.

BOONE: (CHANTS 10 SECONDS ... "SOLD AMERICAN")

NILES: Yes, smokers, at the tobacco auctions, age and experience count heavily. You see, it takes years for a tobacco man to develop tobacco judgment. And so, the more experienced he is, the more highly his opinions are respected. Mr. R. L. Daniels of Durham, North Carolina, commented recently:

MAN: You might say, life begins at forty at the auctions. It's tough to train a newcomer. Selling tobacco requires a real knowledge of so many things.

NILES: And Mr. Daniels speaks from experience for he can point with pride to his own record of 28 years as a tobacco auctioneer in Georgia, the Carolinas, Tennessee and Kentucky. So, another observation he made ... one that was also drawn from his own wide knowledge of tobacco...will interest every smoker. Mr. Daniels said:

MAN: I've seen the kind of tobacco Lucky Strike buys at auction after auction. It's a ripe high grade, light tobacco which naturally makes for an easy-smoking cigarette. That's why I've smoked Luckies for 14 years.

CONTE: Smokers, Mr. Daniels is typical. Among independent tobacco 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. Have you tried a Lucky lately? Why not follow the lead of these men who spend their lives buying, selling and handling tobacco? Try Luckies for a week. Remember ... with independent experts ... with men who know tobacco best, it's Luckies - 2 to 1!

8. ("I POURED MY HEART INTO A SONG".....SIMMS & ORCHESTRA)

(APPLAUSE)

segue to

9. ("WHITE SAILS".....DUET & ORCHESTRA)

(APPLAUSE)

(FANFARE.....)

-15-

NILES: The Final Round! Once upon a time there were six contestants. But Professor Kysor attended to that, and now there are only two left. There were ninety-five dollars in prizes, and we caught the judges attending to that. So now all is calm and all is peaceful until we hear from the Professor.

KYSER: And hear from me you shall, for the final round is not to be taken lightly. I'm asking the first question of _____, winner of the first round.

(ADD FINAL QUESTION ROUND)

-15-

p

ATX01 0244684

-16-

1. For a long time much of our most beautiful music has emanated from the organ whether it be a pipe organ, a reed organ, a grind organ or an electric organ and so our final round this evening is dedicated to and deals with the organ. To start the ball rolling, Pete Lavallee of Manchester, New Hampshire wants you to name this song (PLAY). In the lyrics to this next song where and when did the organ play? (PLAY)

2. Miss Arlene Renner of Newton, Kansas, wants you to name ^{types of} 3 places where pipe organs are ^{commonly} generally found.

3. There are lots of well-known pipe organists in America and Miss Gladyce Gerard of Duluth, Minnesota, wants you to name three of them.

4. Amos 'n' Andy's theme, "The Perfect Song" is played on the pipe organ and Frank H Child of Washington, D. C. reminds us of 2 well-known radio comedy teams whose themes are always heard on the old fashioned ^{reed} ~~radio~~ organ - the kind you peddle with your feet. Let's see if you can identify them. (PLAY) (PLAY)

SOUND: BELL RINGING.

-16-

p

ATX01 0244685

NILES: Dot iss all, Professor - no more fun!

KYSER: Thank you - Multi - lingual Niles. Those Judges of ours are making up the payroll of prizes. And the scores show that the big money winner of the evening - the grand sachem of the thirty-five dollars - is none other than

_____!
(APPLAUSE)

KYSER: Oh dear scholar - munificent magnificence is yours indeed. The whole assemblage stands aghast at the wonders you have wrought tonight, so take this worldly token of money, buy yourself a thirty-five dollar annuity, and spend the rest of your life in quiet contemplation. To our second placer, goes this twenty dollars, and to each of the other four - ten dollars apiece. All six contestants receive a carton of Luckies - and finally to every member of the student body who responded so nobly tonight with cheers and yells, a package of Lucky Strike Cigarettes.

(APPLAUSE)

KYSER: Before we romp once more in a farewell Prom, just a word from our Dean of Duties, Ken Niles.

NILES: Here's a question for smokers everywhere. 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 aged and mellowed from two to four years and are in Luckies today. So remember, better than ever tobacco plus "Toasting" make Luckies better than ever. Have you tried a Lucky lately?

10. ("UNDECIDED".....ORCHESTRA)

(APPLAUSE)

~~segue to~~

11. (~~"IF I DIDN'T CARE".....ORCHESTRA~~)

~~(APPLAUSE)~~

-19-

KYSER: (ON CUE) Well, das all scholars - and school is out until next Wednesday night. Your homework for the week is just a real good time. Listen in to -YOUR HIT PARADE with Lanny Ross, the Merry Macs, lovely Bea Wain and Mark Warnow and the Lucky Strike Orchestra on Saturday over another station. If you have any questions for the old Professor, remember the address is Kay Kyser - Post Office Box 909, Los Angeles, California. See you next Wednesday night when class convenes again from Los Angeles. And until then - this is Kay Kyser sayin'....we will be thinkin' of you, and ... thanks for bein' with us ... 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)

THIS IS THE NATIONAL BROADCASTING COMPANY.

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ATX01 0244688

as Broadcast 8-23-39

THE AMERICAN TOBACCO COMPANY
KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - 73RD PROGRAM
WEDNESDAY, AUGUST 23rd 1939

RECORDING REBROADCAST
WOR August 24, 1939 8-9 P.M.

NILES: Listen to the chant of the tobacco auctioneer!

BOONE: (CHANT) 1st sale ... 22 - 27
2nd sale ... 24 - 29

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 two to one.

Have you tried a Lucky lately?

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

NILES: 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)

KYSER: Evenin' folks, how y'all? Once again the wise and the ^{wishy washy} ~~winsome~~ meet face to face as class takes in for another tussle with the thistles of theory and thorns of ^{low} ~~low~~ ^{of thinking out} ~~rules of thumb~~. Once again six chosen at random scholars are up here on the old lecture platform in full view of the ninety-five dollars in prizes. The greenbacks will fall where they may, later on, but right now let's cavort around in a buck and wing - let's trip a bit of fantastic - let's baffle off to shuffalo, ^{what} - I mean, ^{is wine in the money} ~~let's dance~~, chillum - come on, let's dance.

1. ("WE'RE IN THE MONEY" ORCHESTRA)

segue to

2. ("BLUE EVENING" SIMMS & ORCHESTRA)

(APPLAUSE)

COMMERCIAL #1

KYSER: Dean Niles, don't you think the College of Tobacco Knowledge would be a good name for the Government Experiment Stations?

NILES: It sure would, Professor, except that the farmers don't have to go to the Experiment Station to learn about tobacco. The Station often sends men right down to their farms. A. J. Blalock, a tobacco grower of Willow Springs, North Carolina, tells how a government agent analyzed his soil, and suggested he rotate his crops by planting cotton, corn and rye. Mr. Blalock said recently:

MAN: The things I learned from the United States Government have meant a lot to me and my family. During these past several years, they've helped me grow crops of finer, lighter tobaccos...Yes sir!...finer than they've ever been.

CONTE: Smokers, have you tried a Lucky lately? With the scientific help of Uncle Sam, better-than-ever tobacco crops have been grown during the past several years. As always, Luckies have bought the Cream of the Crop. Today, that fact is more important than ever. Tobacco crops, you see, depend upon weather and soil conditions, that vary from season to season... and from place to place. Lucky Strike concentrates its buying especially in regions where crops have been exceptionally good. In those choice markets, Lucky Strike buys the choice tobacco...in other words - the Cream of the Crop! Aged and mellowed from 2 to 4 years, these finer, lighter tobaccos, developed with the help of Uncle Sam and bought in specially selected markets, are in Lucky Strikes today. So Luckies are better than ever. Have you tried a Lucky lately? Find out how truly fine a modern cigarette can be. Next time ask for Lucky Strike.

G ("LUCKY DAY".....ORCHESTRA INTRODUCTION OF KAY KYSER)
-2-

ATK01 0244691

8/23/39

NILES: As Pedro the Voder might say ...

ISH: ~~Burp - arfle - darfle ... burp - arfle ... burp - arfle -~~
~~darfle . . .~~

NILES: Exactly! The first three scholars who were chosen at random from the student body are ready for their unrehearsed excursion into the unknown. The Judges have donned their judicial habiliments - pants, to you - and school has officially taken in. So it's "Goodbye Mr. Chips" and "Hello, Mr. Kyser."

(KYSER THEME IN 6/8 ORCHESTRA)

KYSER: Tilly tolly - frightfully jolly! Let's dazzle about with these little queries.

The first question is for _____.

(ADD FIRST QUESTION ROUND)

ATX01 0244692

ROUND ONE

1. This well-known song identifies a well-known orchestra leader who, incidentally, composed the song. Miss Rose Carper of Norfolk, Virginia, wants you to tell us all about it. (PLAY)

2. Tonights's class session fell right in the middle of a lot of swell birthdays, and A Z Toelkes of San Diego, California, wants you to identify a few of them. ~~Yesterday was "happy birthday" to Frank Crummit's wife. Yesterday also marked the birthdays of the composer of "Clair de Lune", and a great comedian and singer who is noted for her big mouth. And besides, tomorrow is the birthday of that well-known Hollywood columnist who signs off the air saying "And I do mean you."~~

3. Here's a musical skit submitted by Mrs June Grogen, Casa Grande, Arizona. ^{As} Joe Doakes meets his pal Bill Glutz ^{is mentioning} and Bill ~~tells~~ ^{him} "It must be done." ~~And~~ Joe Doakes says "What must be done?" Bill ^{at Bryant 709 and asks if} replies (PLAY). Joe says, "Well, call her up." ^{He does and} ~~So Bill calls Bryant 700 and says "Is Annie there?"~~ The voice on the other end says "Annie who?" Bill ^{replies} ~~says~~ (PLAY). And much to his sorrow the voice on the other end replied (PLAY).

4. Look out for this cutie from Chicago, Illinois. James T Reilly asks "if Weller is 'Fats'" and O'Hara is 'Huskie', what is Ennis?" If Coburn is Jolly and Baron is Blue, what is Felton?

5. Name this beautiful song for Miss Jane Randall of Pittsburgh, Pennsylvania. (PLAY) For a long time it was the theme of what singer?

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6. In the next alley the "What Whats" are set up, and Charles W Ware of Hollidays Cove, West Virginia, wants you to bowl them over by taking out the word "What" and replacing it with the correct words in the following song titles: (1) There's a little bit of What in every What little What. (2) I'm Whating with What in my What. (3) ^{the} What was only a What in a gilded What.

7. What's the name of this song asks Mrs Harry Chandler of Sherwood, Oregon. (PLAY) Of what bone does this song remind you? (PLAY)

8. Here's a funny one from Allen G Heile, of Havana, Cuba. Of what bone does this remind you? (BAND LAUGHS) Now what fellow in a minstrel show who makes you Ha, Ha, Ha is sometimes called "Mr Bones." Besides tambourines, the End Man sometimes hakes bones - like this. (KAY SHAKES BONES) So let's see if you can shake a rhythm with them.

9. Miss Eula Edgell of Traverse City, Michigan, wants you to name this song and tell us from what musical comedy or operetta it is taken. (PLAY)

SOUND: BELL RINGING

ATX01 0244694

NILES: Off the cob, Professor - the time is up.

KYSER: Yes, Dean Niles - time is up, the jig is up - and it's up to the three judges to up one of the scholars for battle-up in the finals. Upsy-daisy, and upon my word - the winner and runner-up is _____!

(APPLAUSE)

KYSER: Oh dear _____, your theory has become practise, and let's hope you can uphold the honor of _____ (HOME TOWN) in the final round. Relax and light up a Lucky Strike while the old school gives in a giddy glide. If you're wearing galoshes, prepare to shed them now, for it's time to say, let's dance - I mean, come on - let's dance.

3. ("GO FLY A KITE".....BABBITT & ORCHESTRA)

(APPLAUSE)

SEGUE TO:

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

(APPLAUSE)

COMMERCIAL #2

KYSER: Now, chillun, attention! Here's Dean Niles to tell us about the House that Fact Built!

NILES: (AMUSED) That's right, Professor. Fact, F-A-C-T. And a rather apt way to describe the Lucky Strike Exhibit at the World's Fair, because, smokers, that Exhibit certainly is based on Fact. You see, it was planned solely to give you the facts about smoking and cigarettes. To date, two million visitors - yes, it's now two million - have found the presentation of those facts an interesting and pleasant experience.

CONTE: The first thing you notice as you enter the building is the delicious aroma of tobacco that has passed through the "Toasting" process. Then, "The Story of Lucky Strike" ... the movie taken behind the scenes at a Lucky Strike factory shows you how much "It's Toasted" means to you.

NILES: Yes, you actually see how certain harsh throat irritants naturally present in all tobacco are taken out of Lucky Strike tobacco by the higher heat employed in this process. You see how that finer tobacco is mellowed ... toned up ... as it tosses slowly about under the concentrated sunshine of the ultra-violet ray.

CONTE: In ^{brief} ~~short~~, smokers, you see "Toasting." You understand, when you leave the Exhibit, how heat purifies, how sunshine mellows. You actually see how "Toasting" makes Luckies a light smoke ... easy on the throat. When you buy cigarettes remember, only Lucky Strike offers you the benefits of the exclusive process "It's Toasted." Have you tried a Lucky lately?

CONTE:

~~In short, smokers, you see "Toasting". And that evidence of what this exclusive process does for Luckies is as clear and well-defined as the delicious aroma ... the wholesome fragrance ... of the tobacco that has passed through the "Toasting" process. You understand, when you leave the Exhibit, how heat purifies, how sunshine mellows. You actually see how "Toasting" makes Luckies a light smoke ... easy on the throat. When you buy cigarettes remember, only Lucky Strike offers you the benefits of the exclusive process "It's Toasted". Have you tried a Lucky lately?~~

5. ("TAIN'T WHAT YOU DO" MASON & ORCHESTRA)

(APPLAUSE)

segue to

6. ("THE LAMP IS LOW" SIMMS & ORCHESTRA)

(APPLAUSE)

NILES:

We pause for station identification.

STATION BREAK

CROWD MURMUR

NILES: (ON CUE) Well, well, well - it's time for the second round. Will somebody please let out the three girl contestants.

VOICES: (PIERCING SCREAMS)

NILES: *Some eh kids?*
~~It's all in fun, yes sir!~~ And suppose we uncork the three judges?

(SOUND: UNCORK THREE TIMES)

NILES: That's it. Now we're all set except for one thing. Touch off that fuse, will you?

(SOUND: HISS OF FUSE)

NILES: There, it's lighted and at the sound of the musical note...

(SOUND: *Oh, oh, - its fizzling out so probably just Professor wet fuse, fizzle out Kyser.*
~~CLANK ... STOP HISS~~)

~~NILES: It's Professor Kay Kyser!~~

(KYSER THEME 6/8 . . . *Some dog libel you and explode.* . . . ORCHESTRA)

KYSER: Gather round, fair ones - and let's have a little furnace-room chat. I'm asking the first question of _____

(ADD SECOND QUESTION ROUND)

8/23/1939

1. Miss Bess Coughlin of Fort Worth, Texas asks what orchestra signs on and off the air something like this. (PLAY) Now what's the name of the song?

2. The Research Department of the College of Musical Knowledge reports that some of our best known movie stars are also accomplished musicians and wants you to identify a few of their instruments for us. For instance, Paul Muni plays the same instrument that Ben Bernie and Jascha Heifetz play. And the angels not only sing, but they play, because Anita Louise plays _____. And Robert Taylor is not only one of the screens best beaux, but he also bows a stringed instrument very well, and it's not a violin, a viola or a base viol.

3. The old school goes long-haired for a moment, but Walter Benschoter of St Paul, Minnesota says the question is not as tough as it sounds because this next composition is really a very familiar one. Listen and see if you can name it. (PLAY) Now is that Ballet Egyptian, March Slav, Caprice Oriental, or Pie Ala Mode?

4. Most all of us love animals of all kinds and Mrs J G Hughes, Camden, New Jersey reminds us that some folk's animals have become very famous. For instance Mrs O'Leary had a _____, and what about Mrs Astor's _____. And no doubt you've heard the expression as fat as Patty's _____. This series will be continued in another episode. Be sure to tune in next Wednesday night.

5. A well-known piano playing orchestra leader is associated with the following song so William E Keen, Indianapolis, Indiana, wants you to tell us whom Lyman Candee is impersonating on the piano and the name of the song. (PLAY)

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8/23/1929

6. It's tonight's Right or Wronger - don't take it so hard, you won't be forlorn for long if you know Right from Wrong. So cheer up for Miss Dell Hollingsworth of Palestine, Illinois and say right or wrong to the following statements. (1) George Raft was a boxer and a dancer before entering the movies. (2) Tales of the Vienna Woods was composed by Richard Strauss. (3) Announcer Milton Cross won the American Bed-Making Contest for Men. (4) Robin Burns is a famous Scottish poet.

7. Here's a song I'm sure you'll well remember. (PLAY)
Albert Mitchell of Louisville, Kentucky says many a person cried when who sang that song in what picture.

8. We are going to play 2 notes of a well-known song and Mrs H Forte of Las Vegas, Nevada says you shouldn't have to fish around much to get the name of it. (PLAY)

9. This next song has the same name as a recent dance craze. See if you can name it for Miss Louise Bailey of Higginson, Arkansas. (PLAY) It's not trucking, the Suzi-Q, it's _____
Now, who was _____ Annie in the picture "Lady for a Day?"
And who shot the _____ of his son's head with a bow and arrow?

SOUND: BELL RINGING

NILES: Ping pong, Professor - it's time for a scholastic binge.

KYSER: Ah yes, dear Dean and the judges are checking off the figures on the time clock. What are you waiting for, Judges?

BOBBY: (SHOUT) The Robert E Lee!

KYSER: Well, I'm waiting for a decision - and here it is, naming as our winner _____

(APPLAUSE)

KYSER: _____, with this magnificent showing you have earned the accolades of the academy and put yourself in a good way of hitting that beautiful jack-pot in the Final Round. The rest of the scholars - while waiting with baited breath - can light up a Lucky Strike, and ^{mutely} muse on the multitudinous moods of the Muse of Music. ~~All~~ ^{What really} I mean is come on, let's go to a concert, chillun - let's go to a concert.

7. ("CONCERT IN THE PARK" PRODUCTION)

(APPLAUSE)

COMMERCIAL #3

KYSER: Say, Dean Niles... maybe I shouldn't bring this up ...but I've heard several ... uh ... criticisms of our auctioneering friend here ... ~~Mr.~~ F. E. Boone of Lexington, Kentucky.

NILES: Criticisms, Professor? Why, who could possibly -

KYSER: That's right, Dean. I've heard several people say that Mr. Boone isn't very easy to understand when he chants.

NILES: Oh, I see! Well, Professor, I'll have to refer that to Mr. Boone. How about it F.E.? Do you or don't you actually say something when you chant?

BOONE: I think I can prove I do, Dean Niles, I'll start my chant slowly and gradually speed it up until I'm calling the bids just as I would at an auction. Ready?

(CHANGES, SLOWLY AT FIRST AT "23", SPEEDS UP, ^{at 29 intervals to 25-} CLOSES AT "28"
speeds up - closes at 28
- "SOLD AMERICAN")

NILES: Thank you, Mr. Boone. And, smokers, that's convincing proof isn't it, that the chant of the auctioneer is a running record of the bids as they are called at the auction?

CONTE: Yes, smokers .. and here's another bit of proof that will interest every smoker. Among the men who understand every word of that chant - no matter how fast it goes - among independent tobacco experts - auctioneers, buyers and warehousemen, Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined. This is a fact established by sworn records that anyone may examine. Have you tried a Lucky lately? Why not follow the lead of these men who earn their living, buying, selling and handling tobacco. Try their cigarette ... Luckies ... for one week. See for yourself, why, with men who know tobacco best, it's Luckies 2 to 1!

8. ("MOONLIGHT ON THE GANGES" ORCHESTRA

(APPLAUSE)

Segue to

9. ("THIS IS NO DREAM" BABBITT & ORCHESTRA)

(APPLAUSE)

(FANFARE

NILES: The Final Round! The winners of the preliminaries are on their toes!

BAND: CHORD IN G

NILES: The prize money is all wrapped up and tied with ribbons.

BAND: CHORD IN A FLAT

NILES: The three judges are Messrs Hear-no, See-no, and Speak-no Evil!

BAND: CHORD IN A NATURAL

NILES: And here comes the man and his band who gave America singing - contestants - and those makes-you-want-to-answer-questions ---Professor Kay Kyser!

BAND: DEROGATORY CHORD IN B FLAT AUGMENTED

KYSER: *Rate* Das right -- round and round with the questions and the thought for tonight is yet's answer, *students yet's answer*

(ADD FINAL QUESTION ROUND)

1. There have been many musicians among American statesmen and music has played an important part in several political campaigns. So our final round this evening salutes America's musical politicians. First off Miss Helen Hofchuck of West Haven, Connecticut, says this song is closely associated with a very unique American. (PLAY) Here's one of Stephen Foster's compositions which was a campaign song in the last Presidential election. (PLAY) Was it used by President Roosevelt or Alf Landon?

2. We know that the late William H. Woodin, Secretary of the Treasury, was quite a composer...but Francis Findly of Edmonston, Maryland, wonders if you know what former Mayor of a large metropolis in America ^{wrote the words to} composed "Will You Love Me In December As You Do In May"? And speaking of mayors, can you name 2 Honorary Mayors of towns in America? There are several here in California, ^{for instance} and a certain violinist is Honorary Mayor of ~~Austin, Texas~~ *Fiddletown, Calif.*

3. Mrs. Anna B. Currie of Utica, Mississippi, reminds us that Orchestra Leader Vic Meyers is also the Lt. Governor of the State of Washington, and wonders if you know what present Governor of what state campaigned with his own hill-billy band? ~~The Governor wrote the following song which has been made the official State song. (PLAY) Now would you say that is "The Eyes of _____", "Beautiful _____" "Under a _____ Moon" or "It _____ too long to answer this question?"~~

Insert

Pres Roosevelt part of question # 4

-17-

4. The theme of orchestra leader Carol Lofner now busy at the _____ was written by the vice-president of the United States under President Coolidge, and Jack Noble says you should be able to name it and its composer. (PLAY)

The following list of songs includes several of President Roosevelt's favorites and we would like you to pick at least 2 of them: "Home on the Range" - "Stormy Weather" - "Happy Days Are Here Again" - "And the Angels Sing" - "Anchors Aweigh" - "The Fire Music" from The Valkyrie - "My Wild Irish Rose" - and "The Three Little Fishies".

(SOUND: BELL RINGING)

now is that Shawes Melody in A, Rubenstein's Melody in F, Chopin's Nocturne in E^b, or Rognsthorpe in A Flat?

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NILES: As they say in the theatre, Professor - coitain!

KYSER: But as we say it - the Final Round is over and nothing remains but the Judges mumbling over a few scraps of paper looking for the victor. And here is the decision now - naming as the great big winner of the evening _____.
(APPLAUSE)

KYSER: Congratulations to you, dear _____. Your old Professor preens himself in the glory of your achievement - someday you, too, will be able to put ^{ph} great big boats into those little glass bottles. Take those thirty-five dollars and depart - happy in the knowledge of your recognition as a savant. Consolation to the amount of twenty dollars is forewith heaped on our second placer's head. Each of the other four contestants get ten dollars, and all six receive a carton of Luckies. And while gifts are going to the deserving, let's not forget the cheers and encouragement of the rest of our student body. Each and every one of them shall receive their reward - a package of Lucky Strike Cigarettes.
(APPLAUSE)

KYSER: The Final Prom is yet to be, but first a word from Dean Niles

-19-

NILES: Smokers, have you tried a Lucky lately? Over the past several years, ^{even though weather and soil do} ~~in regions where good weather and good soil~~ ^{vary} ~~have done their~~ part, new methods developed by the United States Government have made tobacco crops better than ever. Lucky Strike, as always, bought the Cream of the Crop. Aged and mellowed from 2 to 4 years, these lighter, more fragrant tobaccos are in Luckies today. And remember, better-than-ever tobacco plus "Toasting" make Luckies better than ever. Try Luckies for a week. See for yourself, why...with independent tobacco experts...with men who know tobacco best. it's Luckies 2 to 1!

10. ("WISHING".....ORCHESTRA)

(APPLAUSE)

segue to

11. ("IF I DIDN'T CARE".....ORCHESTRA)

(APPLAUSE)

G

-19-

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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, ^{Ben Hain} the Merry Macs, Mark Warnow and the Lucky Strike Orchestra on Saturday over another station. If you have any questions for the old Professor remember the address is Kay Kyser - Post Office Box 909, Los Angeles, California. See you next Wednesday night when class convenes again. And until then - this is Kay Kyser sayin'... we will be thinkin' of you, and....thanks for bein' with us....so long, everybody.

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

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

(SONG CREDITS....IF ANY)

THIS IS THE NATIONAL BROADCASTING COMPANY.

THE AMERICAN TOBACCO COMPANY
KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - 74TH PROGRAM
WEDNESDAY, AUGUST 30th, 1939

RECORDING REBROADCAST
WOR, AUGUST 31, 1939, 8-9 P.M.

NILES: Listen to the chant of the tobacco auctioneer!

BOONE: (CHANT) 1st sale 23 - 28
2nd sale 24 - 29

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 two to one.
Have you tried a Lucky lately?

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

NILES: 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)

KYSER: Evenin', folks - how y'all? On our platform tonight, one hundred and one shining faces greet the old Professor with Mona Lisa smiles. Six of the faces are those of the selected-at-random scholars who will strive in the examinations ^{Latin} and the other ninety-five all belong to George Washington whose smiling countenance adorns each of the ninety-five dollars earmarked for prizes.

~~But Harry Babbitt is standing here choking back a singing song title ... and the scholars from Columbus Circle to Catalina have pulled the chewing gum off~~ ^{condemned to}

Hallelujah to the Jews to Lucerne and the verse

their feet. The band is bursting with breath, so the only thing I can think of to say is let's dance, chillun' ^{as hallelujah} come on out and let's dance.

1. ("HALLELUJAH" ORCHESTRA)
Segue to
2. ("OVER THE RAINBOW" SIMS & ORCHESTRA)
(APPLAUSE)

COMMERCIAL #1

KYSER: Chillun, Dean Niles wants to tell you about a subject that really rates this theme song ...

(ORCHESTRA PLAYS "WAY DOWN SOUTH IN DIXIE")

NILES: (GOOD HUMOREDLY) That's right, Professor ... "Dixie" - the theme song of the "Dixie" method of tobacco cultivation. This scientific method has been demonstrated to thousands of Southern tobacco farmers in the last few years by the Government Experiment Stations. And the result? Let's listen to what Miss Christine Munn - yes, Miss Christine Munn - one of the leading tobacco farmers down in Pamlico, South Carolina, told us recently ~~on this subject:~~

WOMAN: The Dixie method - which means plowing a deep furrow between the rows and then "hilling" the tobacco up just right - has beer only one of the ways the Government Experiment Station has helped ^{me} improve the quality of my tobacco. As a result, the tobacco I've grown has been finer and lighter in quality.

CONTE: Smokers, have you tried a Lucky lately? With the scientific help of Uncle Sam, better-than-ever tobacco crops have been grown during the past several years. Lucky Strike concentrates its tobacco buying especially in regions where weather and soil conditions have been favorable. In those choice markets, Lucky Strike buys the choice tobacco ... in other words - the Cream of the Crop! Aged and mellowed from 2 to 4 years, these finer, lighter tobaccos, developed with the help of Uncle Sam, are in Lucky Strikes today. So Luckies are better than ever. Have you tried a Lucky lately? Find out how truly fine a modern cigarette can be. Next time ask for Lucky Strike.

("LUCKY DAY" ORCHESTRA)

G

NILES: Under some spreading music stands
 The first three scholars stood.
 They tear their hair - they wring their hands -
 They're on the spot ... but good!

 The dollars ninety-five hang low;
 They face their hypnotizer.
 For music lessons they must go

(Applause)

To old Professor Kyser!

(KYSER THEME IN 6/8 ORCHESTRA)

KYSER: Come come, scholars -- don't stare at ^{*Longfellow*} ~~Dean~~ Niles like that.
 It's just the late California Spring that's made him
 poetic. Here is the first question for _____
 of _____.
 (ADD FIRST QUESTION ROUND)

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FIRST QUESTION ROUND

1. The orchestra leader who wrote this song uses it for his theme. Miss Marie Reynolds of Charlestown, South Carolina, wants you to tell us all about it. (PLAY)

2. Here's one from Leonard C. Todd of Norðman, Idaho. He wants us to comb through the Coleman, ^{claw and name important people who been the last} First, a movie star named "Coleman." ^{name of Coleman.} Second, there's a comely lass named "Coleman" who is a swimming champion and third, an orchestra leader.

3. Next Monday, September 4th, is Labor Day and a big holiday. Mrs. Charles G. Smith, of Chicago, Illinois, says after Labor Day every day will be a labor day. In other words, enjoy Monday because there will be hard work (PLAY). Can you name another song that has any of those three words in its title?

4. Last week we talked about Mrs. O'Leary's cow, Mrs. Astor's horse and Paddy's pig. Mr. Bob Cownie, of Los Angeles, California, wants a few more animals associated with certain people. 1. Barney Google. 2. The Whistler. 3. Jos Penner. 4. Buster Brown.

5. This next beautiful song is used by a famous orchestra leader to sign off the radio, not on - off the radio - and Miss Marion Lawson of Greenville, Tennessee, wants you to name the song and the leader. (PLAY)

6. Attention - it's your last chance to get in on the August clearance sale of Right or Wrongers. Thomas A. Watson, Jr. of Detroit, Michigan, says I must entrust them to you. So don't cuss or fuss, just say Right or Wrong and ^{you'll win or bust} ~~this august student body will delight or disgust as you win or bust:~~

8-30-1939

- a. Gary Cooper and Barbara Stanwyck are Mr. and Mrs.
- b. The Merry Macs heard on Your Hit Parade are three boys and a girl.
- c. Phil Harris formerly played drums for Bernie Pollock.
- 4. Vincent Lopez is a catcher for *the Boston Bees*.

7. Name this song for *Sunny Edington Los Angeles Calif* Mrs. Ed. Tuttle, of Lamesas, Texas. (PLAY)

In the lyrics to that song, what color were her eyes, and what was the material of her dress?

8. Here's one from Mr. Wilbur H. *McVan* ~~McVan~~ of Madrid, Iowa. There's no greater pleasure or satisfaction for man or woman than to be able to express ~~oneself~~ *himself* on the piano or any musical instrument, for that matter, and *in order to have that pleasure* here's a message to all the beginners listening tonight. Stick to your (PLAY) Now, can you name two other kinds of _____ spelled the same way.

9. Bing Crosby made a great recording of this song and Miss Mary Louise Caldwell of Birmingham, Alabama wants you to name it. (PLAY) What's the nationality of that song? Where is the Rio Grand River?

SOUND: BELL RINGING

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NILES: Time out, Professor...that's the bell, you know.

KYSER: The bell it is, Dean Niles ... so I'll quench my quest of the quintessence of the musical quantum theory and inquire quickly of the querulous judges which quaking contestant qualifies for a quick quibble in the Finals. Ah -- here's the decision naming_____.

(APPLAUSE)

Congratulations, my dear_____. You have what is known as plenty of musical "oomph" and should do honor to yourself and your own First National Bank in the Final Round. But relax now and light up a Lucky Strike while all the scholars from near and far roll back those rugs, tear up those tables, shuffle that shoe-leather and dance. That's it, chillun -- come on let's dance.

3. ("COMES LOVE" MASON & ORCHESTRA)

segue to

4. ("STAIRWAY TO THE STARS" BABBITT & ORCHESTRA)

(APPLAUSE)

COMMERCIAL #2

8-30-1939

KYSER: Mathematics class, attention. If three's a crowd, what would you call two million? Dean Niles, tell 'em!

NILES: (GOOD HUMOREDLY) Well, two million is the number of people who have now visited the Lucky Strike Building at the New York World's Fair ... And two million is quite a crowd!

CONTE: *yes and*
1 All these people have had a chance to see for themselves the real meaning of the two words "It's Toasted." And they have also been able to judge the delicious fragrance of tobacco that has been through the "Toasting" process.

NILES: You see, in the Lucky Strike Exhibit at the New York World's Fair, a movie shows you exactly how the "Toasting" process makes Luckies a light smoke, easy on your throat. You actually see the removal of certain harsh throat irritants naturally present in all tobacco. These irritants are taken out of Lucky Strike tobacco by the higher degrees of heat of the "Toasting" process. Then the concentrated sunshine of the ultra violet ray - another exclusive step - adds extra mellowness. You can eye-witness all these facts!

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CONTE: And with tobacco being made into cigarettes right there
 in the Lucky Strike Exhibit, you can also judge for
 yourself the delicious aroma, the wholesome fragrance,
 of tobacco which has been through the "Toasting" process.
 Remember ... only Lucky Strike offers you the benefits -
 the throat protection - of this process. Have you tried
 a Lucky lately? ~~It's toasted.~~

- 5. ("BARREL POLKA"ORCHESTRA)
 Segue to
- 6. ("WHITE SAILS"DUET & ORCHESTRA)
 APPLAUSE)

NILES: We pause for station identification.

STATION BREAK

KYSER MARCH WITH DRUM SOUND OFF - FADE FOR

NILES: Do you love a Parade? Then you ought to see this one, ^{coming} _{up}

The lengthy procession takes in three wholesome judges -- all of ninety-five dollars in prizes -- and the second three contestants, unworried and unrehearsed. It's guaranteed to take fully ten minutes to pass a given point .. and the point to be passed tonight is that Savant of the Southland -- Professor Kay Kyser!

(KYSER MARCH UP AND OUT ORCHESTRA)

KYSER: Three steps to the rear, Dean Niles -- and two steps forward daring contestants. Speak up frontwards when spoken to -- and the first question is for _____ of _____.

(ADD SECOND QUESTION ROUND)

SECOND QUESTION ROUND

1. Here's an orchestra theme song and Eddie Brewinski, of St. Paul, Minnesota, wants you to name the song and the orchestra it identifies. (PLAY)

2. It's "happy birthday" time in the College of Musical Knowledge. Besides Fred MacMurray, Miss Grace Keller, of Cincinnati, ^{Ohio} wants us to congratulate Mrs. Dick Powell and the star who portrays Abe Lincoln in Illinois. They both had birthdays today. And tomorrow is the birthday of Florence Eldridge's husband. They are both stars of the stage and screen and at the moment they are co-starred in "The American Way."

3. Joe Guzman, of Tucson, Arizona, ^{wants you to name this} ~~feels that we have excluded a very~~ ^{song and tell us what year it was popular} ~~important type of music from our College of Musical Knowledge, and~~ ~~so for the first time we would like for you to name this song and~~ ~~tell us into what important category it falls as to type of music.~~
(PLAY)

4. Here's a befuddling little boogie from Mrs. H. E. Atkinson, of Indianapolis, Indiana. _____ says don't think I'm a boob, but my question concerns the word boop, and he feels you should get the booby prize if you can't boop a bit about boop, so here goes. What recent popular song had boop boop in its lyrics -- you know, "boop boop dittim dattem?" What character in the movie cartoon's last name is "Boop?" Now tell us who is known as the original Boop Boopa Doop girl?

5. An orchestra leader who has a very odd combination of instruments helped write the following song which he uses as his theme. Listen, (PLAY) Now P. F. Trout, of Lexington, Kentucky, wants you to name the song and the leader.

6. I received a jack-in-the-box from Miss Jean Herriott, of Rockville Center, New York, and when I opened it, guess what jumped out -- three little what whats. ~~She~~^{She} wants you to take out the word "what" and put in the correct words in the song titles:

1. The what is ~~ended~~^{whattled} but the what lingers what
2. What oh what has my little what what?
3. A whatical what for what

7. ~~Here's a song that's not his theme, but is featured a lot by Ted Weems.~~ Mr. John Domingos, of Fall River, Massachusetts, wants you to name it. (PLAY) Now was that Dancing Dominos, Dancing Tambourines, or Dance of the Dwarfs? Can you name at least two familiar types of performers who use _____?

8. Mrs. J. D. Leonard, of Oxford, North Carolina, asks you the difference between a tambourine, tangerine, and Tam-o-shanter. And speaking of tambourines, we would like to hear you beat this one a bit.

9. A certain news reel always starts with this identifying music, and Fred Dunson of Bremerton, Washington, wants you to tell us which one it is. (PLAY) Now can you name any announcer and any comedian you have ever heard narrate any news reel?

SOUND: BELL RINGING

NILES: Time to don your cloak of darkness, Professor -- the round is over.

KYSER: Right, Dean Niles -- and the Judges are making history with the decision. Who could the brave winner be? Thank you. This minute scrap of foolscap tells me that the glory of the second round is heaped on the head of _____!

(APPLAUSE)

Congratulations, _____. The rule book dictates that you are officially welcomed into the winners circle and advanced to the Final Round, there to spar with Fate. To celebrate your achievement, all the scholars from near and far can light up a Lucky Strike -- or answer the call of a rhythmic rondelay. It's time to give out, chillun -- so catch the beat and let's dance -- I say come on -- let's dance!

7. ("NAUGHTY BLUES" PRODUCTION)

(APPLAUSE)

COMMERCIAL #3

8-30-1939

KYSER: Give ear, chillum! Here's an inside tip on how folks get acquainted down in the Southland!

(CHANT 10 SECONDS)

NILES: (GOOD HUMOREDLY) Yes, the chant of the tobacco auctioneer brings people together from miles around - tobacco farmers, buyers and a great many on-lookers, too. For tobacco auctions are today one of the most picturesque, colorful community events to be found anywhere in America. And they're a vital part of a great industry, too. For, to these auctions, come representatives of all the large cigarette companies to buy their tobacco in fair and open competition. Let's see what the operators of the great warehouses in which these auctions are held, think of the results of ~~this fair and open competition~~. A typical warehouseman - with 25 years experience - Mr. Henry Lowden Snell of Lexington, Kentucky, said recently:

MAN: In the warehouses, with which I've been associated, we've sold over 100,000,000 pounds of tobacco. And having seen it sold, I'm in a position to know that Lucky Strike buys the better grades. That's why I've smoked Luckies myself for more than ten years.

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CONTE: And smokers, remember ... Mr. Snell is typical. Among independent tobacco 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 which anyone can examine. Have you tried a Lucky lately? Take a tip from the men who spend their lives buying, selling and handling tobacco. Next time you buy cigarettes, ask for Lucky Strike and find out for yourself why - with independent tobacco experts - with men who know tobacco best - it's Luckies 2 to 1!

8. ("I POURED MY HEART INTO A SONG".....SIMS AND ORCHESTRA)
 (APPLAUSE)
 Segue to

9. ("SUNRISE SERENADE.ORCHESTRA)
 (APPLAUSE)

FANFARE.

NILES: The Final Round! Through these hallowed portals have come the greats and near-greats of musical knowledge for the unveiling -- because tonight another new champion will be crowned. The papers tomorrow will carry the picture. On the left - _____ of the first round....on the right _____ of the second round.....and in the middle Professor Kyser of the merry-go-round!

KYSER:

break down but try to catch the horse ring as we
 Don't hang back, *go round & round.*the first question falls right into your lap from Ruth Blough of Olive View, Calif.

(ADD FINAL QUESTION ROUND)

FINAL QUESTION ROUND

She says

1. "Lost and Found" is a very important department of most any store, theatre, or any other establishment -- and so tonight at the suggestion of Ruth Blough, of Olive View, California, the College of Musical Knowledge will conduct a musical "lost and found" department. First, is this song lost or found? (PLAY) In this beautiful and highly respected song by Sir Arthur Sullivan, what is lost? (PLAY)
2. What was found in this song (PLAY) Now, Mr. Malcolm C. Sewell, ^{+ the} Sigma Nu Fraternity, ^{Convention} Colorado Springs, Colorado, wants to know who found America and was lost when he found it? Who ^{was} ~~lost his country~~ and became the "man without a country?" ₁
3. Mrs. A. F. McKee, of Jackson, Mississippi, wants to know whom they are looking for in this song. (PLAY) Now, tell us who wrote "Paradise Lost" and "Paradise Regained." *What was lost in "A Tuskita Tuskita." Lost in a Fog reminds you of what city?*
4. In a certain legend who was missing for twenty years and they found him. He had been asleep all that time. Speaking of missing persons, Mr. Gilmore Steward, of Kansas City, Missouri, reminds us of a radio program about a character who spends his time finding missing persons, and here's the theme of that program. See if you can name the song. (PLAY) Now what's the name of the program?

SOUND: BELL RINGING

SOUND: BELL RINGING

NILES: The bell, Professor - which means cease and desist.

KYSER: So it does, Dean Niles ... questions are over, scores are in, and the Judges must decide who makes the grade as the winner of oodles of boodle. Here's the ticket, and it's none other than _____!

(APPLAUSE)

My dear _____, to the victor belongs the spoils...so spoil yourself with this little token of thirty-five dollars first prize. Your noble efforts have made you indeed a pleasure to teach. ~~To our second placer goes this twenty dollars - homemade and guaranteed fresh.~~ Each of the other four contestants may take consolation in the form of ten dollars ... and all six get a carton of Luckies apiece. Finally, for those cheers and loyal class spirit... every member of the student body here tonight receives a package of Lucky Strike cigarettes.

(APPLAUSE)

A Commencement Prom is in order, but before the festivities start, just a word from our Dean of Duties - Ken Niles!

NILES: Smokers, have you tried a Lucky lately? You see, though weather and soil do vary, 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 aged and mellowed from two to four years and are in Luckies today. So remember, better than ever tobacco plus "Toasting" make Luckies better than ever. Have you tried a Lucky lately?

- 10. ("I GET A KICK OUT OF YOU" ORCHESTRA)
 (APPLAUSE)
 segue to
- 11. ("BLUE EVENING" ORCHESTRA)
 (APPLAUSE)

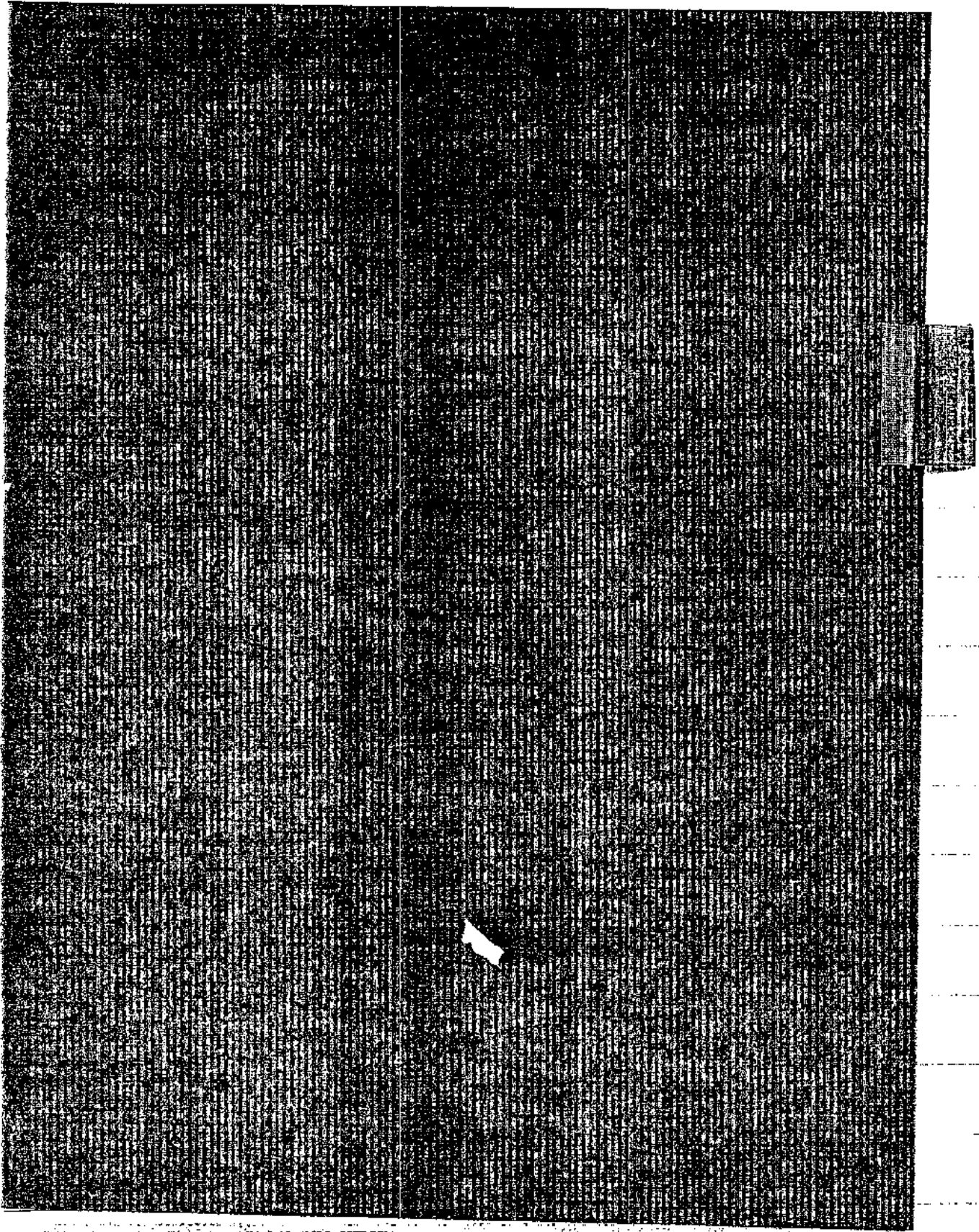
KYSER: (ON CUE) Well, das all scholars -- and school is out until next Wednesday night. Your homework for the week is guaranteed worth your while - listen in to YOUR HIT PARADE with Lanny Ross, the Merry Macs, Bea Wain, Mark Warnow and the Lucky Strike Orchestra on Saturday over another station. If you have any question for the old Professor, remember the address is Kay Kyser-- Post Office Box 909, Los Angeles, California. See you next Wednesday night when class convenes again. And until then -- this is Kay Kyser sayin' -- we will be thinkin' of you, and ... thanks for bein' with us.... 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)

THIS IS THE NATIONAL BROADCASTING COMPANY



ATK01 0244730

as Broadcast

9-6-39

-1-

RECORDING REBROADCAST 9/7/39

WOR 8-9 P.M.

THE AMERICAN TOBACCO COMPANY

Key Kysor's College of Musical Knowledge - 75th program

Wednesday, September 6th, 1939

NILES: Listen to the chant of the tobacco auctioneer!

BOONE: (CHANT) 1st sale ... 22 - 27
2nd sale ... 24 - 29

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 two to one.
Have you tried a Lucky lately?

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

NILES: Lucky Strike presents Key Kysor's College of Musical
Knowledge -- and here comes the man and his band who
gave America singing song titles and that famous
makes-you-want-to-dance music -- Kay Kysor.

(KYSER THEME ORCHESTRA)

KYSER:

Evenin' folks, how y'all? Pull up a pitch pipe and a
M. McCaffrey
 McCaffrey Reader and make yourselves to home ~~at~~ another
is taken in
 session of the old school... the midnight oil is
 burning ... the slates are clean and the hand of Dame
 Fortune has plucked six bright, shining scholars from
 our student body here tonight to compete in examinations
 for higher musical honors and ninety-five dollars in
 prizes. *Well, we're in* ~~It's a fine~~ *little* night for fun and finance so follow
 your feet and fudge *around* with the freshman class --
 I mean come on out kids - come on, yes dance.

1. ("YOU"ORCHESTRA)

segue to

2. ("CRAZY MOON"SIMMS & ORCHESTRA)

(APPLAUSE)

COMMERCIAL #1

I hate getting ever told Jimmy - Boy, that Momma Furr is really Red.

KYSER: 1 Dean Niles, did I hear you claim today that raisin' a family is easy, compared to raisin' tobacco?

NILES: (GOOD HUMOREDLY) Well, Professor, that's what Ollie Mangum of Rougemont, North Carolina, ^{Carolina} says. He's been a tobacco grower for a good half century and he has five sons. But he says that his five boys have been a lot easier to raise than one crop of tobacco. Mr. Mangum is one of thousands of Southern tobacco farmers who have been benefited by the scientific help of the United States Government, States and Universities, in growing better-than-ever tobacco crops during the past several years. Here's the way he described this cooperation in a recent interview.

MAN: The Government Experiment Station has got the scientific equipment to carry on research and give us farmers the results of their experiments. They also give us plenty of practical assistance like cleaning our seed, analyzing our soil and so on. The net result is that I, for one, have been growing finer, lighter tobacco over the past few years.

(MORE)

CONTE: Smokers, have you tried a Lucky lately? Farmers like Ollie Mangum have been helped by Uncle Sam, the ^{limited} States and Universities to grow better-than-ever tobacco crops during the past several years. Results have been outstanding in regions where weather and soil conditions have been favorable, and there especially, Lucky Strike concentrates its tobacco-buying. In those choice markets, Lucky Strike buys the choice tobacco...the Cream of the Crop! Aged and mellowed from 2 to 4 years, these finer, lighter tobaccos, developed with the scientific help of Uncle Sam, are in Lucky Strikes today. So Luckies are better than ever. Have you tried a Lucky lately? If your answer is "no", maybe you've been missing something. Next time ask for Lucky Strike and find out for yourself how truly fine a modern cigarette can be.

("LUCKY DAY"ORCHESTRA)

NILES: California is bounded on the North by our first three
 contesting scholars -- on the South by a gentlemanly set
 of questions -- on the East by the first prize of
^{35.00}
 \$55.00 and on the West by ~~the Pacific Ocean,~~ "Gone With
 The Wind" - five Nutbergers and a small ^{cloud} ~~hand~~ no bigger
 than a ^{chick's egg.} ~~man's cloud~~ ., Yes - ^{scholars - its sure going} ~~now is the time to duck,~~
~~to rain 'cause here comes Big Chief Rain in the Pass~~
~~scholars, for you are about to be surrounded by dat old~~

~~Bogey Man Stormy Weather --- Kay Kyser!~~

(KYSER THEME ORCHESTRA)

Not rain in the face - mud in the face How wown Niles
 KYSER: [^] ~~Boo to you Dean Niles!~~ Step up, you old scholars you,
 and bend those pink ears into the wind because the air
 is sure going to be filled up with questions and right
 now it's taking on to blow.

(ADD FIRST QUESTION ROUND)

FIRST QUESTION ROUND

1. Here's one of America's well known orchestra theme songs, and Miss Mary Yourwich of Pulaski, Pennsylvania wants you to tell us whom it identifies. (PLAY) Can you name any singer you've ever heard with him?
2. In looking back through the years we find that some of the movies' greatest stars were known by their first name and middle initial -- for instance, George M. - etc. Now, Joe Garcia of San Antonio, Texas wants you to name a few of these movie stars -- Joe E. - William S. - Edward G. - Francis X. - Anna Q.
3. Here's a well-known composition and one that Miss Sue Mills of Fonda, Iowa says every budding musician at some time or other tries to play. Let's see if you can name it. (PLAY) Now, can you name another song with the word _____ in its title?
4. The following skit contains the name of eight instruments. W. J. Fedinco of New Orleans, Louisiana wants you to listen and then name four of them. Saxie Smith, who's paid to drum up business, says "Shall we have dinner at the Mandlo Inn?" The boys say "Okay, Saxie, phone and see what we can get." Returning from the phone, he says, "The others have all the corn et, but you can still get flute salad and fish -- you can have bass soon as you get there." The boys reply, "Oh bo, what a vial inn!"
5. The following rhumba identifies one of America's best known tango and rhumba bands. Miss Jane Widelund of Flushing, New York, wants you to name the song and the leader. (PLAY)

6. Here's a murderous monster from Harold Connors of Minneapolis, Minnesota. There are three little "what whats" staring at you and daring you to replace them with the correct words in the following song titles:

1. What foot what, whats of what, has anybody seen my what?
2. When the what what what comes what what whating along.
3. Let a what be your what on a what what whatie what.

7. Here's a quick ^{il} ~~black-out~~ from Mrs. Amelia Nickels of Philadelphia, Pennsylvania. The boy pleads with his girl to (PLAY). She says "No," so he says, "Okay - (PLAY)."

8. Here's a rootin' tootin' teaser from Robert Reed of Lafayette, Indiana, and if you don't know your stuff toots, well, toot toot to you. He wants to know the difference between a toot, tootsie roll, King Tut, and a tutor.

9. Here's a bit of a hit from a hit picture. The song was written many years ago, and because of its continued popularity was featured in a recent hit picture. Listen. (PLAY) Name it for Miss Gertrude Dunlap of Carwith, Iowa. Tell us who wrote it and in what picture it was featured.

SOUND: BELL RINGING

NILES: The storm is over, Professor.

KYSER: Right, brother Niles, ^{the storm is over} open a window scholars and breathe the pure air of freedom while our learned, kindly and benevolent judges lick their pencils and add up your scores -- the verdict is in and I am commissioned to advise the old school that the winner of the first round is none other than _____.

(APPLAUSE)

KYSER: Congratulations, dear student, your erudition is pronounced eureka. Cast yourself down on the old campus, light up a Lucky Strike and blow smoke rings. ~~The National Bank will~~

~~invite you to tea and you have nothing to do until you are called for the final round.~~ ^{until you are called for the final round} In celebration I declare a recess - a ripper-dipper ragtime recess -- ^{yes} yes, there's the tune - there's the old bassoon -- ^{the cow jumped over the moon.} ~~who'll make it croon?~~ Yet's dance, chillun, yet's dance.

3. ("FEELING SORRY FOR MYSELF". MASON AND ORCHESTRA)

segue to

4. ("TO YOU". HABBITT AND ORCHESTRA)

(APPLAUSE)

(COMMERCIAL #2)

b

KYSER: You know, it's an old saying down where I come from - when somebody lays the cards on the table, they're talking facts ... Is that right, Dean Niles?

NILES: Yes, and that's a very good description of what Lucky Strike has done in presenting an actual movie of the "Toasting" process at the New York World's Fair. This movie does "lay the cards on the table." It shows you exactly how "It's Toasted" makes Luckies a light smoke easy on the throat.

CONTE: As you enter the Lucky Strike Building the first thing you notice is the delicious fragrance of tobacco which has been through the "Toasting" process and is being made into Luckies right there at the Exhibit. Then, the movie is shown - the movie which actually shows you the facts of the "Toasting" process.

NILES: Everyone knows, sunshine mellows, heat purifies. And in this Lucky Strike movie, you see the higher heat of the "Toasting" process taking out certain harsh throat irritants naturally present in all tobacco. You also see the tobacco being slowly tossed about in the concentrated sunshine of the ultra-violet ray. In short, you see the "Toasting" process.

CONTE: More than two million Americans have now had a chance to eye-witness this movie and to judge for themselves the delicious aroma, the wholesome fragrance, of tobacco that has passed through the "Toasting" process. Ask any of these World's Fair visitors to tell you in their own words what "Toasting" is ... and what it does for Luckies! And, remember: only Lucky Strike offers you the advantages of this process ... Have you tried a Lucky lately?

5. ("MAN WITH THE MANDOLIN" DUET & ORCHESTRA)

Segue to

6. (" THE LAMP IS LOW"SIMMS & ORCHESTRA)

(APPLAUSE)

NILES: We pause for station identification.

(STATION BREAK)

SOUND: (CROWD MURMURS....GAVEL ON CUE)

NILES: Next in the curriculum of Old Kyser College is a dramatization adapted from a story in the old school reader, called "The Three Dames."^{now} Once upon a time there were three pretty dames and their old man had used up his last match so he couldn't burn down the school-house and they had to stay in school until their names got dragged out of a fishbowl. There was a \$35 first prize in the school and three honest old judges who had never been indicted. (SNEAK IN KYSER THEME IN MYSTERIOSO) There was also a mean Professor named Kay Kyser who ran the school and he made it tough for the dames. As the scene opens, we find the all Professor delivering a lecture to the three Dames.... (FADING)....who are quaking in their....

ORCHESTRA: MUSIC UP AND OUT UNDER

KYSER: (FADING IN)....so step up my pretty ones, and listen to these questions - ha-ha-ha. I'm asking the first one of _____.
(ADD 2nd QUESTION ROUND)

SECOND ROUND

1. Jack Munroe of Nashville, Tennessee wants you to tell us what orchestra comes on the air this way. (PLAY)

2. It's birthday time in the College of Musical Knowledge. Miss Mary Louise Frazier of Gaston, Oregon reminds us that yesterday another fellow who asks questions on the air celebrated a birthday. He's a *called* professor, ~~too~~. His favorite expression is, "You are absolutely correct, Mr. Ipplewitch! And today is the birthday of one of America's foremost baritone singers and he has three names. He's the fellow who's allowed to close his broadcast saying "Goodnight, Mother."

3. Lee L. Sellers of San Pedro, California says the following song titles will tell quite a story. The setting for his little skit is the smoking-room of a train. An American lover, *a long time* just, turned from Spain is relating an incident. He says - "She passed in a carriage - I got only a glimpse of her - it happened (PLAY). I didn't get to meet her so I followed her to (PLAY), and then on to (PLAY), and there, under her window, I sang (PLAY). Now you ask me "What happened then?" (Contestant asks Kay, and Kay replies - "I don't know -- that's where he got off the train.")

Mr. Francis Plasky of Braddock, Pennsylvania reminds us that *many* ~~four~~ people have played Tarzan in the movies and wants me to give their first names and wants you to name three out of four fellows: Johnny, Buster, Glen, *Elmo* Elmp.

5. Here's the theme of the orchestra leader now playing at Victor Hugo's here in Beverly Hills. See if you can identify him for Harry Grey of Black Mountain, North Carolina. (PLAY) Is there a moving picture director by that name? Can you name another orchestra leader who has the same last name?

3. *Some think*
 6. ~~They say~~ "might is right", and that might be right, but tonite right or wrong is might so get in there and fight. Miss Jane Breedlane of Muskagee, Oklahoma says, first:

1. Jan Peerce and Al Pearce are brothers.
2. Ina Ray Hutton directs an all-boy orchestra.
3. "You Are the Only Star in My Blue Heaven" was written by Gene Autry.
4. The Three Barons sing with Blue Barron's orchestra.

7. One of Will Rogers' greatest pictures was "The Connecticut Yankee". Bill Baker of Arlington, Virginia reminds us there was also a hit Broadway musical show by the same name and wants you to name a couple of hit songs from that show. First, (PLAY). Now thou'll be doing swell if thou'll name this one. (PLAY)

8. Speaking of the Connecticut Yankee, Mrs. Hugh Morris, of McHenry, Illinois asks who leads the Connecticut Yankees, who leads the New York Yankees in the World Series and who led the Yankees overseas?

9. Here's a good old song Maxie Shulman of Worcester, Massachusetts wants you to name. (PLAY) Well, where did he work? What is that -- a steamboat, a railroad, or a chain gang?

SOUND: (BELL RINGING)

NILES: The wagon has come for our contestants, professor --

KYSER: Curses, foiled again -- all right, my beautiful victims, ^{tremble}~~shudder~~ together while our judges hand in their decision -- here 'tis and the official winner of the second round is none other than _____

(APPLAUSE)

KYSER: Ah, nicely done - dear scholar -- you may collapse now and light up a Lucky Strike and take things easy for I declare a recess. (CHORD IN G)

NILES: And the mean professor turned out to be a kind professor and he did declare a recess, too, and he was so happy that he said --

KYSER: Come on you kids - yet's dance!

7. ("TURKISH TOWEL".....PRODUCTION) (CLEARED)

(APPLAUSE)

COMMERCIAL #3

(ALTERNATE)

~~NILES: And so it turned out that the Old Professor in our story wasn't (Kyser Mysterioso) mean and tough, but instead he really was (Kyser Waltz) sweet and kind and helpful. And now that it's over, he's so happy that he says:-~~

~~KYSER: Come on, you kids, - yet's dance!~~

~~7. ("TURKISH TOWEL".....PRODUCTION)~~

~~(APPLAUSE)~~

COMMERCIAL #3

KYSER: (SINGING "SCHOOL DAYS, SCHOOL DAYS, DEAR OLD GOLDEN RULE DAYS" - BREAKS OFF) Dean Niles, with schools reopening all over the country, suppose you cheer up the returnin' scholars by telling them about that boy who worked harder when school was out than when it was in.

NILES: Well, Professor, ~~this~~ ^{that} was over 20 years ago. Alec Irvin was the boy's name. He used to work "in tobacco" during his summer vacations from high school. ^{And} Then when he left school, he started right in buying tobacco. In South Carolina, North Carolina, Tennessee, and Kentucky he followed this chant....

(CHANT 10 SECONDS - SOLD AMERICAN)

NILES: Yes, Alec Irvin was an independent tobacco buyer for 10 years. ^{And} Then he became a tobacco warehouseman. His present warehouse is in Reidsville, North Carolina where he sells as much as 3,000,000 pounds of tobacco in a single season. So listen to Mr. Irvin's views on a subject which he studied so long and so hard in the great "School of Tobacco".

MAN: I've been in tobacco enough years to learn quite a bit about it. And let me point out that in my warehouse we sell tobacco to buyers representing all the cigarette companies. But my own personal choice of a cigarette is Luckies. I've been smoking Luckies for 7 years now, because I like the fine quality of the tobacco they buy.

CONTE: Smokers, Mr. Irvin is typical. Among independent tobacco 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 which anyone may examine. Have you tried a Lucky lately? Take a tip from the men who earn their living buying, selling and handling tobacco. Next time you buy cigarettes, ask for Lucky Strike and find out for yourself why - with independent tobacco experts - with men who know tobacco best - it's Luckies 2 to 1!

8. ("DAY IN DAY OUT".....BABBITT AND ORCHESTRA) (Cleared)
(APPLAUSE)

segue to

9. (~~"MOON LOVE".....DUET AND ORCHESTRA~~)
(APPLAUSE)

(FANFARE.... ..)

FINAL QUESTION ROUND

1. In past sessions of our college we have discussed moonlight, sunlight, etc., and so some of our students feel we should have a musical examination concerning the stars. We thoroughly agree, so tonight's ^{final} round will be a star studded study of the stars. First, Mr. Jackie Plumly of Buena Vista, Colorado, wants you to name a beautiful song which deals with a star. (PLAY) This next song tells the landing place of some fallen stars. (PLAY) Now can you tell us what song about stars is a star song on YOUR HIT PARADE right now.

2. Here's a hit song that Francis Langford sang in the picture Broadway Melody #61426. See if you can name it. (PLAY) Now we know there's a starfish and the sheriff's badge is a star, and Mrs. Vivian Williams of Elkhville, Illinois says if you're lucky you'll be able to associate stars with the following: Hoagy Carmichael - the title of Bing Crosby's last picture - and the women's society affiliated with a world renowned fraternal organization.

3. We hope the title of this next song won't be a hitch for you. (PLAY) Now Mr. Joe Ryan of Wellsville, Ohio wants you to name a star reporter and a star singer ^{named} Star. Now who's responsible for the newspaper cartoon featuring ^e "Seeing Stars?" Is it Ripley, Peg Murray, John Hix, or Albert Einstein?

4. The finale of this star review is a flag raiser we want you to name. (PLAY) Can you name it? Now, Miss Alice Mitchell of Sacramento, California wants to know how many stars there are in our flag. How many were there in the original flag? And what State is known as the Lone Star State?

SOUND: BELL RINGING

NILES: The round and the rubber are over, Professor.

KYSER: Yes and our judges hold all the cards - so turn up the card of justice, judges and tell our anxious scholars who takes home the bacon -- there it is and the big winner of the evening and taker of the first prize is none other than _____.

(APPLAUSE)

KYSER: Dear, dear -- scholar -- your cum laude performance has earned you the purple robe of scholastic accomplishment - I shake your hand and caress your palm with the sacred order of the happy moose - this \$35 first prize..to you, dear second placer, a bucket or two of sincere tears and this consolation of \$20 -- to the other four contestants ten dollars each and to all six a carton of Lucky Strikes. Then to each and every member of our student body here tonight for those dimpled displays and swell answers - a package of Lucky Strike cigarettes for one and all.

(APPLAUSE)

KYSER: Now, before we file into the great auditorium for our final prom - Dean Niles has a brief message for our students.

NILES: Smokers, have you tried a Lucky lately? Over the past several years, even though weather and soil do vary, new methods developed by the United States Government have made tobacco crops better than ever. Lucky Strike, as always, bought the Cream of the Crop. Aged and mellowed from 2 to 4 years, these lighter, more fragrant tobaccos are in Luckies today. And remember, better-than-ever tobacco plus "Toasting" makes Luckies better than ever. Try Luckies for a week. See for yourself, why..... with independent tobacco experts .. with men who know tobacco best, it's Luckies 2 to 1!

10. (~~"WISHING"~~ ORCHESTRA)

segue to

11. (~~"IF I DIDN'T CARE"~~ ORCHESTRA)

(APPLAUSE)

Lucky Day

KYSER: (ON CUE) Well, das all scholars - and school is out until next Wednesday night. Your homework for the week is guaranteed real fun - listen in to YOUR HIT PARADE with Lanny Ross, the Merry Macs, Bea Wain, Mark Warnow and the Lucky Strike Orchestra on Saturday over another station. If you have any questions for the old Professor remember the address is Kay Kyser - Post Office Box 909, Los Angeles, California. See you next Wednesday night when Class convenes again. And until then - this is Kay Kyser sayin' ... we will be thinkin' of you, and ... thanks for bein' with us .. 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)

THIS IS THE NATIONAL BROADCASTING COMPANY

as Broadcast

THE AMERICAN TOBACCO COMPANY

Kay Kyser's College of Musical Knowledge - #76

Wednesday, September 13th, 1939

RECORDING REBROADCAST 9/14/39
WOR 8-9 P.M.

NILES: Listen to the chant of the tobacco auctioneer!

BOONE: (CHANT) 1st sale ... 23 - 28
2nd sale ... 24 - 29

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 two to one.
Have you tried a Lucky lately?

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

NILES: 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)

KYSER: Evenin' folks - how y'all? Once again your old Professor greets you from the vastness of the Golden West. And once more we have selected six scholars from the student body entirely at random. Completely unrehearsed, yes, completely unrehearsed - they are ready to clown, frown, or go to town for cap and gown. Their earnest effort is directed at no less than ninety-five dollars in prizes provided by the trustees. But before we have ² questions - here's an unscholarly suggestion. That music is starting, chillun, so come on out there and let's dance - I say - let's dance.

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

2. "MOONLIGHT SERENADE" (BABBITT & ORCHESTRA)
 (APPLAUSE)

COMMERCIAL #1

9-13-1939

KYSER: Dean Niles says they've got a new kind of "meetin' time" down South - and he says it spells better smoking for you.

NILES: That's right, Professor. Some of the most interesting and valuable "meetin's" in the world are those that have been held during the past few years at Government Experiment Stations in the great tobacco growing states. Farmers get together regularly with the Government Representatives to discuss new and better methods of tobacco cultivation. One typical tobacco farmer, Mr. Russell Day of Paris, Kentucky, told us recently:

MAN: At meetings at the Government Experiment Station, that I've attended, practically everything about tobacco has been discussed from plant foods to new curing methods. This help from Uncle Sam has been one reason our tobacco crops have been better than ever in quality in the past few years..

CONTE: Smokers, have you tried a Lucky lately? Thanks to Uncle Sam, the States and Universities, better-than-ever tobacco crops have been grown during the past several years. Where weather and soil conditions have been favorable, results have been outstanding, and in these choice regions Lucky Strike buys the choice tobacco....The Cream of the Crop! Aged and mellowed from 2 to 4 years, these finer, lighter tobaccos, developed with the help of Uncle Sam, are in Lucky Strikes today. So Luckies are better than ever. Have you tried a Lucky lately? If your answer is "no" maybe you've been missing something. Maybe you don't realize how truly fine a modern cigarette can be. Next time ask for Lucky Strike.

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

s

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NILES: Do you know who wrote Handel's Largo? Can you spell Allegro con Grazia? Do you know which fork to use for curried blintzes? If not, then you should enroll in the College of Musical Knowledge, like the first three scholars who are coming up for examination tonight. There ^{are three} ~~is one~~ ~~man who knows the answers and one who doesn't, so if you must know, don't ask Professor Key Kyser~~ ~~man who knows all the answers...so if you're in doubt -- ask~~ ~~Professor Key Kyser!~~

(KYSER THEME IN 6/8 ORCHESTRA)

KYSER: But I'm not answering tonight, Dean Niles--I'm asking the questions of the first trio of students. Come, _____ here is your first teaser.
(ADD FIRST QUESTION ROUND)

FIRST QUESTION ROUND

1. Here's an orchestra theme song which Miss ^{Eleven} ~~Seven~~ Trevenna of Butte, Montana, wants you to name and tell us what leader it identifies. (PLAY)

2. Here's a cutie from Chicago, Illinois. Mr. Robert Wilson wants you to give the correct names for the following announcers: For instance, Ken River would be Ken Niles - do you get the flow? Milton Crabby, ^{James Yachnis} ~~Esake Liver Pills~~, Gabriel Stove, Edwin C Mountain.

3. This little skit deals with Charlie and first Miss Viola Francisco of Philadelphia, Pennsylvania, wants you to be a good time Charlie and name the following songs. At a night-club, when he enters, the crowd all yells (PLAY). Then they sing (PLAY). But when Charlie comes in there's not one, but three Charlies and their last names all begin with "C" - two comedians and one detective, all are or were in the movies. See if you can tell us who they are. (One is a little fellow with baggy trousers, a cute little black moustache and a cane. He never says anything. The second Charlie says "O, so sorry, Thank you so much, Your humble servant," and the third one is a tall slender fellow who has a little black moustache and wears glasses - another movie comedian.)

4. Mr Fred Berryhill of Ft worth, Texas, wants you to name three songs that start with three.

5. Miss Beth Ault of Walton, Nebraska, wants you to get started with this orchestra theme song and then tell us quick like a rabbit what band leader it identifies. (PLAY)

9-13-39

6. It's tonight's right or wronger. Mr. H Dudley Winn of Berkley, California wants you to quickly say "right" or "wrong" to the following statements: (1) Pavlova and Mazimova were a famous piano team. (2) Bea Wain sings on Your Hit Parade. (3) Ferde Grofe composed the Mississippi and the Grand Canyon Suites. (4) Andy Devine's middle name is Too Too.

7. Here's a little Rhumba that Miss Mary Saxon of Connersville, Indiana, wants you to name. (PLAY) Now which instrument in the band is the tuba? Now are the Tuba, the Sousaphone and the Bass-horn the same instrument?

8. Some of the boys are going to try to approximate a quartet famous for imitating instruments and Vincent Paul of New Orleans, Louisiana, wants you to name the quartet. One of their most outstanding features was the imitation of the base, and the speaking of the base, let's see if you can imitate it like Sully just did.

9. Here are 2 good old-timers, and Mrs W E McDaniel of ^{Pavenna} ~~Reverns~~, Ohio, wants you to tell us which is "Down by the Winegar Woiks", and which is "Down by the Gas House." (PLAY) (PLAY)

SOUND: BELL RINGING

ATX01 0244756

NILES: Hay fever days are here again, Professor -- ACHOO!

KYSER: Ragweed and gezondheid to you, Dean Niles ... and don't look now, but I think our Judges are ^{working over} ~~working on~~ a decision that's not to be sneezed at. Come, come gentlemen ... shoot the decision to me, Percy boy. Thank you. The winner is none other than _____.

(APPLAUSE)

KYSER: Great doings, my dear _____ . You have scored - you have made your mark in history. Relax now, and light up a Lucky Strike while you await the ^{stygian} ~~stygian~~ sticklers in the final round. For the rest of the scholars, recess has rolled around ... and the regular recitation in rhythm is the order of the day. You know the score, chillun, so get out there and let's dance - I mean come on - let's dance.

3. "COMES LOVE" MASON & ORCHESTRA)

segue to

4. "OVER THE RAINBOW" SIMMS & ORCHESTRA)

(APPLAUSE)

COMMERCIAL #2

KYSER: Dean Niles says: "Now you can know the facts about what you smoke."

NILES: That is, if you smoke Luckies. For more than 4 months in the Lucky Strike Building at the New York World's Fair - a building fragrant with the delicious aroma of tobacco that has been through the "Toasting" process - facts have been on exhibit. These facts have shown over two million visitors exactly what Luckies are and how they differ from all other cigarettes.

CONTE: You see, in the Lucky Strike Exhibit, a movie is shown which breaks every precedent. For this movie actually reveals to you the complicated steps in the exclusive process "It's Toasted." You actually see the removal of certain harsh throat irritants naturally present in all tobacco. These irritants are taken out of Lucky Strike tobacco by the higher degrees of heat of the "Toasting" process. Then the concentrated sunshine of the ultra-violet ray - another exclusive step - adds extra mellowness.

NILES: Yes, you can eye-witness all these facts! And with tobacco being made into cigarettes right there in the Lucky Strike Exhibit, you can also judge for yourself the delicious aroma, the wholesome fragrance, of tobacco which has been through the "Toasting" process.

CONTE: Remember ... only Lucky Strike offers you the benefits -
the throat protection - of this process. Have you tried
a Lucky lately?

5. "GO FLY A KITE". BABBITT & ORCHESTRA)
segue to

6. "WHITE SAILS". DUET & ORCHESTRA)

(APPLAUSE)

NILES: We pause for station identification.

STATION BREAK

9/13/1939

NILES: (OVER HAMMOND ORGAN BACKGROUND AND IN A MANNER TYPICAL OF THE ANNOUNCER OF A DAYTIME STRIP BUT MORE SO)

Three poor little girls who have lived through so much -- here they are facing the second round in old Kyser College -- facing a barrage of questions -- tempted on all sides by the chance to make the \$35 first prize. Can they answer the riddles of higher musical knowledge?.... Well, here they are, with bright shiny faces ... with hearts as true ... with smiles of courage and confidence. Ah, yes what will happen ... what can happen ... ~~what~~ ^{must} ~~can you do~~ ^{anything} for here comes ^{Uncle} Professor Kay Kyser!

(KYSER MARCH ORCHESTRA)

KYSER: Cheerup, my pretty dames.....all I want is a mortgage on your mistakes and the first move is to introduce you to a fascinating little mind mangler sent in by Wm. Randall of Little falls, N. Y.
(ADD SECOND QUESTION ROUND)

5

ATX01 0244760

9/13/39

SECOND QUESTION ROUND

1. You might say it isn't fair, but he thinks it is fair to ask you to name this song and the orchestra leader it identifies. (PLAY)

2. "Happy Birthday" time again, so for Miss Joy Furlong of Louisville, Kentucky, Kyser's College pauses to offer congratulations to a French singer and movie star who celebrated his birthday yesterday. He made several American pictures - he always wore a straw hat - sang "Louise" and many other songs in pictures. And today is the birthday of a feminine French movie star - her initials are "G. C." And also the birthday of the head man at Sing Sing, Warden -- his initials are "L.L."

3. Well it's school time again and Mr. John Ferguson of Raleigh, North Carolina says the youth of America is about ready to start thinking, acting and living. (PLAY). In the show "Good News" there was a collegiate song and dance called (PLAY).

4. This question deals with the family name "Holmes" and Mrs. Joseph Murray of Woonsocket, Rhode Island, says "the house of Holmes is a house-hold word known in everyone's home, and wants you to name 3 personalities whose last name is "Holmes." I can think of a Holmes famous for his travelogues, a detective, a daring heroine of the silent movies, a male movie star, and a champion back-stroke swimmer, star of the Billy Rose Aquacade at the New York World's Fair.

5. See if you can name this orchestra leader for Jimmy Adams, of Richmond, Virginia. (PLAY) Now see if you can pick out one of his compositions from the following list: Mood Indigo, Stormy Weather, Sophisticated Lady, Rose of Washington Square, In My Solitude, My Reverie.

9/13/39

6. Here come 5 song titles that look like porcupines with What What's sticking out all over them. Mrs. H. E. Dodge of Mason City, Iowa, wants you to pull out the What Whats and put in the correct words. (1) Mammy's What What Black What. (2) A What of What, a What, and You. (3) Now's ^{the} ~~that~~ What to What in What.

7. Here's a bit of a hit from a hit picture - The Gold Diggers of 1933. This is the scene. An endless number of gorgeous girls in beautiful flowing gowns are dancing as a certain male movie star sings. (PLAY) Julius B. Frix of Miami, Florida, wants you to name the song and the male movie star.

8. A couple of weeks back we all agreed it was vitally important for all aspiring musicians to master their scales. Mis Helen Anger of Milwaukee, Wisconsin says of equal importance to all piano players is the (~~XXXXXXXXXXXX~~). That's right, if we beginners are going to have any fun, we must master our (~~XXXXXX~~) and speaking of (~~XXXXXX~~) can you tell us the difference between a chord, accord, accordion and cord.

9. The stirring march you are about to hear is either the "Washington Post March," "Semper Fideles," or "On Wisconsin." Listen and tell Mrs. F. D. Companion of Colorado Springs, Colorado, which you think it is. (PLAY) Now who would you say composed it - B. A. Rolfe, ^{Hendert} H. Clark, John Phillip Sousa or George M. Cohan?

SOUND: BELL RINGING

9/13/39

NILES: Stop, Professor ... the United States Marines demand that you unband yon Fair Maidens and desist.

KYSER: Okay, Dean Niles! I'm an old desister from way back. Das all Marines - uh, scholars - hang on to your hair nets now while our Judges reach a decision. Hold fast - here it comes and the official word is that the winner of the second round is none other than _____

(APPLAUSE)

KYSER: Dear scholar, I bend in your direction the old school gaze of fond approval - you have proven yourself an adept at dishing out the real McCoy. Light up a Lucky Strike and relax until the final round. For, right now I declare an official recess - a rhythmic time for regal, riotous living. I might say in words of one syllable -- come on, kids -- yes dance!

7. "~~BEER~~ BARREL POLKA" PRODUCTION)

(APPLAUSE)

COMMERCIAL #3

m

-14-

KYSER: Dean Niles wants to tell you about a man who's famous as a...

..(GOOD HUMOREDLY) Well, chillun, ~~listen~~ ^{LET'S} and guess what
he's famous for! LISTEN

(CHANTS 10 SECONDS - SOLD AMERICAN)

NILES: (AMUSED) Yes, the man I want to tell you about is a famous
tobacco auctioneer. He's Bill Currin of Durham, North
Carolina. During a recent year, Bill Currin sold ~~over~~
14,000,000 pounds of tobacco. And he sold this tobacco
to buyers representing all the cigarette companies. So
he knows what he's talking about when cigarettes are the
subject. Not long ago he told us ...

MAN: I've been auctioneering tobacco 16 years - and I've been
smoking Luckies at least 15 years. So you can see it
didn't take me long after I began watching tobacco sales
at auction to decide on Luckies for my own cigarette.

-14-

G

ATX01 0244764

CONTE: Smokers, Bill Currin is typical of the independent experts who actually know who buys what tobacco. Among these independent experts - auctioneers, buyers and warehousemen - 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. Have you tried a Lucky lately? Why not profit by the example of the men who spend their lives buying, selling and handling tobacco? Try Luckies 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. "I Poured My Heart Into A Song". SIMMS & ORCHESTRA)

segue to

9. "SUNRISE SERENADE". ORCHESTRA)

(APPLAUSE)

(FANFARE.....)

-16-

NILES: The Final Round! A fine time for finance ... a fine time for fun, fibbing and fast talk. I might say on the greatest authority that history is about to be made ... Our two champion scholars are straining to be at the old question box ... the \$35 first prize shudders with delight ... the Judges are quivering with Quinsy and quickly quoting queries ^{As} comes that quack of quadratics, Brother can you spare an answer - Kay Kyser.

KYSER: Quote - step up my dear defending King and Queen and quash a query with me - end quote. Don't quake like a ^{quaver} ~~cooey~~ of quail when you hear these cute questions.
(ADD FINAL ROUND)

-16-

ATX01 0244766

FINAL QUESTION ROUND

-17-

9/13/39

1. Most people apply paint in the Spring, but we are going to be different tonight and apply some Fall paint. That's right, chillun, the final round here in the old college will deal with paint and painters. First, Miss Helen Karpowiz of Muskegon, Michigan, wants you to name this song. (PLAY) Now, let's classify a few kinds of paint. When Indians and various other tribes go ^{on a rampage} ~~to war~~, what kind of paint do they put on? When actors make up for the stage or screen what kind of paint do they put on? And what's the correct name for the various paints that women put on for no good reason at all?

2. Included in the following list of famous painters there are also four well-known musicians and Mrs. W. Pfeiffenberger of New Britain, Connecticut wants you to name at least three of the four musicians. Paderewski, Leonardo da Vinci, Dali, Mozart, Raphael, Petty, Bruno Walter, Rubenstein, Rembrandt, Donald Duck, Gainsborough What paint company's slogan is "We cover the earth." Is it Dutch Boy, Duco, Sherwin Williams, Fuller, Johnson or Lady Esther?

3. We find that some of the most common paint colors are also the last names of famous orchestra leaders, movie stars, writers, etc. so as I name a few familiar colors, R. S. Bywater of El Reno, Oklahoma, would like you to name at least 4 personalities with corresponding last names - in other words, 4 colors, 4 names -- Black, Green, Blue, Brown, White and Grey.

4. Name this song for Miss Merline Lowell of Brunswick, Maine. (PLAY) Now in the lyrics to that song to what does the word "paint" refer? Complete the following well-known expressions: I'm going to paint the town _____. 2. She turned _____ with envy. 3. Between the devil and the deep _____ sea. 4. He turned _____ as a ghost. 5. Boy, was my face _____!

SOUND: BELL RINGING

-17-

m

ATX01 0244767

9/13/39

NILES: Hold - our Judicial Janissaries have juggled jurisprudence and the final round is over.

KYSER: What he means is the final coat has been applied. If the judges haven't gotten painter's cholera, we'll have a decision in a moment. Ah, the paint is dry and they proclaim the grand white-washer of the evening to be _____.
(APPLAUSE)

KYSER: Oh, the sweets of victory! Oh, the thrills of titanic triumph! Dear scholar, I embrace you and lead you into the high estate of Kyser graduates. I glance upon you with eyes wet with the tears of true emotion and I remember to cross your palm with the \$35 true blue spondulicks of the realm. Go forth and live on the fat of the land. To you, dear second placer - my sincere regrets and this little token of \$20. To the other four contestants ten dollars each and to all six a carton of Lucky Strikes. Then to each and every member of our student body for those hearty cheers and spontaneous answers - a package of Lucky Strike Cigarettes.
(APPLAUSE)

KYSER: It is time for the grand march into the College Ball Room, but before we assemble for the light fantastic, a word or two from our Dean of Duties.

9/13/39

NILES: Smokers, have you tried a Lucky lately? You see, though weather and soil do vary, 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 aged and mellowed from two to four years and are in Luckies today. So remember, better than ever tobacco plus "Toasting" make Luckies better than ever. Have you tried a Lucky lately?

10. ~~"WISHING". ORCHESTRA)~~

(APPLAUSE)

segue to

11. ~~"IF I DIDN'T CARE". ORCHESTRA)~~

(APPLAUSE)

m

ATKO1 0244769

9/13/39

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 Merry Macs, Bea Wain, Mark Warnow and the Lucky Strike Orchestra on Saturday over another station.

Now, If you have any questions for the old Professor remember the address is Kay Kyser - Post Office Box 909, Los Angeles, California. ^{Well we'll see} See you next Wednesday night when class convenes again. And until then - this is Kay Kyser sayin' ... we will be thinkin' of you, and ... thanks for bein' with us ... 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.

Ron Niles speaking
(SONG CREDITS ... IF ANY)

THIS IS THE NATIONAL BROADCASTING COMPANY.

The American Tobacco Company

Kay Kyser's College of Musical Knowledge - #77

Wednesday, September 20th, 1939

NILES: Listen to the chant of the tobacco auctioneer!

BOONE: (CHANT) 1st sale ... 22 - 27 2nd sale ... 23 - 28 RECORDING REBROADCAST
WOR 9-21-39 8-9 P.M.

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 two to one. Have you tried a Lucky lately?

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

NILES: Lucky Strike presents Kay Kyser's College of Musical Knowledge .. and here comes the man and his band 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 y'all? Welcome again to these hallowed halls out where we put the sun to bed after you have finished with it. Tonight our college holds a special session in ^{sportsology} ~~baseball~~ and a ^{premiere} world's series between league-leading students. Our six, tanned scholars have been chosen at random from our student body and are ready to represent the old school in a titanic battle with vicious questions ~~pitched by the opposition~~ for \$95 in serious prizes. While the grounds keepers are dampening down the field we'll give our scholars a chance to blow off steam with a quick romp around the bleachers ... chaw down them red hots, kids - and come on out - yets dance! ... I mean, yets dance!

- 1. "WHY". (ORCHESTRA)

(APPLAUSE)

Segue to

- 2. "THE LAMP IS LOW". (SIMMS & ORCHESTRA)

(APPLAUSE)

COMMERCIAL #1

m

Lucky Strike "KAY KYSER"

Commercial #1 -

9-20-39

KYSER: Dean Niles, ~~here are some sound effects to help you tell 'em~~ *I've been reading a lot about that building boom that's going down in Kentucky about that Kentucky buildin' boom.*

(SOUND: ~~SAWING AND HAMMERING~~)

NILES: (AMUSED) Yes, ^{Kay} sounds of sawing and hammering have been heard on a great many Kentucky tobacco farms during this past summer. For the 1939 Burley tobacco crop is reported to be one of the largest ever grown and hundreds of new curing barns have been built to accomodate it. In many of these barns, new improved methods of curing will be used - methods developed with the help of Uncle Sam. A typical tobacco grower, Owen Puckett of Route 2, Winchester, Kentucky said recently:

MAN: The U. S. Government Experiment Station tries in ~~all ways~~ ^{every way} to help us improve the quality of our tobacco. They're working on everything from new seeds to new curing methods. And the result is, we've grown better than ever tobacco in the past few years.

CONTE: Smokers, have you tried a Lucky lately? ... As Mr. Puckett pointed out, the scientific help of the Government, States and Universities has resulted in tobacco crops of outstanding quality during the past several years. This has been notably true in regions, where weather and soil conditions have been favorable. And in these regions, especially, Lucky Strike has concentrated its tobacco buying. Yes, in these choice markets, Lucky Strike has bought the choice tobacco ... the Cream of the Crop! Aged and mellowed from 2 to 4 years, these finer, lighter tobaccos are in Lucky Strikes today. So - thanks to Uncle Sam - Luckies are better than ever. Have you tried a Lucky lately? If you haven't, you ~~owe it to yourself to find out~~ ^{don't know} how truly fine a modern cigarette can be. Next time, ask for Lucky Strike.

(LUCKY DAY.....ORCHESTRA)

ATX01 0244773

(FADE IN BASEBALL CROWD RECORD AND HOLD)

NILES: We speak to you now from Kyser Field where thousands of cheering fans have gathered to witness the opening game of the world's series of question rounds ... the titanic struggle of brains against boodle. ~~The critical series is about to start~~ ... Kyser College versus Higher Musical Learning. The first team ^{of scholars} trots out on the field ... three ~~exceptional scholars with high batting averages~~ ... they ~~will bat for a first prize of \$35~~. Our learned judges, ~~arbiters of the game~~, are sitting in a field box. Our student body rattles around in the bleachers and now to the mound walks that old side-winder ... that old rocker arm ... the deadly pitching ace of the opposition ... Professor Kay Kyser!

GUY: Batter up!

(CHEERS)

(KYSER MARCH.ORCHESTRA)

KYSER: Step up there my ambitious students and be ready for the pitches.

(ADD FIRST QUESTION ROUND)

First Question Round

1. Our class session tonight is dedicated to a field of entertainment which has meant much to the physical, mental and moral development of our people - the field of sports. You'll be surprised to see how much the stars of entertainment and music dovetail with the stars of sports, and so we salute American sports, and sporting Americans. First, Richard Bowen of Minneapolis, Minn. says the national pastime takes the sports spotlight (PLAY) when America's theme song becomes (PLAY). Now can you name the two major-leagues and at least one minor league.
2. Some of baseball's greatest players have familiar nicknames, and Miss Maurine Willis of Shreveport, Louisiana, feels you should be able to quickly identify three of the following six by their nicknames: Gabby, Dizzy, Pepper, Babe, Ducky, Rajah.
3. Here's the theme song of an orchestra leader who was once a baseball pitcher for a Kansas City team. T. C. Parker, of Irman, So. Carolina, wants you to identify him. Listen. (PLAY)
4. We leave the diamond for a moment and before wading into the next sport, Miss Marie Turcotte of Iron River, Michigan, wants you to tackle one of the regular sports of the College of Musical Knowledge, the "what what's." Just take out the word "what" in the following song titles and put in the correct words. (1) What's a What in the What of Maryland. (2) What you made the What Too What. (3) Come, What in my Whating What.
5. R. Wenger of Seminole, Okla. says land sports are okay, but there's nothing like (PLAY). Sail boats are of all sizes and shapes. Some have (PLAY) - while others have (PLAY) and they are all (PLAY).

9-20-39

6. Getting back to baseball William Henry Woodyard of Spencer, West Virginia reminds us that lots of famous ball players have the same last names as some of our famous orchestra leaders and wants you to name at least four from the following list: The Cincinnati Reds have Jimmy Wilson and ~~Ivory~~ ^{Bus} Goodman; the Boston Braves have Eddy Miller and Al Lopez; Washington's have Buddy ^{Lewis} ~~Lewis~~ - St. Louis Browns have ~~Johnny~~ ^{Bill} Trotter and the Pittsburgh Pirates - Pep Young.

7. The following orchestra leader was quite an athlete in college and he still uses his college Alma Mater for his theme. Mrs. Mary Stacey of Frisco City, Alabama wants you to tell us the leader and the college he attended. (PLAY)

8. John Bevy of Philadelphia, Penn. wants you to tell us what athlete this song identifies. (PLAY) Of what three sports do the following remind you - hunter, Bunter and Punter.

9. Name this song for Stella Stephens of Hot Springs, Arkansas and tell us with what sport it is identified. (PLAY) Now what Illinois All American Boy always wore the number "77"?

SOUND: BELL RINGING

ATK01 0244776

NILES: Hold it, Prof ... the inning is over.

KYSER: Well, das all, scholars ... the bases are loaded and this calls for a decision from our judicious umpires. Hold to your sacks while I get the official verdict ^{from our judicious umpires}... Yes, here it is and the circuit clout which puts him out in front in this ~~first inning fight~~ was slammed by none other than _____.
(APPLAUSE)

KYSER: Nice going, dear scholar ... that was a Babe Ruth smackeroo if I ever saw one. You belong in the Hall of Fame, ~~but~~ ^{to the Hall of Fame} on your way over, pause and light up a Lucky Strike and rest, because you're going to have to pinch hit for yourself in the final ^{game} ~~round~~ in this world's series for \$35 first prize. Now, while our Campus cops carry out the unconscious questions, our ~~bleachers go to bat for some of that "makes you want to dance" music~~ ... So come on, kids ... I declare a recess of round-house rhumba ... I mean ...yets dance!

3. "DAY IN - DAY OUT".BABBITT & ORCHESTRA)

(APPLAUSE)

Segue to

4. "MOON LOVE". DUET & ORCHESTRA)

(APPLAUSE)

COMMERCIAL #2

KYSER: Dean Niles says: "Now you can know the facts about what you smoke."

NILES: That is, if you smoke Luckies. For more than 4 months in the Lucky Strike Building at the New York World's Fair - a building fragrant with the delicious aroma of tobacco that has been through the "Toasting" process - facts have been on exhibit. These facts have shown over two million visitors exactly what Luckies are and how they differ from all other cigarettes.

CONTE: You see, in the Lucky Strike Exhibit, a movie is shown which breaks every precedent. For this movie actually reveals to you the complicated steps in the exclusive process "It's Toasted." You actually see the removal of certain harsh throat irritants naturally present in all tobacco. These irritants are taken out of Lucky Strike tobacco by the higher degrees of heat of the "Toasting" process. Then the concentrated sunshine of the ultra-violet ray - another exclusive step - adds extra mellowness.

NILES: Yes, you can eye-witness all these facts! And with tobacco being made into cigarettes right there in the Lucky Strike Exhibit, you can also judge for yourself the delicious aroma, the wholesome fragrance, of tobacco which has been through the "Toasting" process.

CONTE: As everyone knows, sunshine mellows, heat purifies.
 Sunshine and heat - that's the way the exclusive "Toasting"
 process works. And remember: only Lucky Strike offers
 you the benefits - the throat protection of this process...
 Have you tried a Lucky lately?

5. ("WELL ALL RIGHT".....MASON & ORCHESTRA) (Cleared)

APPLAUSE

segue to

6. ("OH YOU CRAZY MOON".....SIMMS & ORCHESTRA)

(APPLAUSE)

NILES: We pause for station identification.

STATION BREAK

(FADE INTO CROWD RECORD...RUN LOW AND SUSTAINED BEHIND)

NILES: We're about to begin the second game in this three-game world's series ^{of sports} at Old Kyser College. The second team is coming to bat...three lovely looking lassies ... a credit to California, their parents and their team, The pennant money - \$35 first prize is on hand - Mayor Schultz has just thrown out a new set of questions and there's a cheer..

(QUICK UP ON THE CROWD RECORD FOR CORNY ABRUPT CHEER)

...and to the ^{back walks} ~~rubber toes~~ the boss balker from Basin Street
^{slow} ...old Swivel Ball...Kay Kyser!

(KYSER MARCH.....ORCHESTRA)

KYSER: Step up little women ... ^{This is no softball league} ~~your sex shall not spare you~~
~~from my deadly two handed pitching.~~ ^{So} Step right up and get set to swing 'cause I'm about to crease your cranium with this first pitch.

(ADD SECOND QUESTION ROUND)

L-P

SECOND QUESTION ROUND.

1. Be a good sport and name this orchestra leader and his theme song for Maurice McMillan of Dolores, Colorado (PLAY)

2. Miss Jane Colven of Dayton Ohio says beware of tennis- it's a love game and you never know what the net results will be. You get in the wrong set and somebody raises a racket. Speaking of tennis, she wants you to pick out at least four well-known tennis players from the following skit. A lady in a small automobile is being interviewed by a polite policeman who says "Madame, may I call your attention to that fire-plug. You can't park-a-austin there. Is your head marble or wood - come with me." She replies, "Get my lawyer - I'm not moody, but I won't budge till then".

3. The sports parade continues and this one deals with (PLAY), and of course, the sport is racing. Now Art Worthen, of Bridgeport, California wonders if you know what the following bugle call signifies in horse racing. (PLAY) Now what sport does this song bring to your mind? (PLAY) ~~In (HUNTING) what does the following bugle call signify? (PLAY) By the way, speaking of horses, how would you pronounce the following - PO - IOP - ONY?~~

4. Besides those who follow sports in person there are millions who follow their favorites by means of radio and Fred J. Michaelis, Jr., of New Orleans, Louisiana reminds us there are many announcers and commentators famous for their radio descriptions of sports. I'll make a few suggestions and let's see if you can name at least three of them from the list of hints that I give. Graham crackers - what's the bill for the Sterno - Klim upon my knee sunny boy - Ted is amusing them throwing rice at weddings. *Brian feels you should know*

5. Let's take a little time out to identify a little fellow who leads a band. Miss Grace Downs, of Ardmore, Pennsylvania wants you to name him and also his theme song which you are about to hear. (PLAY)

6. Athletes turn to sports to show they are strong - but now's your chance to show you are strong by just saying right or wrong. Tonight's Right or Wrongs come from Don Hunter of Long Beach, California who wants you to say "right" or "wrong" to the following statements: (1) Bing Crosby was a fight commentator and announcer for the Roper-Joe Louis fight. (2) "Sweet Lailani" was written by Jessie Owens. (3) White Sox executive H. Grabner is the father of movie star

Junc Travis. (4) Golfer Bobby Jones, plays the husband in the Jones family series

15) Donald Davis, who returned to the Miller, Meade and Molly program this fall, was once a prizefighter. And by the way, an old friend of Juggler Fred Allen will return to the air in just ahead of us two weeks from tonight.

7. Here's a sizzler from Staten Island, New York. The bulls are pushing down the Hudson, the cockswains are stroking their crews which Mrs. Herbert Newman says is the same as telling their boys to (PLAY) The scene shifts to a wrestling match. Man Mountain Dean has a head-lock on Strangler Lewis. Strangler is squirming to get loose. The fans urge Man Mountain Dean to (PLAY) Now we are on the gridiron as 90,000 cheer, the football looks up at the full-back and says "It's fourth down again which means (PLAY)."

12-A

8. Miss Alma Becker, of Galveston Texas asks which of the following three tennis players ^{is a} ~~aspires to be a~~ professional singer - ~~owns at the Cafe Lorraine next week~~ Alice Marble, Helen W. Moody or Betty Nuthall? And which of the following three swimmers has sung professionally - Georgia Coleman, Eleanor Holm or Gertrude Ederle? Now tell us which of the following four golfers was the first woman to fly the Atlantic Ocean? ^{Blanca Callitt via} ~~Ruby~~ Keeler, Estelle Lawson, ^{Helen Hicks} ~~Babe Dietrich~~ or Ruth Elder?

9. The following song is the theme of either the U S Army Band or the U S Navy Band, and it is also a swell football song for West Point or Annapolis. Listen and tell Earl ^{BURNS} ~~Burns~~ of Bristol Wisconsin all about it. (PLAY)

SOUND: BELL RINGING

12-A

RTX01 0244783

-13-

NILES: Time to stretch Professor....time to stretch.

KYSER: Das all, scholars...Lean on your bats while our learned judges put a lamp in Cascoy's window. Yes, there it shines and that means that the winner of the second game in our world's series is none other than _____.
(APPLAUSE)

KYSER: Ah, dear scholar, your mighty wagon tongue has smacked the hide off those deadly pitches. ~~You have the eye of a Di Maggio ... the fleetness of a Marranville and the percentaga of a bowling champion.~~ Go, hurl yourself into the dugout and get in shape for the final game. This is recess time, so light up a Lucky Strike and lend your ears to some of our lilting lyrics or come on out and lurch to some of that makes-you-want-to-leap music ... I mean ... yets dance!

7. ("ISCH KA BIBBLE".....PRODUCTION NUMBER) (Cleared)
(APPLAUSE)

COMMERCIAL #3

-13-

p

ATX01 0244784

KYSER: Here's Dean Niles to tell you about a school that goes 'way beyond the three R's.

NILES: It's a school that concentrates on teaching one subject - this ... (CHANT 10 SECONDS. NO "SOLD AMERICAN")

NILES: Yes, down in Kinston, North Carolina, Otis Grey Rucker runs a school for tobacco auctioneers. And one brief glance at his record shows that he is eminently well fitted to teach his profession. Mr. Rucker was born and raised in a tobacco family ... He has been an auctioneer himself ever since 1909 ... and he has sold in all the principal tobacco markets of Georgia, Virginia, North Carolina, Kentucky and Tennessee. So, every smoker will be interested in an opinion this veteran tobacco man expressed recently about cigarettes. Mr. Rucker said:

VOICE: I know that American buys only the finer grades of tobacco. I can conscientiously make this statement as an independent tobacco man. That's why I've been smoking Luckies myself ever since they were first introduced back in 1917.

CONTE: Smokers, Otis Grey Rucker is typical of independent tobacco experts, not connected with any cigarette company, and truly conscientious in their impartiality. Among these independent experts - auctioneers, buyers and warehousemen - 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. Have you tried a Lucky lately? Why not profit by the example of the men who spend their lives buying, selling and handling tobacco? Try Luckies 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. "MAN WITH THE MANDOLIN" (DUET & ORCHESTRA)

(APPLAUSE)

Segue to

9. "MAN AND HIS DREAM" (BABBITT & ORCHESTRA)

(APPLAUSE)

(FANFARE.....)

m

NILES: The Final Game! All ~~even as the series goes into its~~
~~crucial stage.~~ The hot dogs are sizzling with excitement ...
the pop bottles are throwing umpires back at the bleachers...
our judges are chewing on the rail ... ~~and through the haze~~
~~of battle step~~ our two stout champions. ~~They~~ swing deadly
bats ... but speaking of bats who are we to talk. Here's
the batty Boscoe of bases and balls ... Butch the Bean ...
Kay Kyser!

(WHISTLE AND POP)
Planet + popcorn Niles.

KYSER: Thank you ... ~~that was the first question thrown out from~~
~~the judges' box~~ ... Stand up to the plate, scholars, for
here comes the deadly, side-saddle pitch sent to us
by _____.

(ADD FINAL QUESTION ROUND)

m

FINAL QUESTION ROUND

1. Our musical salute to the sports world continues and Miss Irene Shapino of Jersey City, New Jersey wants you to name this song (PLAY). Of what sport does that remind you? From the following list, name one movie star who was in the picture "The Ice Follies of 1938" - ^{Luella Ball} ~~Sonja Henie~~, James Stewart, Joan Crawford, Tyrone Power, Hedy Lamarr and Donald Duck? By the way, Ice Follies - in person - have become tremendously popular and ~~several~~ are touring the country right now.

2. Ben Rogers of Salisbury, Maryland wants you to name a former boxing champion of the world who once led his own orchestra. From the following list name two associated with restaurants - Lou Gehrig, Jack Dempsey, Jim Thorpe, Joe Di Maggio, Jack Sharkey, ^{Jack Johnson} Pop Eye. ~~Now can you name one singer or the radio who used to be a fighter?~~

3. Here's a knockout from Knoxville, Tennessee. Miss Gladys E. Moerner says you might be tonight's champion if you select the name which will make the following statements true. In the picture "The Crowd Roars" the prize-fighter was Clark Gable, Robert Taylor or Robert Young. In Bette Davis and E. G. Robinson's picture "Kid Galahad" the Kid was Wayne Morris, John Garfield, John Holt. In the picture "The Prize-fighter and the Lady" the lady was Myrna Loy and the prize-fighter was Maxie Rosenbloom, Max Schmeling or Max Baer?

4. Getting back to Ice Skating for a moment, here's a ^{hit} ~~song~~ from one of Sonja Henie's first pictures. Stanley Stodgill, of Gary, Indiana wants you to name it. (PLAY) Now would you say that is from the picture "One In A Million", "Thin Ice", "Happy Landing" or "My Lucky Star?"

SOUND: BELL RINGING

-17-

P

ATX01 0244788

-18-

NILES: The nightcap is over, Professor ... the sporting goods store has come for the questions.

KYSER: Thank you, Dean Dizzy! Das all scholars ... dig your cleats into this hallowed soil while our learned judges come through with a decision...And there 'tis...the world's series flag goes to none other than _____.

(APPLAUSE)

KYSER: Ah, dear student, your play was superb...you belted that old apple with eclat and egad. ~~I choke with emotion as I~~ award you the Mighty Casey cross with palm and cut you in on the lion's share of ^{filthy} lucre...this flag-waving financial rig of \$35. To you dear second placer ... a pat on the back and this prize of \$20. To the other four contestants ... ten dollars each ... and to all six ... a carton of Luckies each. Then to each and every member of the bleachers here in old Kyser College tonight for those accurate howls and bleats...a package of Lucky Strike cigarettes.

(APPLAUSE)

KYSER: In just a moment we shall hoist the old school flag in the Hall of Questions...but before our official prem ... Dean Niles ^{will read} ~~has~~ a brief ^{message} ~~essay to read on duty~~.

-18-

ATX01 0244783

NILES: Smokers, have you tried a Lucky lately? Over the past several years, even though weather and soil do vary, new methods developed by the United States Government have made tobacco crops better than ever. Lucky Strike, as always, bought the Cream of the Crop. Aged and mellowed from 2 to 4 years, these lighter, more fragrant tobaccos are in Luckies today. And remember, better-than-ever tobacco plus "Toasting" makes Luckies better than ever. Try Luckies for a week. See for yourself, why ... with independent tobacco experts ... with men who know tobacco best, it's Luckies two to one!

10. ^{Wishing} ("~~BABY FACE~~" ORCHESTRA) (Cleared)

(APPLAUSE)

segue to

11. ("~~STAIRWAY TO THE STARS~~" 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 Merry Macs, Bea Wain, Mark Warnow and the Lucky Strike Orchestra on Saturday over another station. If you have any questions for the old Professor, remember the address is Kay Kyser -Post Office Box 909, Los Angeles, California. *Next week's highlight leaving time is 10:30 will see you at 10:00 E.S.T. next Wednesday when class convenes again.* See you next Wednesday night. And until then - this is Kay Kyser sayin'....we will be thinkin' of you, and ... thanks for bein' with us ... 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)

THIS IS THE NATIONAL BROADCASTING COMPANY.

KYSER: Evening folks ... how're y'all? Again we roll out the old welcome mat - so trundle on in to school. Tonight the old College of Musical Knowledge is decorated with six new scholars, who are just popping their buttons with enthusiasm to take the examinations for higher musical honors and \$95 in prizes. Fifteen minutes ago these six shining lights were just members of our student body with hats under their seats and numbered tickets in their hands. Their numbers were called so now they are part of history on the make. But before we unleash our ferocious brain manglers, let us put on our best bibs and tuckers and truck on down....or in the words of our founding father ... yets dance!

1. ("BEER BARREL POLKA".ORCHESTRA)
 segue to
2. ("MELANCHOLY MOOD".SIMMS & ORCHESTRA)
 (APPLAUSE)

COMMERCIAL #1

LUCKY STRIKE "KAY DYSER"
Commercial #1 - September 27, 1939

("MELANCHOLY MOOD"SI"MS & ORCHESTRA)

NILES: Say, Professor!

KYSEF: Yes, Dean Niles?

NILES: Can you answer this question: Who's the most famous tobacco expert in the world?

KYSER: Why, Dean Niles ... I'd say, Uncle Sam!

NILES: And you'd be 100% right, Professor. For Uncle Sam, working through Government, State and University Experiment Stations has become a true authority on tobacco -- and on the latest scientific methods of improving tobacco quality. Listen to a typical opinion given recently by a typical tobacco farmer - Mr. H. J. Dunahoe of Johnsonville, South Carolina.

MAN: A few years ago I started going to Uncle Sam for advice. The Government Experiment Station analyzed my soil, showed me where to plant ^{and} showed me how to cultivate. As a result of this scientific help, my last few tobacco crops have been better than ever in quality.

JOY: Smokers, have you tried a Lucky lately? Farmers like H. J. Dunahoe have been helped by the United States Government to grow better-than-ever tobacco crops during the past several years. Results have been outstanding in regions where weather and soil conditions have been favorable, and in these choice markets, Lucky Strike has bought the choice tobacco ... the Cream of the Crop! Aged and mellowed from 2 to 4 years, these finer, lighter tobaccos are in Lucky Strikes today. So Luckies are better than ever. Have you tried a Lucky lately? Next time ask for Lucky Strike and find out for yourself how much more smoking enjoyment a modern cigarette can offer you.

(INTRODUCTION TO KYSER ... "KYSER MARCH" ... ORCHESTRA)

(SOUND: RUMBLE OF DRUMS TO DENOTE MENACE)

NILES: Fall, beautiful, fall--There was the Fall of Pompeii---The Fall of Rome---Haley's comet fell, and now the old College is about to fall in line with a new ^{fall} course called "Workshop in Disaster ¹⁸³ 40B. The course will include three or four impeccable judges in fine gilt frames ... a \$35 first prize ..,three contesting students, two of whom will fall on their faces, and, of course that Fall of the House of Usher ---that Fall Guy of folderol---Professor Key Kyser.

(KYSER MARCH.....ORCHESTRA)

KYSER: Cheerio, students. Step right up to the gaping pit but don't fall in. Just wrestle on the brink with these ferocious little brain busters.

(ADD FIRST QUESTION ROUND)

1. Mr. _____ of _____, a certain orchestra leader uses this well-known song for his theme and Mr. Jack Foret of Kansas City, Missouri, wants you to name both the leader and the song. (PLAY)

2. Miss Alice Schmitt of Portland, Oregon, reminds us that some of filmdom's finest fare features certain families such as the Hardy Family, the Jones Family, also detective series, doctor series, etc., and the same people play the same characters in each of the respective pictures. Therefore, she wants you to tell us who plays Andy Hardy? Who is Mr. Moto? And who is ^{young} Dr. Kildare?

3. This one from Larry Clark of Louisville, Kentucky, requires you to name three song titles. In a few months, it might be (PLAY). And a few months after that it ~~might~~ ^{will be} be (PLAY). But right now it's (PLAY)

4. Regardless of the month, they all ^{contain} ~~have~~ birthdays, and September is no exception. Mrs. E. D. McAndrews of San Diego, California, reminds us that yesterday was the birthday of Julia Sandersen's husband. They conduct the "Battle of the Sexes" on the radio ~~and they are both fine singers.~~ Yesterday also was the day on which the composer of "Rhapsody in Blue" was born. He also wrote "American in Paris," "Love Walked In," "I've Got Rhythm," the Porgie and Bess score and many others. ~~E. D. are the initials.~~ And tomorrow, September 28th, is the birthday of a columnist and radio news commentator. He's an Englishman who was born in Russia - now an American and he says, ^{words to this effect "I see by the clock on the wall my time is up, and so until tomorrow - cheerio"} ~~"And so until tomorrow the clock on the wall says I must say cheerio." His initials are "P.C."~~
His initials are B.C.

5. This theme identifies a man whose name for 10 years or more has stood for the tops in radio entertainment (PLAY). He is acknowledged as the introducer of many of radio's outstanding personalities, and J. F. Fitzgerald of Phoenix, Ariz. wants you to name at least two of them.

6. It's tonight's right or wronger and Miss Betty Fehlinger of Brockville, Indiana, says you can be a man of two words and still get a hundred on this one because all you have to say is "right" or "wrong."

(1) ~~John L.~~ ^{Jae} Lewis says "Is everybody happy?" (2) The Swing Mikado is Gilbert and Sullivan's Mikado adapted to swing and is ^{usually} performed by negroes. (3) Willard Huntington Wright ^{put S.S. in} ~~got~~ his pen name "S.S. Van Dine" ^{because he likes steamships from a Dutch steamship.} (4) "Sunrise Serenade" is orchestra leader Glen Miller's theme.

7. W. W. Hulse of Dallas, Texas, is confident you have heard this song many times and wants you to name it. (PLAY) Now is that Humoresque, Souvenir, or Barcarolle? Can you spell it?

8. Speaking of "Barcarolle", Miss Margaret Whitcomb of Madison, Wisconsin, asks you the difference between Barcarolle, a log roll, drum roll, ~~BAR~~ ^{BAR} roll and Parker House roll.

9. Joe Austin of Louisville, Kentucky, points out that this coming Saturday will witness one of the first intersectional football games of the season, when a strong Eastern 11 comes to the Northwest to fight (PLAY). Now is that Oregon, Oregon State, Washington or Washington State? And the team that will play them is (PLAY) Is that the Fordham Ram, the Pit Panther, the Columbia Lion or the Yale Bulldog?

SOUND: BELL RINGING

A voice is calling
 NILES: Somewhere it's Arbor Day, Professor.
 KYSER: *yes* ~~Sorry, Dean Niles ... somebody should have told me ... never~~ *And I bet its saying 'Dear al*
~~let it be said that your old Professor is against fresh,~~
~~green growing things.~~ If you will part your hair on the
 opposite side our judges will count like mad and deliver
 up a verdict. Yes, our judicial nabobs declare that the
 winner of the first round is none other than _____.

(APPLAUSE)

KYSER: Dear scholar, you are all brain and a yard wide. Seldom
 have these old ears been bent with such erudite
 pyrotechnics. Go, light up a Lucky Strike and rest up
 for the final round. Okay, scholars, recess is about to
 come to the old college, so, on your toes 'cause nobody
 ever flunks a recess. ... In other words, I confer on
 each of you a degree in "makes-you-want-to-dance" music.
 Come on ... yes dance!

3. ("GO FLY A KITE".....BABBITT & ORCHESTRA)

(APPLAUSE)

segue to

4. ("SUNRISE SERENADE".....ORCHESTRA)

(APPLAUSE)

COMMERCIAL #2

A voice is calling
 NILES: Somewhere it's Arbor Day, Professor.
 KYSER: *yes* ~~Sorry~~, Dean Niles ... *and I bet its saying 'Dear al'* ~~somebody should have told me ... never~~
~~let it be said that your old Professor is against fresh,~~
~~green growing things.~~ If you will part your hair on the
 opposite side our judges will count like mad and deliver
 up a verdict. Yes, our judicial nabobs declare that the
 winner of the first round is none other than _____.

(APPLAUSE)

KYSER: Dear scholar, you are all brain and a yard wide. Seldom
 have these old ears been bent with such erudite
 pyrotechnics. Go, light up a Lucky Strike and rest up
 for the final round. Okay, scholars, recess is about to
 come to the old college, so, on your toes 'cause nobody
 ever flunks a recess. ... In other words, I confer on
 each of you a degree in "makes-you-want-to-dance" music.
 Come on ... yes dance!

3. ("GO FLY A KITE".....BABBITT & ORCHESTRA)

(APPLAUSE)

segue to

4. ("SUNRISE SERENADE".....ORCHESTRA)

(APPLAUSE)

COMMERCIAL #2

LUCKY STRIKE "KAY KYSER"
9-27-39 - Commercial #2

("SUNRISE SERENADE".....ORCHESTRA)

KYSER: Chillun, a certain movie which has been shown to audiences now numbering over three million people, uses this for its theme song....

(BAND PLAYS FRAGMENT OF "HAPPY DAYS")

KYSER: Yes, sir - the good old Lucky Strike theme song! Dean Niles, *will* tell 'em about that Lucky Strike ~~movie~~ *movin picture*

NILES: Well, the big star of the movie is not a person - but a process. It's the exclusive Lucky Strike process which you know as "It's Toasted". And the more than three million people who have seen the Lucky Strike movie in our exhibit at the New York World's Fair, have actually seen the "Toasting" process.

JOY: Yes, in the Lucky Strike movie at the World's Fair you can now judge with your own eyes how the "Toasting" process works.... how the higher degrees of heat, used exclusively by Lucky Strike, take out certain harsh throat irritants that are found in all tobacco....and how the concentrated sunshine of the ultra-violet ray further mellows the leaf. All these facts you can now eye-witness.

NILES: And....with cigarette machines in operation right there in the Lucky Strike exhibit...you can judge as well, the delicious aroma - the wholesome fragrance - of tobacco which has been thru the "Toasting" process.

JOY: Smokers. remember....only Lucky Strike offers you
the benefits - the throat protection - of this process. Have
you tried a Lucky lately?

5. ("COMES LOVE".....MASON & ORCHESTRA)

(APPLAUSE)
segue to

6. ("OVER THE RAINBOW".....SIMMS & ORCHESTRA)

(APPLAUSE)

NELES: We pause for station identification.

STATION BREAK

(CROWD MURMURS)

NILES:

Welcome back to Kyser Collage....the board of trustees....
 the faculty and the undergraduate body have asked me to
 extend to you their felicitations. They hope that you had
 a nice skiing expedition and a lovely station break
 vacation all around. Now that we are gathered again in
 these hallowed halls it is fitting that we get to the
 business at hand....which is, namely, throwing three more
 trusting scholars to the lions. ~~These attractive~~
~~sacrifices have been suitably prepared....our judges have~~
 been propped up in the corner....the \$35 first prize paces
 up and down outside and without more ado....we give you
 Zanie...the Pooh....Professor Kay Kyser!

(KYSER MARCH.....ORCHESTRA)

KYSER:

Welcome to our Chamber of Horrors, you dainty, dimpled,
 debutantes. Step up, Miss _____ of _____ and rack your
 brain over this first tortu^Rous question.

1. The name of this orchestra theme song is "By-Lo-Sye Lullaby", and Owen C. Wright of Oklahoma City, Oklahoma, wants you to listen and tell us what orchestra leader it identifies. (PLAY) Now is Mary - his sister? Is Tom, his brother? No, ~~no a thousand times no,~~

2. Here's a little family affair between Miss Ella Marie McCann of Lucas, Iowa, you, the Murray family and me. Without any fuss or flurry, she wants you to hurry and name these people whose last name is "Murray". First a former blond movie actress named Murray. And now a radio comedian on the Texaco Program who bears the name Murray. And the dancing instructor who conducts dancing schools is named Arthur Murray. *But* Which Murray was a comedian in silent movies and later in the Cohen & Kelly, & Potash & Perlmutter pictures?

3. Mrs. Arthur Starmer, of Omaha, Nebraska reminds us that one of radio's favorite comedians returns to the air next Wednesday night. We are about to play the song which identifies him. See if you can tell us all about it. (PLAY)

4. Hold the phone a minute while we ask this question from Pittsburgh, Pennsylvania. I'm going to have various members of the orchestra play instruments the names of which end in "phone", and Norman E. Wilson wants you to name ~~at least 3 of them~~. Don't look - just listen. (PLAY) (PLAY) (PLAY) (PLAY) (PLAY)

5. Here's a theme song of the orchestra leader now playing at _____ and Bobby Rhein of Hollywood, California, wants you to tell us who he is. (PLAY) Now is that Chuck Foster, Anson Weeks, Paul Fendarvis or Dick Stabile's theme?

6. Here come the What What's. Miss Sallie Belle Henderson of Mobile, Alabama, wants you to take out the following word "what" in the following song titles and put in the correct word.

- (1) What Whatted my What into a What. (2) Last What on the Back What.
- (3) Wh Wh "h Whatie.

7. Mrs. J. Davis of Ridgefield Park, New Jersey, wants us to put a lot of rhythm in this next one so we'll try. (PLAY) Now can you name three _____ that have been streamlined and put into swing tempo.

8. Leon Jacobs of New Orleans, Louisiana, feels we should have you put a little rhythm in one of those nursery rhymes so take your pick and sing 8 bars.

9. Here's a bit of a hit from a hit picture. Here's the situation - David Butler is directing, Janet Gaynor and Charles Farrell are the stars, the cameras are turning and you hear (PLAY). Frank Heizer of Chicago, Illinois, wants you to name that song and tell us in what picture it was introduced. Other hits from the same picture were, "I'm a Dreamer, Aren't We All" - "Keep Your Sunnyside Up" - "If I had a Talking Picture of You" - "You Find the Time, I'll Find the Place."

SOUND: BELL RINGING

NILES: It is always darkest just before dawn, Professor.

KYSER: Thank you, Dean Niles - imagine me forgetting. Das all, scholars ... drape yourselves around for the newsreel while our judges nip out with a decision. And with a nip nip here and a nip nip there, we find that the winner of the second round is none other than nip, nip, hooray, _____
(APPLAUSE)

KYSER: Ah, congratulations, scholar - with a mind as sharp as yours, you could carve a duck. Go light up a Lucky Strike and take things limp until the final round. In the meantime we hold our second consecutive recess in Kyser College, so put on your shoes, kids, and come on out and gash up the gravel. I mean grin and gavotte and be gay ... in other words, hold your hats for here comes -

7. ("HI YO SILVER" PRODUCTION)
(APPLAUSE)

COMMERCIAL #3

("HI YO SILVER" PRODUCTION)

KYSER: Dean Niles says, it's almost like a football game ...

NILES: Yes, if you've ever visited a tobacco auction, you know that breathless pause just before sales start for the day. It's like the pause before the opening kick-off in a football game. Only, instead of "dying for dear old College," the excitement at the auctions centers around the whole year's work of the tobacco farmers. Believe me, they're all on their toes when the warehouseman yells out:

MAN: Here are some fine center-cutters, gentlemen ... at twenty-five!

(CHANT 10 SECONDS ... "SOLD AMERICAN")

NILES: Yes, before the auctioneer chants each sale, it's the warehouseman who makes the opening bid. He must judge the value of the tobacco ... and do it in a split-second! He must know tobacco from A to Z. Mr. Leroy Bishop, warehouse owner of Springfield, Kentucky, has shouted the opening bids at tobacco auctions for 18 years. So we think you'll be interested in what he said recently about cigarettes ...

MAN: Lucky Strike buys the best type of cigarette tobacco grown in the Blue Grass region of Kentucky - it's lighter and finer! So naturally I pick Luckies for my own cigarette ... I've been smoking them now for the last five years.

BOY: Smokers, Mr. Bishop is typical of independent tobacco experts - auctioneers, buyers and warehousemen not connected with any cigarette manufacturer. Among these independent 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. Have you tried a Lucky lately? Surely it's worth your while to consider the example of the men who spend their lives buying, selling and handling tobacco. Try Luckies 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. ("I POURED MY HEART INTO A SONG" ORCHESTRA)
(APPLAUSE)

segue to

9. ("TO YOU" BABBITT & ORCHESTRA)
(APPLAUSE)

(FANFARE.....)

NILES: The secret is out! The Final Round is here! The \$35 first prize has taken to the tall un-cut ... our two final contestants are ready with axes in their hands to hack at the questions ... and just between us - with fuss and muss comes that old cuss - oh, hello, Kay!

KYSER: You said it, Dean Niles. Step into my garden, scholars, for once more Mother Nature takes the spotlight, and at the suggestion of Miss Helen Miller of Fort Wayne, Indiana, we have a few amusing musical moments with Trees as one topic.

(ADD FINAL ROUND)

1. Once more mother nature takes the spotlight and at the suggestion of Miss Helen Miller of Ft. Wayne, Indiana, we have a few amusing musical moments with Trees as our topic. From the red woods of the golden west, to the cherry blossoms of the nation's capitol, our final round tonight salutes (PLAY). Oscar Rasbach composed that music and who wrote the poem? In Henry Wadsworth Longfellow's poem where did the village smithy stand? Sing the second line to this song "In the Blue Ridge Mountains of Virginia."

2. Read 'em and weep says Thomas N. Hatch of Akron, Ohio. I'll read 'em but I hope you won't weep. First name this song. (PLAY) Can you name a movie actress who has the word "tree" in her name? I know you have heard it thousands of times and it's not Helen Hayes, Helen Broderick, Helen Mack. What tree does the word slippery bring to your mind? What tree does the name Virginia Bruce suggest? Now do you know how to tell dog wood?

3. In the following song Miss Betty Beard of Newton, North Carolina, wants to know whether this is an old tree or a new tree. (PLAY) The tree in the following axiom suggest, what male movie comedian ^{Mighty Oaks} "From little acorns ~~mighty oaks~~ grow." In a certain song where was the cathedral?

4. Lewis Olson of Little Rock, Arkansas, yelled "woodman spare that tree" but they didn't listen; they went ahead and (PLAY) What kind of tree did little George Washington cut down? What are the most common kinds of trees we decorate at Christmas time? (BOBBY YELLS "CHRISTMAS TREES") Now the answer.....

SOUND: BELL RINGING

NILES: Professor, spare that scholar.

KYSER: De-lighted, Dean Niles. Das all, scholars ... it's all over but the barking and in a moment you can carve your initials all over the bark. Our judges are coming out of the woods with a decision. Why yes it says that the winner of the final round and big ax-man of the evening is none other than _____.

(APPLAUSE)

KYSER: My dear scholar, your brain should be ear-marked for Fort Knox - it is pure gold. For your wonderful whittling at the answers, I give you the old school grip and garland your hatchet with this long green of \$55. Go, light up a Lucky Strike and buy a buzz-saw. To you dear second placer - this \$20 and to the other four contestants - ten dollars each. To all six contesting scholars a carton of Lucky Strikes each ... and then to each and every member of our student body here tonight for whoops and hollers - a package of Lucky Strike Cigarettes.

(APPLAUSE)

KYSER: Now it is time for the valedictory address ... so I introduce to you, Dean Niles - with his brief but important message.

NILES: Smokers, have you tried a Lucky lately? You see, though weather and soil do vary, 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 aged and mellowed from two to four years and are in Luckies today. So remember, better than ever tobacco plus "Toasting" make Luckies better than ever. Have you tried a Lucky lately?

10. ("BABY FACE". ORCHESTRA)

(APPLAUSE)

Segue to

11. ("STAIRWAY TO THE STARS". ORCHESTRA)

(APPLAUSE)

M

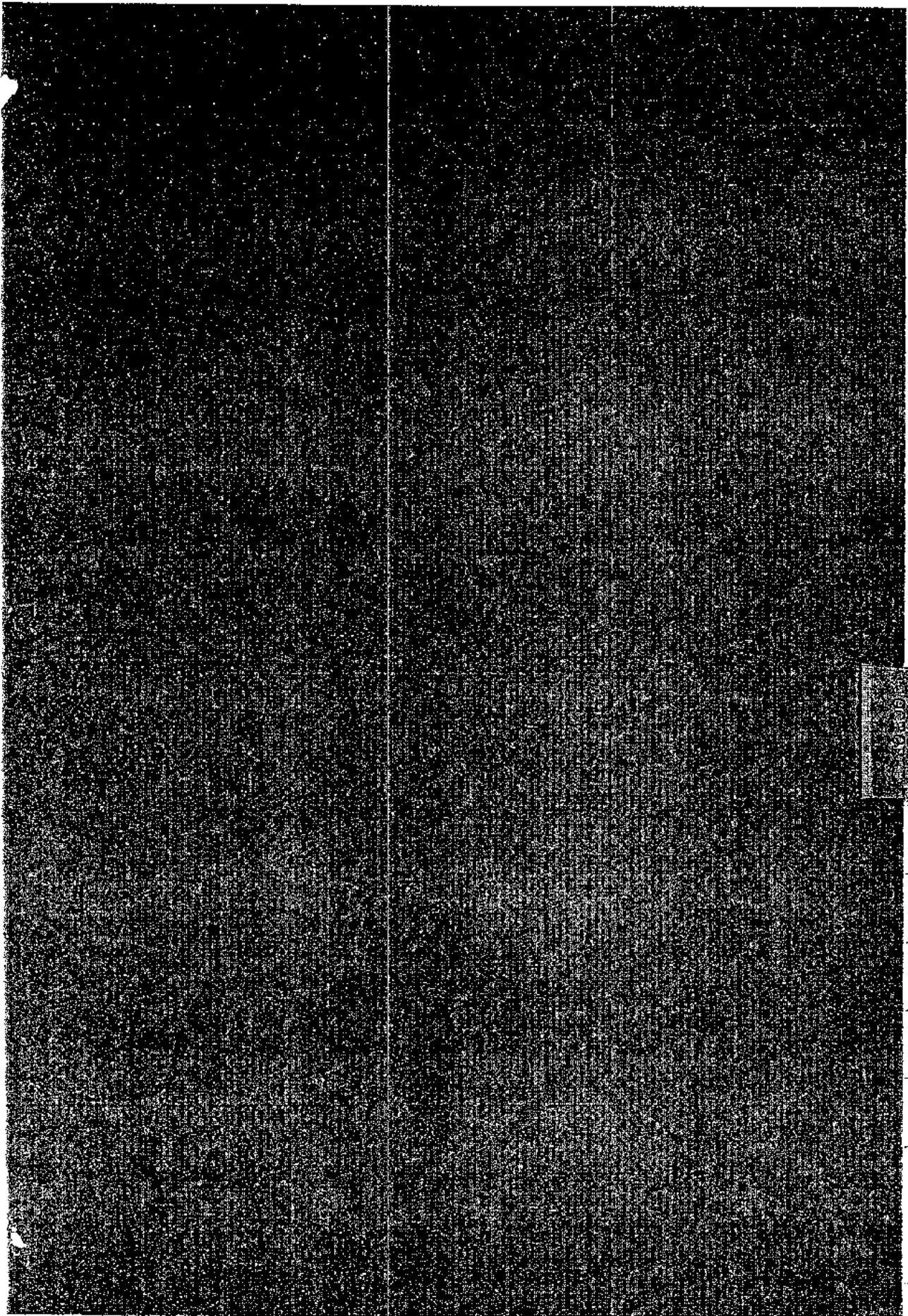
KYSER: (ON CUE) Well, das all scholars - until school time next Wednesday night. Your homework for the week is certainly worth while - just listen in to YOUR HIT PARADE with Lanny Ross, the Merry Macs, Bea Wain, Mark Warnow and the Lucky Strike Orchestra on Saturday over another station. If you have any questions for the old Professor, remember the address is Kay Kyser - Post Office Box 909, Los Angeles, California. See you next Wednesday night when class convenes again. And until then - this is Kay Kyser sayin'... we will be thinkin' of you, and ... thanks for bein' with us ... so long everybody.

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

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

(SONG CREDITS...IF ANY)

THIS IS THE NATIONAL BROADCASTING COMPANY.



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ATX01_0244813

The American Tobacco Company
Kay Kyser's College of Musical Knowledge - #79.
Wednesday, October 4th, 1939

NILES: Listen to the chant of the tobacco auctioneer!

BOONE: (CHANT) 1st Sale ... 23 - 28 RECORDING REBROADCAST 10/5/39
2nd Sale ... 24 - 29 WOR 8-9 P.M.

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 AGAIN".....ORCHESTRA)

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

(KYSER THEME.....ORCHESTRA)

KYSER: Evenin' folks...how y'all? Greetings to all you scholars, ^{musical to} who have gathered from near and far to partake of learning. And tonight, chillun - tonight we dedicate our program to the musical instrument you all can play - the whistle. We have whistled six contestants out of the student body who will take those examinations for ninety-five dollars worth of prizes. They sit quietly under the piano awaiting their great test, but before rumination comes romp. Whistle if you will, chillun, but if you won't -- get out there and let's dance - I say come on let's dance.

1. ("DRUMS IN MY HEART".....ORCHESTRA)

(APPLAUSE)

segue to

2. ("OH YOU CRAZY MOON".....SIMMS & ORCHESTRA)

(APPLAUSE)

COMMERCIAL #1

("OH YOU CRAZY MOON"..... ..SIMMS & ORCHESTRA)

KYSER: Tonight Dean Niles has a guest. He's a fellow we all know just like we know ourselves.

NILES: (GOOD HUMOREDLY) Yes, for he's Mr. Average Smoker and Mr. Smoker is here to ask a question...how about it, Mr. Smoker?

MAN: Well, I've heard a lot of tobacco farmers quoted on this program. And they were talking about the better tobacco crops they've grown in the past few years.

NILES: Yes, that's right. Much of this tobacco improvement has been due to the scientific help of Uncle Sam.

MAN: Now that's just what I want to ask you about. How can Uncle Sam possibly get this scientific help to farmers living in hundreds of different communities?

NILES: Well, there are a great many ways. Government, State and University Experiment Stations are located throughout Tobaccoland. Many farmers visit these stations for demonstrations and advice. Often special radio programs broadcast the latest tips on tobacco cultivation straight to the farmers. And, of course, each county has its County Agent to help spread the good advice from Uncle Sam.

3-A

CONTE: Mr. Smoker, have you tried a Lucky lately? You'll find full proof of this cooperation between Uncle Sam and the tobacco farmers in every package of Lucky Strikes you buy today. You see, in regions where weather and soil conditions have been favorable, tobacco crops of the past several years have been outstanding in the history of the industry. In these choice markets, Lucky Strike, as always, has bought the choice tobacco ... the Cream of the Crop. Aged and mellowed from 2 to 4 years, these finer lighter tobaccos are in Lucky Strikes today. And so, thanks to Uncle Sam - Luckies are better than ever. Have you tried a Lucky lately? Find out for yourself that Luckies are better than ever. Next time ask for Lucky Strike.

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

3-A

NILES: Now is the time to pucker up, students, for whistling examinations are in order throughout Kyser Hall. The first three contestants have been left strictly alone since they were chosen -- not rehearsed in any way. And they stand now to blow their teeth out for the old Professor. Just for practice, let's whistle for a wind

(SOUND: COY "H'YA BABE!" WHISTLE ON SLIDE)

NILES: *Thank you* And here comes the wind -- Well, Blow me down if it isn't the big blow himself - Professor Kay Blow-out Kyser!

(BAND PICK UP KYSER THEME IN 6/8 ... INTO WHISTLING TO FINISH)

KYSER: Step close, Mr. _____.

(ADD FIRST QUESTION ROUND)

1. Whistling is a lot of fun and we all like to try even if a lot of us, like myself, are not so good at it. So when some of our correspondence students suggested we use whistling as the theme of our session, I said "you're darn whistling" so here goes. Mr. Abraham Gold, of Brooklyn, New York, wants you to name this song and tell us from what picture it is taken. (PLAY)

2. We're going to put you to work whistling as Miss Audrey Riel of Minneapolis, Minnesota wants you to whistle a few bars of "Whistle While You Work." (PLAY) Now take a bite of this cracker and see if you can still whistle it.

3. Let's stop whistling for a moment and tell Arthur Meeshow of Hollywood the name of this song and what orchestra it identifies. (PLAY)

4. Listen closely, please. Mrs. May Gilham of Reading, Pennsylvania asks you the difference between whistle, whittle, chisel, ~~whedie~~ *whedie. dnygla.*

5. Name this song for Mr. Robert Hoyt of Hollywood, California. (PLAY) What do you think of when I say "Pig 'n' Whistle."

6. Look straight ahead now - don't look back because Miss Helen Peters of Detroit, Michigan, wants you to identify three well-known whistles you are about to hear.

7. Here's a well-known song written by a famous band-master. His son, ~~who is~~ ^{formerly} an orchestra leader and ~~also~~ ^{now} the Master of Ceremonies on the Screen Guild program; used ~~it~~ ^{this song} for his theme. Raymond Scott of Kearney, New Jersey would like you to name the song and the ~~orchestra~~ ^{personality} ~~leader~~ ^{it identifies} (PLAY)

8. (SOUND EFFECT .. THREE WHISTLES) Three What what's just whistled through the air and Miss Maria Hertwig of Macon, Georgia, wants you to take them out of the following song titles and replace them with the correct words. (1) What, what, through the What. (2) What, What, What, What, What, What, Tell her, Because What, What, What, What, What, Whatter. (3) Give My Whsts to What way.

9. A lot of exciting football games are on deck for this coming Saturday and ~~Matthew D. Corpe of Cleveland, Ohio~~ ^{Ruth Welch, of North Adams, Massachusetts} says there will be plenty ~~going~~ ^{going} on when the referee blows his whistle for this kick-off. (BOBBY BLOWS A WHISTLE) (PLAY) vs. (PLAY) What is the game?

SOUND: old auto horn
FACTORY WHISTLE BLOWING NOON LIKE YAD

NILES: That's the noon whistle, professor ...time for the judges to take over. *professor*

KYSER: Right, Dean Niles ... the judges can whistle away at a decision. How're ya doing, gentlemen?

(SOUND: BIRD WHISTLES TWITTERING)

KYSER: *I hope they don't lay any egg - no*
~~funny kind of judges~~ ... but here's a bird of a decision, naming the winner of the first round. It's _____!

(APPLAUSE)

KYSER: Dear scholar ... you have whistled through your work and gained great fame in this first round. But relax yourself and light up a Lucky Strike while your opponent for the finals is selected. In the meantime, it's high time for dance time....so I'll beat time in double time and let's dance chillun -- I mean get out end let's dance.

3. ("AN APPLE FOR THE TEACHER".MASON & ORCHESTRA)
segue to

4. ("MOONLIGHT SERENADE".BABBITT & ORCHESTRA)
(APPLAUSE)

COMMERCIAL #2

KYSER: Now here's Dean Niles with a little inside dope about your next door neighbors.

NILES: (GOOD HUMOREDLY) Well, it might not be your own next door neighbors, but almost everywhere in the United States you'll find people who have seen the Lucky Strike exhibit at the New York World's Fair. Their number now totals up to over three million people - yes, over three million people who have been shown the real facts of the exclusive Lucky Strike process, "It's Toasted". So if your neighbors visited the Lucky Strike Building at the New York World's Fair ask them to tell you in their own words how "Toasting" makes Luckies a light smoke easy on your throat.

8-A

CONTE: They'll undoubtedly remind you, first of all, of that old truth: sunshine mellow, heat purifies. Sunshine and heat - that's the way the "Toasting" process works. And those people who have seen the Lucky Strike movie at the New York World's Fair have actually seen how the higher degrees of heat, used exclusively by Lucky Strike, take out certain harsh throat irritants naturally present in all tobacco....and how the concentrated sunshine of the ultra violet ray mellow and "tone up" the tobacco. With Luckies being made right there in the world's Fair building, visitors also have had a chance to judge for themselves the delicious aroma - the wholesome fragrance - of tobacco which has been through the "Toasting" process. Smokers, remember...only Lucky Strike offers you the benefits - the throat protection - of this process, "It's Toasted". Have you tried a Lucky lately?

5. ("MAN WITH THE MANDOLIN".....DUET & ORCHESTRA)

(APPLAUSE)

segue to

6. ("THE LAMP IS LOW".....SIEMS & ORCHESTRA)

(APPLAUSE)

WILES: We pause for station identification.

8-A

P

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ON CUT

(CROWD MURMUR / THE BAND IS HEARD WHISTLING...NOTHING TUNEFUL...JUST DOG-CALLING WHISTLING)

NILES: What's the matter, boys - lose something?

GUY: Yeah - we had it *some time ago* before the station break, but it got away.

NILES: Was it the \$35 first prize?

Is it
~~CHORUS: No - no - no - no.~~

NILES: Was it these three beautiful young contestants?

CHORUS: No - no - no - no.

NILES: Was it one of these gray-bearded old judges?

Nancy
~~CHORUS: No - no - no - no.~~

NILES: Was it....?

CHORUS: Y -- es.

~~NILES: Well, then keep on whistling.~~

~~BAND: (WHISTLES LOUDLY)~~

NILES: Yes - here he comes - old Dog Tray , Kay Kyser.

(KYSER MARCH.....ORCHESTRA)

KYSER: Ah, dear scholars, there's nothing like a good whistle to win friends and influence animals...step right up and lean those shell-pink ears into our second question round while I whistle up some skull-busting questions to tantalize your temples. (WHISTLES) Here comes the first whistle-wobbler sent in by Mrs. Joe C. Weitzel, of Broken Bow, Nebraska.
(ADD SECOND QUESTION ROUND)

2nd QUESTION ROUND

1. She wants you, Miss _____ to name an orchestra leader whose theme goes something like this.

(PLAY)

2. Here's a wiz of a whistling question from Knoxville, Tennessee. J. M. Anderson asks who is the whistler featured with Ted Weems orchestra. Now can you name one other whistler with an orchestra or a singer who also whistles.

3. Whistling is a definite part of this next song, and Mrs. Ray L. Heickson of Billings, Montana, wants you to name the character it identifies. (PLAY) Now what ^{show and a haircut} ~~character famous in the~~ ~~movie cartoons~~ does this whistle remind you of.

4. The keeper of the whistles informs me that he has 3 more well-known whistles back there so Albert L. Pennington of Ashland, Kentucky, wants you to face the front and listen - then tell us what 3 whistles they are.

5. A very popular orchestra leader comes on the air something like this. (PLAY) Margaret Hill of Tulsa, Oklahoma wants you to tell us who he is.

6. It's tonite's right or wronger and it comes from Henri C. Hopewell, Worcester, Massachusetts. Just quickly say right or wrong to the following statements. (1) ^{The Yankees won the 1st game of the series} ~~Saxia Dowell now has his own~~ orchestra. (2) In the picture "Second Fiddle" Sonja Henie skated with Rudy Vallee. (3) Lily Pons and Andre Kostelanetz are Mr. and Mrs. ^{Philharmonie} (4) Jack Benny used to be concert maestro with the Waukegan Philadelphia Orchestra.

L

7. Here is a bit of a hit from a hit picture and Mrs. Milton Baker of Baton Rouge, Louisiana, wants you to tell us all about it. (PLAY) Who sang that in what picture?

8. No doubt you like to whistle, don't you? Well, that's fine. Harold Eifers of Indianapolis, Indiana wants you to just whistle a little bit. That's fine. Now can you whistle with your fingers in your mouth? How do you usually whistle to call a dog? Now, how do you usually whistle when you are surprised?

9. Name this well-known song for Celia Matthewson, of Dallas, Texas. (PLAY) What Negro trumpet player uses that for his theme?

NILES: Oh, professor - (WHISTLES) - you know what?

KYSER: Of course, Dean Niles -- the second round is over -- and, das all, students - desist this frantic competition and hold your breaths while our judges whistle up a decision. Okay, judges?

JUDGES: (ASSENTING WHISTLE)

KYSER: Yes - our judges declare that the winner of the second round is none other than _____.

(APPLAUSE)

KYSER: Ah, dear scholar, if your fine mind was a whistle you could wear it around your neck and blow it while riding home in the street car. Go - light up a Lucky Strike and take it easy until you are called for the final round. This is no official recess, students, and time to slap around the hardwood with a little hectic harmony ... I call upon you - I entreat you - I implore you, kids - I say, ah shucks - let's dance.

7. ("TWELFTH STREET RAG" PRODUCTION)

(APPLAUSE)

COMMERCIAL #3

L

KYSER: It's Fall again, and football's sure in the air...and here's Dean Niles to prove it.

NILES: (AMUSED) Well, we all know how a football quarterback calls signals on the gridiron...like this...

MAN: (IN RHYTHMIC CADENCE) 24-35-⁴⁶~~37~~ - hike - 54-²²~~62~~-37

NILES: Now at the tobacco auctions, there's another kind of quarterback who calls the signals like this...

(CHANTS 10 SECONDS - MEDIUM FAST - "SOLD AMERICAN")

NILES: Yes, the chant of the tobacco auctioneer calls out the signals made by the buyer - the number of dollars bid on the tobacco that is being auctioned. The auctioneer must catch each signal the buyers make. He knows what they bid and what they buy. So nobody is in a better position to judge the tobacco that goes into cigarettes than an auctioneer. Listen to what Billie Branch, of Winterville, North Carolina, who has been chanting the bids at auctions for 21 years, said recently about cigarettes.

MAN: I see those Lucky Strike buyers at my own sales keep right on getting the better grades of tobacco. I see this happen at auction after auction. So naturally I smoke Luckies myself...been smoking 'em now for the past 15 years.

CONTE: Smokers, Billie Branch speaks for the independent tobacco experts, not connected with any cigarette company. Among these independent experts - auctioneers, buyers and warehousemen - 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. Have you tried a Lucky lately? Profit by the example of the men who spend their lives buying, selling and handling tobacco. Try Luckies 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. ("DAY IN DAY OUT".....BABBITT & ORCHESTRA)

(APPLAUSE)

segue to

9. ("MOON LOVE".....DUET & ORCHESTRA)

(APPLAUSE)

(FANFARE.....

NILES: The Final round!

~~KYSER: (WHISTLES)~~

NILES: Our two contosting champions totter to the old lecture platform.

~~KYSER: (WHISTLES)~~

NILES: The first prize of \$35 is on hand.

~~KYSER: (WHISTLES)~~

NILES: The judges are ready - the school is ready - the questions are ready - the old professor is ready and I ~~guess the is~~ about all except to say...

~~NILES:)~~

~~KYSER: (WHISTLE A DUET OF TAG BARS TO "GOOD EVENING FRIENDS")~~

~~KYSER: And good evening to you, dear champions - take your stance and keep your chins up for here comes the final test for higher musical honors. Before you can whistle shave and a haircut six bite - I nip into the old question bag and up with the first query - to wit and to woo -~~

(ADD FINAL QUESTION ROUND)

FINAL QUESTION ROUND

WINNERS' ROUND

1. Miss Charlotte McCutcheon of St. Louis, Missouri wants you to name. (PLAY) Now tell us is that "Whistle and Blow Your Blues Away", "The Whistling Cowboy" or "Whistling Blues"? Can you name a very famous relative of a whistler? There's a well-known painter named "Whistler" who gave us a famous painting known as either "Whistler's Blue Boy," "Whistler's Dog," "Whistler's Mother", or "Whistler's Hat".

2. Herbert C. Chambers, of Tuscon, Arizona asks you the difference between whistle, thistle, epistle and missile.

3. Standing just to my left I see Miss Ruby Ray a well-known imitator of bird whistlers. At the suggestion of Mrs. Bishop of Milwaukee, Wisconsin we are going to have her give a few bird calls and we want you to identify them. All right, Miss Ray.

(WHISTLE) (WHISTLE) (WHISTLE)

4. What's the name of this song asks Jerry Lundall of Pendleton, Oregon. (PLAY) Now we want you to name two other songs that end with the words "in the dark".

SOUND: STEAM WHISTLE BIG

KYSER: My goodness - what's that?

NILES: Just the old school whistle, Professor, saying the examinations are over.

KYSER: Why, bless my soul - so they are - and the old question bag is empty. Well, scholars - it won't be long now - no sir - here comes the official verdict from our judges - and it says that the big whistle of the evening - the winner of highest musical honors is none other than _____.

(APPLAUSE)

KYSER: Dear - dear scholar - these old lips have lost their pucker - all they can do is tremble with pure joy at your unaffected genius -- with erudition such as yours you should be able to count change at a bargain counter ... On behalf of the old school, I fatten your mitten with this first award of \$35 ... to you, dear second placer, a pat on the blazer and this second prize of \$20 -- to the other four contesting scholars - ten dollars each and to all six, a carton of Luckies. Then, to each and every member of your student body here tonight, for those whistles in the dark and those nifty nods of the noodle, a package of Lucky Strike cigarettes.

(APPLAUSE)

KYSER: Before the snake dance of Victory ... here's just a word from the Dean of Duties, Ken Niles.

NILES: Smokers, have you tried a Lucky lately? Over the past
 several years, even though weather and soil do vary, new
 methods developed by the United States Government have
 made tobacco crops better than ever. Lucky Striks, as
 always, bought the Cream of the Crop. Aged and mellowed
 from 2 to 4 years, these lighter, more fragrant tobaccos
 are in Luckies today. And remember, better-than-ever
 tobacco plus "Toasting" makes Luckies better than ever.
 Try Luckies for a week. See for yourself why ... with
 independent tobacco experts ... with men who know tobacco
 best, it's Luckies 2 to 1!

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

segue to

11. ("A MAN AND HIS DREAM. ORCHESTRA)

(APPLAUSE)

KYSER: (ON CUE) Well, das all schclars - 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 Merry Macs, Bea Wain, Mark Warnow and the Lucky Strike Orchestra on Saturday over another station. If you have any questions for the old Professor, remember the address is Kay Kyser - Post Office Box 909, Los Angeles, California. See you next Wednesday night when class convenes again. And until then - this is Kay Kyser sayin' ... we will be thinkin' of you and ... thanks for bein' with us ... 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)

THIS IS THE NATIONAL BROADCASTING COMPANY.

The American Tobacco Company
Kay Kyser's College of Musical Knowledge - #80
Wednesday, October 11th, 1939

RECORDING REBROADCAST 10/12/39
WOR 8-9 P.M.

CONTE: Have you tried a Lucky lately?

BOONE: (LONG CHANT - ENDING WITH "SOLD AMERICAN")

NILES: *Sold American means five tobaccos per your lucky Strike*
Independent tobacco experts, like the auctioneer you just
heard, will tell you that new United States Government
methods have made tobacco crops better than ever; and that
Luckies as always have bought the Cream of the Crop - so
Luckies are better than ever. That's why we ask...Have
you tried a Lucky lately?

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

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

(KYSER THEME.....ORCHESTRA)

(10-11-39)

LUCKY STRIKE "KAY KYSER"
Commercial #1 - October 11, 1939

NILES: Professor Kyser, did you know that there's another famous Professor in this country right now!

KYSER: What's that, Dean Niles? ... Have I a rival?

NILES: Well, the name of this other famous Professor, Kay, is Uncle Sam, and among his students and co-workers are the tobacco farmers. The subject they're studying with Uncle Sam is: how to grow tobacco crops that are better than ever in quality.

CONTE: ~~and~~ In regions where weather and soil conditions have been favorable, results have been outstanding. A typical tobacco grower, Russell Clay Day of Paris, Kentucky said recently:

MAN: The scientific help of Uncle Sam through the Government Experiment Station has helped us in everything from plant foods to new curing methods. That's one reason why we've been able to raise lighter, finer cigarette tobacco in the past few years.

CONTE: Smokers, have you tried a Lucky lately? ~~Thanks to Uncle Sam,~~ Tobacco crops have been better than ever in quality during the past several years. Lucky Strike, as always, has bought the choice tobacco in the choice regions ... the Cream of the Crop! Aged and mellowed from 2 to 4 years, these finer, lighter tobaccos are in Luckies today. So Luckies are better than ever. That's why we ask ... Have you tried a Lucky lately? If your answer is "no", maybe you've been missing something. Find out how truly fine a modern cigarette can be - thanks to Uncle Sam. Next time, ask for Lucky Strike.

("LUCKY DAY" ORCH)

ATKO1 0244836

ISH: (MONOTONE) ^{Signals} ~~Under B-85~~ ... ~~under G-17~~ ... ~~F-49~~ ... ~~under~~ ^{Hike}
~~6-67~~ ... ~~under N~~ ...
⁶⁸⁻⁶⁹

BOBBY: BINGO!

NILES: And that's the end of signal practice for our first three contestants. They are rested and ready to give out on the musical gridiron for a fund of ninety-five dollars in prizes provided by the wealthy alumni. The contest is on... and in white knickerbockers and a cap and gown comes the ~~first & then~~ the Gung Din of time out... The Fee Fi Fo Fum of the Fumble - Professor Kay Kyser!

(KYSER THEME IN MARCH TEMPO.ORCHESTRA)

KYSER: You are defending the West Goal, Mr. _____ ... so line yourself up for the first question.
 (ADD FIRST QUESTION ROUND)

10-11-39

1. Here's a well-known orchestra theme and Mr. Charles Hutchinson of Minneapolis, Minnesota, wants you to tell us the name of the song and the leader it identifies. (PLAY)

2. Your initial question comes from Mrs. Wanda Beckham of Louisville, Kentucky and it deals with initials because she wants you to identify the following persons who are well-known or well remembered by their first two initials: W.C. - B.A. - P.T. - D.W. and O.C.

3. Keep your eyes and ears wide open because Mr. E.A. Jacobsen of Omaha, Nebraska wants us to play two songs at once and have you tell us what songs you hear. (PLAY)

4. Here's a honey from Houston, Texas. Miss Margaret Patterson wants you to name three child movie stars who were not born in the United States.

5. We are about to play the theme of an orchestra leader who is known as the Pagliacci of the piano. Mr. Harold Mack, of Morristown, Pennsylvania wants you to tell us who he is. (PLAY) Is it Charlie Barnett, Earl Hines, Joe Reichman or Al Donahue?

6. Tonight's Right or Wronger comes from Mrs. Peter Mingo of Mobile, Alabama who wants you to quickly say Right or Wrong to the following statements. (1) Bert Lahr was the cowardly lion in the Wizard of Oz. (2) Tony Galento is ^{sometimes known} ~~known~~ as the Beer Barrel Polka. (3) The song "Little Sir Echo" was published in 1917 and was composed for the Camp Fire Girls. (4) Ella Fitzgerald sang for the King and Queen of England when they visited America recently.

10-11-39

7. Name this song for F.P. ~~V~~, Shank, of Los Angeles, California. (PLAY) Now can you name a moving picture director whose last name is spelled almost like "Capri." From the following list, can you name a picture he directed? It Happened One Night, Mr. Deeds Goes to Town, Lost Horizons, You Can't Take It With You, Mr. Smith Goes to Washington.

8. Tell Miss Florence Wilson of West Haven, Connecticut whom Bobby Guy is imitating on the trumpet when I say "listen to the..." (PLAY) Now listen to a little bit of the real McCoy, and tell us the last bid -- was it 28 - 29 - 30?

9. At the request of Sigmund Erewster, of Detroit, Michigan we are about to play the football songs of two famous fighting elevens who will clash Saturday in one of the big intersectional games of the day. First the boys from (PLAY) are going to be host to the gang from (PLAY)

SOUND: FIELD JUDGE'S WHISTLE FOLLOWED BY REFEREE'S WHISTLE.

NILES: First half is over, Professor ... so cease the carnage.

KYSER: That's right, Dean Niles ... the first team has collapsed and is ~~now~~ being carried off the field on stretchers. But look ... the student body is putting on a big demonstration with color cards. They're spelling out the name of the winner, and it's _____.

(APPLAUSE)

KYSER: Congratulations, my dear Mr _____ ...you certainly carried the mail around end. While we get on with school take a comfortable seat on the bench, and rest yourself for the Rose Bowl final in which the thirty-five dollars, ^{first prize} will be allotted for ~~food and all~~. It's half-time now, so the bands are parading on the field and the student body is hankering for that "makes-you-want-to-touchdown" music. Let's go, chillun ... the score is let's dance, I mean ... come on ... let's dance.

3. ("COMES LOVE" MASON & ORCHESTRA)

(APPLAUSE)

segue to

4. ("MAN AND HIS DREAM. BABBITT & ORCHESTEA)

(APPLAUSE)

COMMERCIAL #2

KYSER: Dean Niles says ... three million people can do a lot of talking!

NILES: Yes, Professor, and we hope they do! For those three million and more people I mentioned are the ones who have seen the Lucky Strike exhibit at the New York World's Fair. And here's what they've got to tell the folks back home...

WOMAN: (FADE IN) ^{what was} Oh, ~~you visited~~ the Lucky Strike building? ^{like?} ~~What did they have on exhibit?~~ ^{did you see them making cigarettes?}

MAN: ~~Well - for one thing -~~ they had their "Toasting" process on exhibit. I mean by that, they had a movie which showed exactly how the process works. (BEGINNING TO FADE) I could actually see the irritants being removed from the tobacco and ...

CONTE: Yes, more than three million people from all over the United States have now seen the "Toasting" process in the Lucky Strike Building at the New York World's Fair. So ask any of your friends or neighbors who have been there to tell you in their own words about the removal of irritants ... the ultra-violet ray ... and the delicious aroma - the wholesome fragrance - of tobacco which has been through this process.

NILES: Everybody knows, sunshine mellows, heat purifies. Sunshine and heat - that's the way "Toasting" works. The higher degrees of heat, used exclusively by Lucky Strike, take out certain harsh irritants found in all tobacco... and the concentrated sunshine of the ultra-violet ray adds extra mellowness.

CONTE: And, smokers, remember: only Lucky Strike offers you the benefits - the throat protection - of this process "It's Toasted" ... have you tried a Lucky lately?

(LUCKY DAYORCHESTRA)

KYSER: Tonight we are very happy to introduce to you for the first time anywhere two songs from ^{OUR} ~~an~~ RKO feature picture "That's Right - You're Wrong" which will be released in a few weeks. We hope you'll like them.

5. ("THE ANSWER IS LOVE".ENSEMBLE)

(APPLAUSE)

Segue to

6. ("HAPPY BIRTHDAY TO LOVE".DUET & ORCHESTRA)

(APPLAUSE)

NILES: We pause for station identification.

STATION BREAK

FADE IN CROWD CHEERS & BUSINESS

(FADE UNDER)

NILES:

(ANNOUNCER) What a day, folks - what a day! ^{Sheffner} ~~Hart~~ Smith, Jones, ^{Mason and Salento} ~~Brown and Robinson~~ -- that great backfield combination --

has just made another touchdown on an end around reverse hidden-ball play starting in a quarterback sneak with two laterals and a mousetrap. It looks like the old Alma Pappy isn't doing so well. But wait ... there's a substitution. The co-eds are taking over and three beautiful new backfielders are going in ... and there's a substitute quarterback, too. ~~What's his number, Bill~~ ... why it's the off-side enemy of comph - Ay Yser!

(CROWD UP ... INTO)

(KYSER THEME IN MARCH TEMPO ORCHESTRA)

KYSER:

All right, now team ... get in there and fight fight fight. Don't faint, fumble, or flirt - just follow the question ball.

(ADD SECOND QUESTION ROUND)

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10/11/39

SECOND ROUND

1. A certain trumpet player because of his intrepertation is definitely associated with the song we are about to play and Mrs. Irvin Marlowe of New Orleans, Louisiana wants you to tell us all about it. (PLAY).

2. Here's a cutie from Chicago, Illinois. Bill Baker wants me to name three civil war generals and wants you to name a movie actor or actress who has the same last name: General Philip Henry Sheridan, General Ulysses S. Grant, General Robert E. Lee.

3. Listen closely to this little skit sent in by Miss Grace Lain of Cleveland, Ohio. Jim and John, freshman buddies at college, are on their way to class, and when Jim says, "That Mary sure is some girl, and, ^{I know Jim a cab to tell} ~~say~~, she let me kiss her!" John says, "When and where?" And Jim replied (PLAY). "Oh boy," said John, "When you kissed her, what did she say then?" (PLAY) "Well, did you," asked John. Jim replied, "No, her old man had been watching from the upstairs window, and with a shot-gun in his hand, he shouted, (PLAY).

4. Here's one from Hammond, Indiana. Don't miss your cue now because Herbert Martin wants to know the difference between Misha Auer, Misha Elman, and Michigander.

5. I want to be happy so tell Mrs. L.W. Graham of Oklahoma City, Oklahoma the name of this song and the orchestra leader it identifies. (PLAY)

6. Autumn is here and on the outside from the trees are falling Brown leaves, and on the inside, from the Tree of Knowledge are falling three brown October "what whats." F. J. Stacey, of Mitchell Field, New York wants you to take out the word "what" and put in the correct words in the following song titles: (1) What What Chapel What What Moon What. (2) Whater Can you What a What. (3) What Whats in the What What.

7. Here's a timely topic from Tulsa, Oklahoma. Miss Dorothy Grayson says the following song identifies the radio program "Tune Up Time" and wants you to name the 3 principals on the program. (PLAY) The 3 principals are Alice Faye's husband, Lily Pons' husband, Kay so and so and her Rhythm Girls.

8. And speaking of tuning up, Minny Gulp of Baltimore, Maryland says ^{its} ~~its~~ time to ask you this. If a piano is below pitch, what is it, flat or sharp, and ~~if it is~~ above the pitch, ^{is it flat or sharp?} ~~is it flat or sharp?~~ All right now, listen to Lyman Gandee and Bobby Guy. Lyman will strike an "A" on the piano and Bobby will blow the note on his trumpet. ^{(Play) Listen again (Play)} You tell us ^{what} ~~whether he~~ is sharp ^{and what is flat.} or ~~flat.~~ (PLAY)

9. It's this week's bit of a hit from a hit picture. It's from "Gold Diggers of 1933." Miss Ethyl McBride of Denver, Colorado says you should be able to cash in on this one. (PLAY) It was sung in the picture by bachelor mother.

SOUND: - GUN - REFEREE'S WHISTLE

NILES: That's the end of the regular season, Professor...there's nothing left but the Bowl game.

KYSER: We're playing in the Finger Bowl this year, Dean Niles, but right now the important business lies with the athletic committee of three judges. What plays, gentlemen? Who is the winner? Thank you. Why it's _____!

(APPLAUSE)

KYSER: To you, _____, heaps of honor and an all American blanket for your work on the Kyser Krackerjacks. Retire now to the dressing-room and practice deception and trick plays, for you have been selected to represent femininity in the Final Rose Bowl Round. To the rest of the scholars - light up a Lucky Strike or get out on that old gridiron, nicely carpeted for tonite's festivities and celebrate _____ (WINNER) success. Catch on, chillun?I mean let's dance.....come on - let's dance!

7. ("WASHINGTON & LEE SWING".....PRODUCTION)

(APPLAUSE)

COMMERCIAL #3

LUCKY STRIKE "KAY KYSER"
Commercial #3 - October 11, 1939

KYSER: Chillun, tomorrow's Columbus Day and they say when he ^{Columbus} ~~he~~
~~discovered America, he discovered tobacco, too,~~ ^{that's right, Kay,} ~~New isn't~~
NILES ~~discovered America, he discovered tobacco, too,~~

And it's too bad tobacco wasn't sold at auction in those days?...
^{because}
'cause, ~~chillun~~, think what Columbus would have had to tell
the folks back home, if this had been the first sound he
heard as he hove to in the New World,...

(CHANT 10 SECONDS - NO SOLD AMERICAN - FADE OUT)

NILES: (GOOD HUMOREDLY) Unfortunately, the auction system of
selling tobacco didn't begin till the 19th Century. So
the veterans of the business don't go back to Columbus'
time. But there's an auctioneer named Jim Edwards, down
in Farmville, North Carolina, who's hung up a good long
record nevertheless! He's been selling tobacco at auction
for the past thirty-three years. Recently he said?

MAN: Ever since Luckies were first made in 1917, I've seen them "cream the market" at auction after auction. If you don't know what I mean by "creaming the market" - well, it's just skimming off the best, buying up the Cream of the Crop. That's why I've smoked Luckies myself ever since 1917.

CONTE: Smokers, this veteran of thirty-three years speaks for the vast majority of independent tobacco experts - auctioneers, buyers and warehousemen, not connected with any cigarette company. Among these independent experts, Lucky Strike has twice as many exclusive smokers as have all the other cigarettes combined. This fact is established by sworn records which anyone may examine ... Have you tried a Lucky lately? Take a tip from the men who spend their lives buying, selling and handling tobacco - and try Luckies 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. ("GO FLY A KITE". BABBITT & OPCESTRA)

segue to

9. ("SUNRISE SERENADE". ORCHESTRA)

(APPLAUSE)

(FANFARE.....

NILES:

The Final Round! Tonight ^{on} ~~in~~ this hallowed gridiron, another chapter in this classic rivalry between Mr _____ of the First Game and _____ of the Second Game will be written. This great feud has been going on for generations now ... or at least the better part of an hour. But the teams are lined up ... the whistle is poised in the mouth of the referee ... and onto the field with a flying tackle and a rah-rah-rah, runs the rambling wreck of Kyser Tech,-----the old Professor himself.

KYSER:

Get back to the scrubs
~~Scramble~~, water-boy Niles. *While we*
~~The score will tell the winner,~~
~~we~~ buck the line for dear old 35 *bucks* ~~dollars~~, Mr. _____

(ADD FINAL QUESTION ROUND)

1. Tonight our final round goes from one extreme to the other. We are going to discuss Angels and Devils. In other words, the high and the low of things. First Mrs. J. Arthur Mortimer, of Jersey City, New Jersey wants you to name this song. (PLAY) He says the (ANGELS) sing when (PLAY). Now in the picture "The Devil is a Sissy" two of the following movie kids were featured: Freddie Bartholomew, Bobby Breen, Jackie Cooper, Mickey Rooney. Which were they?

2. I hope this one from Mr. Gordon Smith, of Richmond, Virginia doesn't put you in the middle. First, he wants you to name this song (PLAY). Now can you name the best-known opera which deals with the devil? It's by Gounod. Who were teamed in the picture "Angels With Dirty Faces," John Garfield and Humphrey Bogart, James Cagney and Pat O'Brien, or Edward G. Robinson and the Dead End Kids?

3. Step up my little he (~~ANGEL~~) and face this one from Miss Dee Smith. It's a good old song popular back about 1921 or 1922. (PLAY) Now can you name a movie actress whose last name is Angel? Now what color is Angel Food Cake? What color is Devil's Food Cake?

4. Look out for this one from E. Stride of Portland, Oregon. It's a good old jazz song that Ish Kabibble used to sing a lot. It's a rip-snorter and a cat's meow, I might even go so far as to say it's a hot patutee. (PLAY) Boris Karloff and John Garfield were in a picture called "Devil's Island." Now where and what is "Devil's Island?"

SOUND: HEAVY GUN AND CROWD NOISE

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NILES: The game is over - the game is over...and it's time for a winner!

KYSER: Right, Dean Niles ... the scoreboard is running like mad... the field judge and linesmen are conferring in double talk ... and here is the big decision!

ISH: Blub blub blub Routine,

KYSER: I didn't get the last name,

ISH: BLUB BLUB BLUB

KYSER: Oh, yes...the winner is _____!
(APPLAUSE)

KYSER: Ah dear scholar ... you are indeed the all-conference hero... for this night you have climbed from the scrubs to enter the game in the last five seconds and make a touchdown. Frank Merriwell was never like this. You will be borne aloft on the shoulders of the student body and carried to the treasury, there to receive exactly thirty-five dollars first prize. To our second placer goes this little token of twenty dollars second prize...and to each of the other four contestants who played on the Jayvees throughout the season - ten dollars apiece. All six get a carton of Luckies...and finally to every member of the student body who so loyally cheered for the team tonight...a package of Lucky Strike Cigarettes,
(APPLAUSE)

KYSER: Before the snake dance of victory...here's just a word from the Dean of Duties, Ken Niles.

-18-

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NILES: Smokers, have you tried a Lucky lately? You see, though weather and soil do vary, 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 aged and mellowed from two to four years and are in Luckies today. So remember, better than ever tobacco plus "Toasting" make Luckies better than ever. Have you tried a Lucky lately?

10. ("FINE AND DANDY"... ..ORCHESTRA)

(APPLAUSE)

segue to

11. ("TO YOU".....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, Bea Wain, Mark Warnow and the Lucky Strike Orchestra on Saturday over another station. If you have any questions for the old Professor, remember the address is Kay Kyser - Post Office Box 909, Los Angeles, California. See you next Wednesday night when class convenes again. And until then - this is Kay Kyser sayin'...we will be thinkin' of you and ... thanks for bein' with us...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)

THIS IS THE NATIONAL BROADCASTING COMPANY.

The American Tobacco Company

Kay Kyser College of Musical Knowledge - #81

Wednesday, October 18, 1939

RECORDING REBROADCAST 10/19/39

WOR 8-9 P. M.

CONTE: Have you tried a Lucky lately?

BOONE: (LONG CHANT - ENDING WITH "SOLD AMERICAN")

NILES: "SOLD AMERICAN" means fine tobacco for your Lucky Strikes. Independent tobacco experts, like the auctioneer you just heard, will tell you that new United States Government methods have made tobacco crops better than ever; and that Luckies as always have bought the Cream of the Crop - so Luckies are better than ever. That's why we ask ... Have you tried a Lucky lately?

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

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

(KYSER THEME ORCHESTRA)

KYSER: Evenin' folks ... how y'all? Well, well, another Wednesday -
~~session~~ ^{not that} session of our College of Musical Knowledge! It surely
 warms the old Professor's heart to see the cheery-beery
 faces of all you happy-snappy students gathered here in
~~front of Siwash Hall.~~ ^{lilly Willy Hall.} And look - right there in the front
 row - bursting with eagerness - are our six contestants
 chosen entirely at random from the student body. And are
 they going to knock our examinations for a loop? Well,
 we'll see .. But right now, Kiddies, let's cut some capers
 on the campus - in other words ... come on, let's dance!

1. ("RISE AND SHINE" ORCHESTRA)
 segue to
2. ("WHAT'S NEW" SIMMS & ORCHESTRA)
 (APPLAUSE)

COMMERCIAL #1

KYSER: Dean Niles, tell 'em how Uncle Sam helped the lady ...

NILES: Well, this lady happens to be, in her own right, a tobacco farmer. She lives down in Pamlico, South Carolina. And Uncle Sam has been helping her, like other farmers, to improve her tobacco crop in the past few years. Recently this lady, Miss Christine Munn said ...

WOMAN: Uncle Sam through his Government representatives has inspected my soil - given me advice on proper plant foods - proper cultivation ^{and} crop rotation, - ~~he's~~ done most everything to help me be a better tobacco farmer. And as a result my crops of the past few years have been vastly improved in quality.

CONTE: Smokers, have you tried a Lucky lately? The scientific help of Uncle Sam, which Miss Munn describes, has been extended to farmers throughout Tobaccoland. As a result, tobacco crops of the past several years have been better than ever, where weather conditions have been favorable. In these choice regions, Lucky Strike, as always, has bought the choice tobacco ... the Cream of the Crop. Aged and mellowed from 2 to 4 years, these finer, lighter tobaccos are in Luckies today. So Luckies are better than ever. Have you tried a Lucky lately? Find out how truly fine a modern cigarette can be - thanks to Uncle Sam. Next time ask for Lucky Strike.

("LUCKY DAY" ORCHESTRA)

NILES: Now it is time for our first three contestants to start forth on the yellow brick road that stretches over the rainbow to the \$35.00 first prize. Three little munchkins will mark their progress as they make friends with the Good Witch of the What-Whats and out-wit the Wicked Witch of the Right-or-Wrongers. And to guide them on their jeopardous journey, is that stuff-shirted, tin-hatted, *Cowardly* lion-hearted Wizard of Ooze--Technicolor Kay Kyser.

KYSER MARCH: ORCHESTRA

KYSER: Let's go, students, let's go. Mr. _____ you lead off so take a deep breath and walk away with this question ...

(ADD FIRST QUESTION ROUND)

FIRST ROUND

1. The following theme identifies another swell program which recently returned to the air. John H. Emerson, of Cambridge, Mass. wants you to name the song and the orchestra leader. (PLAY)

2. Mrs. Norris Lines, of St. Louis, Missouri asks you to distinguish between Spencer, Arthur, and Dick Tracy.

3. We're not trying to put you in the middle, but Clarence Matuka, of Milwaukee, Wisconsin says when this question is over, you'll see that the word OVER is in the middle of the following song titles. (PLAY) (PLAY) Now what number one song on the Hit Parade has the word OVER in its title?

4. Look straight ahead now - our pianist Lyman Gandee has moved over to another instrument played in a manner similar to a piano. Catherine Carone, of Los Angeles, California wants you to name the song and also the instrument. (PLAY) Was that a Melodeon, a Celeste, or a Harpsichord?

5. A Sacramento boy became very popular with his band out here on the Coast and has since achieved national popularity. Walter Bailey, of Detroit, Michigan wants you to listen and see if you can tell us who he is. (PLAY)

6. We find ourselves in mid-October, midway in the first round. So Miss Helon Jo Parsons, of Dallas, Texas, says let's step on the musical midway and do a little shooting at the "what what's." As I toss them at you, you score a bull's-eye by telling us the real song titles. Eh, what? (1) When I What Too What to What. (2) The What Is In What With You. (3) Are there Whattymore What At What Like What.

7. Here's our "bit of a hit from a hit picture." Victor Schertzinger directed the picture and also wrote the song we're about to play. *Kerish A. Smith of Denver Colorado* ~~Gaylord Watson, of New Haven, Connecticut~~ wants you to name the song, the picture, and the opera star who sang it. (PLAY)

8. From the following list of young movie actresses Mrs. J. K. Vaughan, of Richmond, Virginia would like you to name three who have sung classical songs in pictures - Deanna Durbin, Virginia Weidler, Lindar Ware, Bonita Granville, Gloria Jean, Ann Rutherford, Baby Snooks.

9. Among the many ^{important} interesting football games ^{this week} ~~this coming~~ *Gaylord Watson, of New Haven, Conn.* ~~Saturday, Kerish A. Smith, of Denver, Colorado~~ says there'll be lots of excitement up ^{there} ~~in New Haven, Conn.~~, when a famous Bull Dog and a famous mule fight it out. See if you can identify the teams by the following songs. (PLAY) (PLAY)

SOUND: BELL RINGING

NILES: Hold your fire, Professor, we've won through to the first gate.

KYSER: Greetings, Gate - I mean -- That reminds me, our three Munchkins should be ready with their decision. ~~Let's pour through the smoke of battle and see if we can catch the name of the winner. It's clearing away in the East.~~ Yes - and there, emblazoned on the banners of triumph, is the name of Mr. _____!

(APPLAUSE)

KYSER: Congratulation, dear student, you've struggled nobly. Rest your weary bones on yonder bench and light up a Lucky Strike. Rest your brain, too 'cause there's still work to be done when that final round comes up, ~~and that final \$35 is finally won. Meanwhile I do declare I feel an urge - it must be recess time. So tune your tootsies to the tempo of the tympan^{oni}, 'cause it's time to toddle...~~ ~~I mean,~~ ^{So} come on, chillun, yet's dance!

3. ("AN APPLE FOR THE TEACHER"MASON & ORCHESTRA)

SEGUE TO

4. ("MOONLIGHT SERENADE"BABBITT & ORCHESTRA)

(APPLAUSE)

COMMERCIAL #2

COMMERCIAL #2

KYSER: Dean Niles, how many people have seen the Lucky Strike movie now?

NILES: It passed the three million mark several weeks ago, Professor, and the movie's still being shown to more and more people every day. It's the big feature of the Lucky Strike Exhibit at the New York World's Fair because it answers these questions:

MAN: Just what is "Toasting"?

NILES: It's a process in which higher degrees of heat are used than in the manufacture of ordinary cigarettes.

MAN: And what is the result of "Toasting"?

NILES: It takes out certain harsh throat irritants naturally present in all tobaccos. Then the concentrated sunshine of the ultra-violet ray adds extra mellowness. The result is a light smoke, easy on your throat.

CONTE:
(CONTD)

And smokers, remember; these facts have now been eye-witnessed by more than three million visitors to the Lucky Strike building at the New York World's Fair. Ask any of your friends or neighbors, who have been there to tell you in their own words about "Toasting" - and the delicious aroma, the wholesome fragrance, of tobacco which has been through this process ... Only one cigarette can say; "It's Toasted". Have you tried a Lucky lately?

5. ("MAN WITH THE MANDOLIN"DUET & ORCHESTRA)

SEGUE TO

6. ("OH YOU CRAZY MOON"SIMMS & ORCHESTRA)

(APPLAUSE)

NILES: We pause for station identification.

STATION BREAK

(SOUND: FADE IN CROWD CHEERS ... ETC)

(FADE UNDER)

NILES: (EXCITED) Track clear--weather fast--I mean fast weather--
 clear track--No, I mean there are now ~~three contestants--~~
~~I mean--~~ three new contestants-lined up at the parting
 stost straining to be off on the lecond sap of our
 firty-thive dollar Prand Grize. Well, anyway, pick your
 colors but don't choose black, because that black cap and
 gown adorn the person of our starter, referee, time-keeper
 and officiating official all rolled in one...^{UOR}~~Professor~~
Ray Kyser
~~Kay Kyser!~~

(KYSER THEME.ORCHESTRA)

KYSER: To boots, to saddle and toot toot! We're off to the
~~stretch and leading the field is Miss _____~~
~~with this question.~~

(ADD SECOND QUESTION ROUND)

1. Identify this orchestra theme song for Miss Rowena Payne of New Orleans, Louisiana. (PLAY)

2. Here's a bouncy baby question from Burlington, Vermont. Mrs. Charles C. Lord wants to know if Baby Sandy is a boy or a girl. David Butler found Sandy and directed the baby's first picture, and Bing Crosby was _____ boy friend. What was the picture?

3. Name this good old song for Harvey Schroeder, of Chicago, Illinois. (PLAY) In the next song tell us what's happened to _____ . (PLAY)

4. Here're some well-known initials which identify well-known people, places and situations, and ^{Ruth Phyllis of Louisville, Kentucky,} ~~Mary Herriott, of Cleveland,~~ Ohio, wants you to name them: D.C. - D.A. - M.D. - O.K.

5. Tell Kenneth Levin, of Terre Haute, Indiana, what well-known Tango and Rhumba band the following theme identifies. (PLAY) Is it Xavier Cugat, Pancho, Enric Madriguera or Carlos Molina?

6. Tonight's Right or Wronger comes from Kay Conway, of Halifax, Nova Scotia, who wants you to say Right or Wrong to the following statements: (1) Johnny "Scat" Davis and Bette Davis are brother and sister. (2) Vernon Castle was a Captain in the Royal Flying Corps. (3) ^{One of the best dressed men on the screen adolphe Menjou} ~~and Verree Teasdale are man & wife~~ (4) Yehudi Menuhin is a magician.

7. I want you to steal a march on Samuel Perez, of New York City and tell him the name of this well-known march. (PLAY) Is that Stars and Stripes Forever, Our Director, Strike Up the Band - or Semper Fidelis?

8. At the suggestion of Mrs. Lawrence L. Lewis, of Cumberland, Maryland, we're going to make you our Director for the moment. First, I want you to count 1, 2, 3 and see what you get. (PLAY) Now count 1, 2, 3, 4, and see what you get. (PLAY) Let's just say 1, 2, and tell us all about it. (PLAY)

Rudy Vallee is going to hate you.

9. This next theme identifies one of radio's cleverest programs and Ray Canney, Marshfield, Wisconsin wants you to tell us all about it. (PLAY) What's the name of that song and who's the comedian it identifies?

SOUND: BELL RINGING

NILES: The finish line is crossed. Professor, and that's the end of the second round.

KYSER: And a right ^{close} ~~smart~~ race it was, Dean Niles. It ~~looked~~ ~~neck and neck for awhile~~ but our three alert judges snapped their cameras on the photo finish and ~~I'll bet they've~~ ~~selected the winner by now.~~ Yes - there goes the name up on the bulletin board and it's _____!

(APPLAUSE)

KYSER: A big rose-covered horse-shoe to you, _____ for driving home to victory. Now catch your breath and cudgel your brains for our big final round is coming up soon. And the rest of you scholars - light up a Lucky Strike or get onto the greensward where there's room to circulate and celebrate. I mean it's time to sing and ~~dance - so come on - chillun, yet's do both.~~

7. ("HELLO MR. KRINGLE" PRODUCTION)

(APPLAUSE)

COMMERCIAL #3

NILES: Professor Kyser, you're justly famous for your "makes-you-want-to-dance" music.

KYSER: I thank you, my good Dean Niles.

NILES: ^{and} Well, many a Southerner will tell you that this is "makes-you-want-to-be-a-tobacco-auctioneer" music....

BOONE: (CHANT 10 SECONDS... "SOLD AMERICAN")

NILES: Yes, lots of Southerners, hearing that chant at the big tobacco auctions, get a real yen to be ~~tobacco~~ ^{themselves} auctioneers, some day. That's what happened to Bryan Williams of Lexington, Kentucky. On the way home, from ~~selling some~~ ^{on} of his tobacco ~~at~~ auction one day, he made up his mind to become a tobacco auctioneer. He achieved this ambition by practising in his spare time and, today, after 15 years as auctioneer, he is recognized as one of the best judges of tobacco in the South. Because of that fact, I think smokers will be interested in something Mr. Williams told us recently. He said:

VOICE: I know that Lucky Strike buys only the finer grades of tobacco. In fact, I like that tobacco so well I'd recommend Luckies without qualifications to anyone. I've smoked them myself for the past 7 years.

CONTE: Bryan Williams speaks for the vast majority of independent tobacco experts...auctioneers, buyers and warehousemen, not connected with any cigarette company. Among these independent 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. Have you tried a Lucky lately? Let the judgment of these men who spend their lives buying, selling and handling tobacco, guide you to better smoking. Try Luckies for a week and see for yourself why...with men who know tobacco best, it's Luckies 2 to 1!

8. ("DAY IN DAY OUT".....BABBITT & ORCHESTRA)

segue to

9. ("MOON LOVE".....DUET & ORCHESTRA)

(APPLAUSE)

(FANFARE.....)

-16-

NILES: The Final Round! Our student body is gathered on Kyser Kampus gazing up at the bell tower of old ^{Kyser} ~~Siwash~~ Hall. Up there next to the big bell is Mr. _____ winner of the first round.

(SOUND: BONG)

NILES: And right next to him with a pocket full of little bells is _____ winner of the second round.

(SOUND: BELLS TINKLE)

NILES: And perched on top of the tower with a quire of questions in one hand and a diving bell in the other - ready for anything is - Professor Kay Kyser.

SOUND: BELL FALLING DOWN)

KYSER: *ouch you dropped me - I'm going down but not out.*
~~Ready or not~~, at the suggestion of Miss Josephine Titone, of Shreveport, Louisiana we'll try to ring the bell by devoting our final round to Bells. So shake the bats from your ^{belfries} ~~belfires~~ and begin to toll. The first stroke goes to you, Mr. _____.

(ADD FINAL QUESTION ROUND)

-16-

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WINNER'S ROUND:

1. Name this song for Miss Titone. (PLAY) What was invented by Alexander Graham Bell? ~~Besides an alarm clock, what is "Big Ben?"~~ *When is a cracked bell?*

2. Name this well-known bell song for Bill Bailey, of Columbus, Ohio. (PLAY) Now tell us the difference between bell-boy, Bell Buoy, ~~the belle of the ball~~, and Belle Baker,

3. Orchestra leader Art Castle, wrote the following song and uses it for his theme. See if you can name it. (PLAY) Now besides church bells, dinner bells, door bells, etc. Helen Toland, of Toledo, Iowa, says you should be able to identify the following ³ ~~four~~ well-known bells - don't look - just listen.

4. ~~We're not Scotch but we're only going to give you a little bit of this well-known Scottish song.~~ (PLAY) Now Mr. Albert Delpine, of Youngstown, Ohio wants to know what male movie star named "Ralph" has "bell" in his name. What Hollywood radio commentator classifies pictures by giving bells?

SOUND: BELL RINGING

NILES: The contest is over! The prize is won!

KYSER: Ah ... But who has won - that is the question. Our champions tolled stroke for stroke but the critical ears of our musical judges must have the answer. Look, one of them is picking up a vibraphone. (CALLING) What is your decision, Noble Sir?

(SOUND: VIBRAPHONE - SHAVE & A HAIR CUT BAY RUM.

KYSER: Just as I thought. The winner is _____!

(APPLAUSE)

KYSER: Ah, dear scholar, you have proved your mettle on the bells and have won undying glory for dear old Kyser Kollege. I herewith put rings on your fingers and bells on your toes and this \$35.00 first prize in your pocket. Our second placer rings the bell for this twenty dollars second prize... and to each of the other four contestants who also ran the good race - ten dollars apiece. All six get a carton of Lucky Strikes and to each and every member of the student body for their swell cheering and tolling out the answers... a package of Lucky Strikes!

(APPLAUSE)

KYSER: And now before we ring ~~us~~ the bell for our final hop - here's Dean Niles with a message for our students.

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MILES: Smokers, have you tried a Lucky lately? Maybe you've been missing something. You see, though weather and soil do vary, new methods developed by the United States Government have made tobacco crops better than ever. As always, Lucky Strike bought the Cream of the Crop...and now aged and mellowed from two to four years, these better than ever tobaccos are in Luckies today...So thanks to Uncle Sam - Luckies are better than ever. Have you tried a Lucky lately?

10. ("GO FLY A KITE".....ORCHESTRA)

segue to

11. ("FOR TONIGHT".....ORCHESTRA)

(APPLAUSE)

-19-

P

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KYSER: (ON CUE) Well, das all scholars - and school is out until
Incidentally next Wed. marks the end of our
 next Wednesday night, ~~when~~ the summer semester will be over
 and California classes dismissed because our Winter Semester
 opens in the little old New York school house November first.
 Your homework for the week is guaranteed worth your while-
 listen in to YOUR HIT PARADE with Lanny Ross, Bea Wain,
 Mark Warnow and the Lucky Strike Orchestra on Saturday over
 another Station. If you have any questions for the
 old Professor, remember the address is Kay Kyser, Post
 Office Box 909 Los Angeles, California. See you next
 Wednesday night when class convenes again. And until then-
 this is Kay Kyser sayin' - we will be thinkin' of you and --
 thanks for being with us.. 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)

THIS IS THE NATIONAL BROADCASTING COMPANY.

THE AMERICAN TOBACCO COMPANY

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #82

Wednesday, October 25th, 1939

RECORDING REBROADCAST 10/26/39
WOR 8-9 P.M.

CONTE:
NILES:

Have you tried a Lucky lately?

BOONE:

(CHANT ONE LONG SALE...ENDING "SOLD AMERICAN")

NILES:

Independent tobacco experts, like the auctioneer you just heard, will tell you that new United States Government methods have made tobacco crops better than ever; and that Luckies as always have bought the Cream of the Crop - so Luckies are better than ever. That's why we ask... Have you tried a Lucky lately?

("HAPPY DAYS ARE HERE AGAIN".ORCHESTRA)

NILES:

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

(KYSER THEMEORCHESTRA)

KYSER: Evenin' folks - how y'all? Well, chillun - tonight marks the last meeting of the California summer session of the College of Musical Knowledge. Next Wednesday the Winter Semester opens and we'll greet you from New York City. In honor of to-night's occasion, we have transplanted our classroom to Stage 1-B on the RKO lot where today we finished our feature picture "That's Right - You're Wrong." On this very set, less than two hours ago, May Robson was my grandma and Adolphe Menjou was playing the part of a big movie producer, but now they and the rest of our cast are sittin' out there on the hard wood benches with the rest of the student body. And from that student body we have chosen, as usual, six scholars to compete for ninety-five dollars in prizes. But let's get that old blood boiling before the questions fly ... let's warm up the feet with a one-two beat ... I mean let's dance, chillun - come on let's dance!

1. ("OF THEE I SING"ORCHESTRA)

segue to

Over The Rainbow

2. ("~~THE~~ ~~TO~~ ~~BE~~ ~~TIED~~"SIMMS & ORCHESTRA)

(APPLAUSE)

LUCKY STRIKE "KAY KYSER"
Commercial #1 - October 25, 1939

~~("FIT TO BE TIED", SIMMS & ORCHESTRA)~~

KYSER: Now Dean Niles rises to a point of order!

NILES: That parliamentary language is appropriate, Professor!
For the man I want to tell you about served as
Representative in the Kentucky State Legislature. His
name is Bob Beatty and he hails from Lexington. Bob
Beatty said recently:

MAN: As one who has represented in the State Legislature a
tobacco growing region - and as a tobacco grower myself -
I think I'm qualified to speak. And I'll say this: In
the past few years we've been growing better, lighter,
finer tobacco all around.

NILES: Asked for his explanation of this improvement in tobacco,
Bob Beatty replied:

MAN: One big reason is the help of the Government and the
State Experiment Station. For example, that #16
tobacco seed they developed. I've used it myself for
the past few years and it's the best I ever found.

CONTE: Smokers, have you tried a Lucky lately? Thanks to the
scientific help of the Government - of Uncle Sam -
tobacco crops have been better than ever in quality
during the past several years. Lucky Strike, as always,
has bought the Cream of the Crop ... the choice tobacco
in the choice regions where weather conditions have been
favorable. Aged and mellowed from 2 to 4 years, these
finer, lighter tobaccos are in Luckies today. That's
why we ask...Have you tried Lucky lately? If your answer
is "no", maybe you've been missing something- because
thanks to Uncle Sam, Luckies are better than ever. Next
time, ask for Lucky Strike.

("LUCKY DAY" INTRODUCTION OF KAY KYSER...KYSER THEME)

("LUCKY DAY"ORCHESTRA)

NILES: The stand-ins for the first three contestants have been removed, and the principals themselves take their places. The cameras are carefully focussed on the thirty-five dollars first prize...the spot lights are blazing merrily ... and dashing in on the three man treadmill comes the great impressario himself Director David ^{Kay}Cecil ^{B.}Butler de Kyser.

(KYSER THEME IN 6/8.ORCHESTRA)

KYSER: Put your feet on the chalk marks, my dear _____, and answer right and true, 'cause there ain't no retakes tonight.

(ADD FIRST QUESTION ROUND)

1. Here's an orchestra theme song which Mr. Francis E. Kielb of Rutherford, New Jersey wants you to identify. (PLAY)

2. Tell Mrs. R. H. Zachary, of Miami, Florida the difference between May Robson, Paul Robeson and the Rogue Song.

3. The titles of the following three songs tell a story of three fellows counting up how much money they have between them. Lawrence Battiste, of Chicago, Illinois wants you to describe the story. The first fellow said: "Well, I have (PLAY)". The second fellow said: "I was broke until a moment ago. I found some small change on the street and boy that was (PLAY)". And the third fellow said: "I don't want to make you boys feel bad, but (PLAY)".

4. Here's one from my colleague, Adolphe Menjou of Hollywood, California. He asks whose face is on those "pennies from heaven?" Whose face is on a Buffalo nickel? (Bobby yells "Buffalo's face - and I say "no, I mean on the other side.") Whose face is on a one dollar bill? A five dollar bill?

5. Here's another orchestra theme, and Sara Smith, of Atlanta, Georgia wants you to identify it. (PLAY) Is it Phil Harris, Jimmy Grier or Ted Fiorito.

6. It's tonight's right or wronger - a four star feature of the College of Musical Knowledge and John Gregory, El Paso, Texas wants you to just say right or wrong to the following statements. (1) Andy Devine's home town is Van Buren, Ark. (2) Lew Ayres has composed a symphony called "Autumnal Equinox." (3) Gene Raymond and Jean Blondell are Mr. and Mrs. (4) William Frederick Cody was Buffalo Bill's correct name.

Lucille Ball, the lovely lady who shares feminine humor

7. Name this song for Miss Mary L. Corrigan, of Concord, New Hampshire. (PLAY) *is perspective with Jimmy Stewart* Now can you name two pictures with the word "hotel" in their titles?

8. Speaking of _____ Sid Lowery of Salt Lake City, Utah wants you to fill in the missing parts of this story by telling us the titles of the songs we are about to play: Mr. and Mrs. Smith Jones arrive in the big city late one night and go to the Grand Hotel where Mr. Jones says to the clerk: "I want a (PLAY). After they have registered the elevator man ~~called to them~~ *yelled* "Step lively please, because (PLAY) Finally, when they were all settled in their room, Mr. Smith-Jones turned to his wife and said "I'm awfully tired dear, so (PLAY).

9. This coming Saturday in addition to the Pitt-Fordham game, the Yale-Michigan game, Cornell-Ohio State, North Carolina-Pennsylvania, and many other games of national importance, *Juene Brown of Los Angeles* Mrs. Lillie B. Harris *Angela* reminds us that one of the most exciting on the West Coast will be between (PLAY) and (PLAY)

BUSINESS: VOICES CALLING IN DIFFERENT PERSPECTIVE AND BUILDING UP

Quiet, Quiet! Quiet quiet quiet QUIET QUIET!!!

NILES: All is quite quiet, Professor, and Round One is over.

KYSER: Thank you, Dean Niles ... even quiet enough for the property man to wheel the Judges over to the microphone and give us a decision. Thank you. The winner of our First Round is _____.

(APPLAUSE)

KYSER: Congratulations to you, my dear _____ . You made up those answers better than ^{they make up Boris Karloff} ~~Max Factor does Garbo~~. So relax now and light up a Lucky Strike while you prepare for your screen test in the final round. The rest of the scholars can stare at the scenery or stamp around the sound stage - in other words let's dance, chillun ... come on, Let's dance!

3. ("ARE YOU HAVING ANY FUN" MASON & ORCHESTRA)

(APPLAUSE)

Segue to

4. ("CHATTERBOX. DUET)

(APPLAUSE)

COMMERCIAL #2

m

KYSER: Dean Niles says the movie that uses this for its theme song is still packing 'em in ...

(BAND PLAYS FRAGMENT OF HAPPY DAYS)

NILES: Yes, that familiar music is the theme song of the Lucky Strike movie at the New York World's Fair. This movie has already been seen by more than three million people and in the last few weeks the attendance has been exceeding previous records.

CONTE: You see, more and more people today want to know the facts about what they buy. Lucky Strike has ~~broken all~~ precedents ~~to~~ give the public a complete, concise, and clear answer. The Lucky Strike movie at the World's Fair shows how the higher degrees of heat used in the "Toasting" process take out certain harsh-throat-irritants naturally present in all tobacco.

NILES: You can also see how the concentrated sunshine of the ultra-violet ray - another exclusive Lucky Strike step - mellows and "tones-up" the tobacco. And with cigarette making machines at work right there in the Lucky Strike Exhibit building, you can judge for yourself the delicious aroma - the wholesome fragrance - of tobacco which has been through the "Toasting" process.

CONTE: Smokers, remember: only Lucky Strike offers you the
benefits - the throat protection - of the process
"It's Toasted" ... Have you tried a Lucky lately?

5. ("IT'S A HUNDRED TO ONE YOU'RE IN LOVE".BABBIT & ORCHESTRA)

(APPLAUSE)

*Segue to
Fit To Be Tied*

6. (~~"OVER THE RAINBOW"~~SIMMS & ORCHESTRA)

(APPLAUSE)

ANNOUNCER: We pause for station identification.

STATION BREAK

Ray (mumbling) and after this I want your honest opinion - don't always "yes" me. 10-25-39

MAN 1: Yes, Mr. Kyser!
MAN 2: Oh sure, Mr. Kyser!
MAN 3: You bet, Mr. Kyser!
MAN 1: Yes sir, Mr. Kyser!
MAN 3 & 2: Right, Mr. Kyser!
MAN 1-2-3: Good night, boss!

NILES: And so ends another busy day at the studios for the old Professor, as he dons cap and gown to take over his duties as belligerent beadle of the College of Musical Knowledge. Three more candidates cringe before the camera to emote for those ninety-five dollars...and if you want him to take up your option ...beware, beware...or he'll get in your hair....that titillating tantalizer - dear old Kay Kyser!

(KYSER THEME IN 6/8.ORCHESTRA)

KYSER: *Step up students*
~~Run rollickingly to our raucous roustabout, students, and~~
don't rip your rompers on the microphone. The first question is for Miss Frances Connelley of New York City, New York.

(ADD SECOND QUESTION ROUND)

1. A certain orchestra leader signs off the air - not on - off the air with this song and Miss Connelley wants you to tell us who he is. (PLAY) He's known as the "dipsy doodler" and he composed "Dipsy Doodle", "In My Reverie," "Study In Brown" and many others.

2. Here's a double feature from ^{Freddie Fleck of} ~~a member of our cast.~~ ^{Los Angeles} Edward Everett Horton wants to know the difference between cinems, synoapation, Ciramaron and cinnamon.

3. Here's a hit song from Sunnyside Up, one of the greatest musical pictures of all times, and Miss Frances Atkinson, of Loup City, Nebraska wants you to name it. (PLAY) This next one is the name of a song, a famous book and a wonderful picture. (PLAY)

4. Speaking of _____, Nemo Nier, of Denver, Colorado asks which Butler is the most important male character in the book. Now who plays it in the picture? Now which Butler directed "Sunnyside Up", "Kentucky", "Connecticut Yankee," "Bright Eyes," and has just finished our picture? What was the butler's name in the song "Dinner For One Please"? Can you name another familiar name for butlers that start with a "J"?

5. Here's the theme song of an orchestra leader who is one of the world's greatest saxophone players, and ^{Miss Mary L. Corrigan} ~~Miss Lucille Ball~~, the ^{Concord New Hampshire} ~~lovely lady who shares feminine honors in our picture with Ginny Simms,~~ wants you to identify him. (PLAY) Now is it Dick Stabile, Jimmy Dorsey, or Hal Kemp?

6. Now the cranking cameras stop while the cranky "what whats" pop. Earl Leaky of Wilmington, Delaware wants you to take out "what" in the following song titles and put in the correct words.

(1) What ought to What in Whatchers. (2) Oh, What, Oh What, Oh Whatly, I'm In Love. (3) You've What To See Whatt^a~~to~~ Every What, or You What See Whata~~t~~ At All.

7. Here's a bit of a hit from a hit pic. It was featured in the picture "Footlight Parade" and Irene Stewart, of Indianapolis, Indiana wants you to name it and tell us who sang it. (PLAY) Now who sang it? Was it Phil Regan, Dick Powell, Allen Jones, or Kenny Baker? This doesn't count, but tell us do you like moving pictures^{Don't you} (If contestant answers "yes" I'll say, then get a ladder and move some.)

8. While we're on the subject of parades A. A. Fritzlör, of Portland, Oregon wants to know if you can name another movie a radio program, and a song with the word "Parade" in their titles.

Here's the theme that identifies one of radio's top programs and Kitty Powell, of Birmingham, Alabama wants you to listen and then name the program. (PLAY) Now from the following list pick three people who are featured on that program: Edward G. Robinson, Fanny Brice, Roger Pryor, Meredith Wilson, Connie Boswell, Rochester, Walter Houston.

-13-

(SOUND: BELL RINGING)

NILES: Scene one ... act one... real one...retake number six
thousand four hundred and seven! Here we go again!

(SOUND: PICTURE-SOUND-TRACK SYNCHRONIZER..."BANG"!)

KYSER: Our three noble judges will now render the decision which
was continued from last week's serial drama. If you
remember -- they were left hanging over a cliff, but
right now they've climbed back with a winner. Looks
like the Hardy Judges are ridin' high with a decision -
thanks, Judge Hardy. The winner is _____

(APPLAUSE)

KYSER: My dear little _____ you have had the
come-uppance to sail through cagey questions to win the
second round and you are no longer a bit player. You
will be co-starred in the biggest picture of the year,
entitled "The Final Round. Relax and light up a Lucky
Strike... or get out in front of the camera with the
rest of the stage struck students as we photograph a
musical scene or two.

7. ("TAKE YOUR GIRLIE TO THE MOVIES".....PRODUCTION)

(APPLAUSE)

COMMERCIAL #3

-13-

ATX01 0244886

LUCKY STRIKE "KAY KYSER"
Commercial #3 - October 25, 1939

("TAKE YOUR GIRLIE TO THE MOVIES" PRODUCTION)

KYSER: (BLOWS PAPER HORN) Halloween's a-coming, chillun ...
and Dean Niles says - to be the life of that Halloween
party - just you learn to do this...

BOONE: (CHANT 5 SECONDS FADE OUT)

NILES: (AMUSED) Well - F. E. Boone claims anyone can learn to
do that chant!

BOONE: Yes, it's easy. All you have to do is start slow, then
speed up like this ... (CHANTS SLOW TO VERY FAST -
10 SECONDS "SOLD AMERICAN")

NILES: You call that easy, Mr. Boone?

BOONE: It's the easiest part of being an auctioneer. ^{It's} Nowing
tobacco ~~is what's~~ ^{that's} hard.

NILES: Suppose you tell us how the chant of the tobacco
auctioneer first started.

BOONE: Well - that chant is our way of crying out the bids the
tobacco buyers make at auctions. Back when sales were
slower, auctioneers simply talked the bids. Then faster
sales gradually speeded up the chant.

NILES: Yet tobacco experts understand every word of even the
fastest chant?

BOONE: They sure do. This is the plainest kind of talk at
tobacco auctions....

(CHANTS VERY FAST - 10 SECONDS - SOLD AMERICAN)

CONTE: Yes, that chant is plain talk at the tobacco auctions. Independent tobacco experts know exactly what tobacco is "Sold American." So here's a fact that speaks volumes... Among these independent experts - auctioneers, buyers and warehousemen - Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined. This fact is established by sworn records which anyone may examine. Have you tried a Lucky lately? Take a tip from the men who spend their lives buying, selling and handling tobacco. Try Luckies for a week and see for yourself why... with men who know tobacco best, it's Luckies 2 to 1!

(~~"THE MAN WITH THE MANDOLIN"~~DUET & ORCHESTRA)

8. ("BEER BARREL POLKA ORCHESTRA)

segue to

9. ("TO YOU"BABBITT & ORCHESTRA)

(APPLAUSE)

(FANFARE.....)

-16-

NILES: The Final final round! Before we say farewell to the capital of make-believe to return to Bagdad on the Subway, there is one last scene to be shot. The setting is beautiful Hawaii. Professor Kyser, in grass skirt and leis, is stretched out on a couch with one hundred beautiful Hula maidens combing his hair and ~~washing his~~ ^{soothing his} ~~feet,~~ ^{brow} as the two final contestants are brought before him for questioning. Ready - lights - camera - Quiet please! (SOUND...ACTUAL BELLS AND BUZZERS USED ON SET) Roll'em...Action Kay!

KAY: (Who has been doing "zaney" giggle since Niles' shouted lights) Advance _____ you who did so good in round one and two. Let's see what the ~~cat has~~ ^{scenery w/ two} ~~dragged in~~ ^{have cooled up} for you this time.
(ADD FINAL QUESTION ROUND)

-16-

ATX01 0244889

WINNER'S ROUND

1. In saluting the Hawaiian Islands, Allen Atkinson of Palhoa, California, thinks it appropriate to start by asking you to name the following well-known song. (PLAY) The title of the next one means heavenly flower and was written by orchestra leader Harry Owens. (PLAY) Now who sang it in the picture "Waikiki Wedding?"

2. The following two instruments are associated with Hawaii and Mrs. Marjorie Johnson, of Topeka, Kansas, wants you to listen and name them for us. (PLAY) (PLAY) Now tell us one of the best known Hawaiian dances.

3. Here's a catch song which Ted Fiorito first brought into prominence and it is now used as an orchestra theme by a former member of Fiorito's orchestra. (PLAY) Now, Jack Gladney of Phoenix, Arizona, asks who is the orchestra leader who uses it for his theme? Is it Lief Erickson, Larry Adler or Muzzy Marcellino?

4. Here's one of the most beautiful and best loved of all Hawaiian songs. Name it for Miss Ruth Phillips of Louisville, Kentucky (PLAY) And what is the American title for it? Can you say "farewell" in two other languages?

Key: *I hope you can come back soon, Key, but before you*
 NILES: ~~All right - CUT. Was it okay, Joe.~~
 VOICE: ~~Save your lights.~~
 NILES: ~~Don't leave the set anybody - the prizes are going to be~~

~~alotted.~~
 KYSER: *That's right, Dean Niles*
 Our capable judges have that well in hand, ~~prep boy Niles,~~
~~and it will be attended to instantly.~~ What say you,
 gentlemen! Aha, the grand winner of tonight's first prize
 is _____!

(APPLAUSE)

KYSER: Congratulations on your great achievement, my dear _____.
 You shall be ushered forth to Grauman's Chinese theatre,
 and your face pushed into the wet cement sidewalk for all
 posterity to see. So take these thirty-five dollars first
 prize, and make merry while you can. To our second placer
 goes the customary token of affection... twenty dollars.
 Each of the other four contestants get ten dollars apiece
 and all six a carton of Luckies. Finally to every member
 of the student body here on our RKO Cinema Campus where
 movie makers and movie fans have mingled....a package of
 Lucky Strike cigarettes.

(APPLAUSE)

KYSER: Before the commencement ball, just a word from our Dean of Duties....Ken Niles!

NILES: Smokers, have you tried a Lucky lately? Maybe you've been missing something. You see, though weather and soil do vary, new methods developed by the United States Government have made tobacco crops better than ever. As always, Lucky Strike bought the Cream of the Crop....and now aged and mellowed from two to four years, these better than ever tobaccos are in Luckies today.....So thanks to Uncle Sam -- Luckies are better than ever. Have you tried a Lucky lately?

10. ("MAN WITH THE MANDOLIN"....ORCHESTRA)
segue to
11. ("MAN AND HIS DREAM".....ORCHESTRA)
(APPLAUSE)

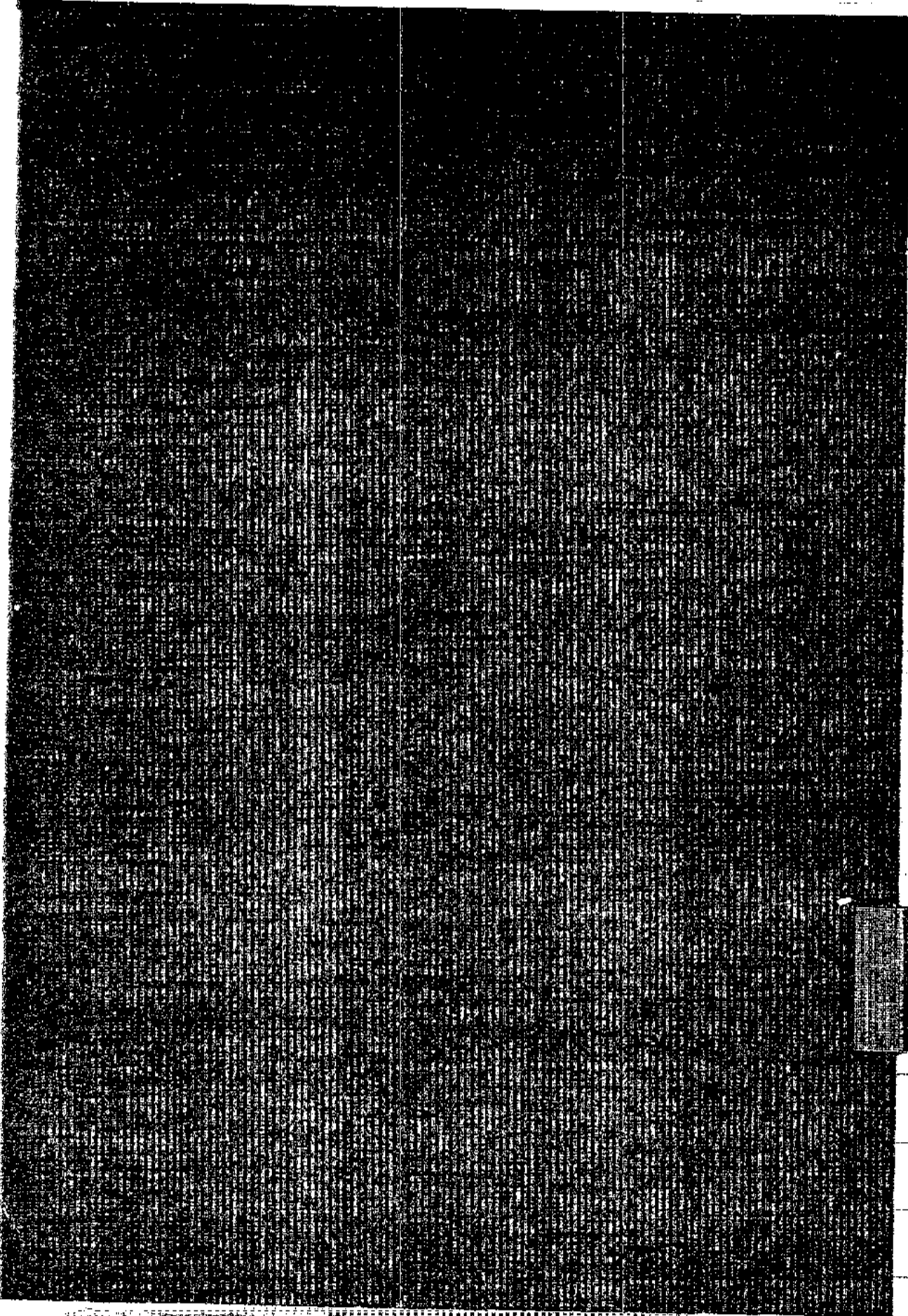
KYSER: (ON CUE) Well, das all scholars - and school is out until next Wednesday night when our Winter class sessions start from New York City. Your homework for the week is to listen in to YOUR HIT PARADE with Lanny Ross, Pea Wain, Mark Warnow and the Lucky Strike Orchestra on Saturday over another station. If you have any questions for the old Professor, there's a new address - Kay Kysor, 480 Lexington Avenue, New York City. Don't forget next Wednesday night when class ~~starts~~ ^{continues} from New York. And until then - this is Kay Kysor sayin' - we will be thinkin' of you and....thanks for bein' with us...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)

THIS IS THE NATIONAL BROADCASTING COMPANY



ATX01 0244894

As Broadcast 11/1/39

WEAF

THE AMERICAN TOBACCO COMPANY

#83

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

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10:00 - 11:00 P.M.

NOVEMBER 1, 1939

WEDNESDAY

RECORDING REBROADCAST 11/2/39
WOR 8-9 P.M.

GRAUER: Have you tried a Lucky lately?

BOONE: (LONG CHANT - ENDING WITH "SOLD AMERICAN")
RIGGS:

GRAUER: Independent tobacco experts, like the auctioneer you just heard, will tell you that ~~the~~ United States Government methods have made tobacco crops better than ever; and that Luckies, as always, have bought the Cream of the Crop - so Luckies are better than ever. That's why we ask ... Have you tried a Lucky lately?

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

GRAUER: Do you know who wrote Mendelssohn's Spring Song? Can you spell "crasdanya prasnovia?" Then listen and learn, for Lucky Strike presents the first session of the winter semester of the College of Musical Knowledge headed by ...

KYSER: Evenin' folks - how y'all?

GRAUER: It's the old Professor - Kay Kyser!

(KYSER THEME: ORCHESTRA)

KYSER: Welcome back to ^{our} ~~the~~ College, Dean Grauer, ^{and we're} ~~and we're~~ ^{GRAUER - Thanks Kay, glad to have you back in New York.} (Now chillun, ^{Kyser} we're starting our winter session of class nights, but the only thing cold will be the weather, and winter, summer, spring or fall, our contestants total six - no more - no less - that's all. They stick their necks out to have some fun and Little Audrey ^{say there} ~~has~~ another reason.

AUDREY: High on the Tree of Knowledge
 In front of Kyser College
 Hangs ninety-five dollars in prizes
 Oh boy!

KYSER: Now, mind you students, as usual our scholars were chosen
 at random from the student body before class took in.
 There has been no rehearsal and we're leavin' 'em strictly
 alone until the time comes. They're out of breath, and
 scared to death, but ...

AUDREY: Beat it, Professor! It's time to beat it!

KYSER: What, right now?

AUDREY: YES SIR! YOU better beat it!

KYSER: O.K. ^{*I will beat it.*} Come on chillun - yet's dance - one, two!

1. ("SHINE" ORCHESTRA)

(SEGUE TO:)

2. ("MY PRAYER" BABBITT & ORCHESTRA)

(APPLAUSE)

(COMMERCIAL #1)

COMMERCIAL #1

GRAUER: Professor Kyser, who's the most-talked-of-man in the South today?

KYSER: (SIMPERINGLY) Why, Ben Grauer, you do say the nicest things!

GRAUER: (AMUSED) You're wrong - that's wrong, Professor! ... The most-talked-of-man in the South today is Uncle Sam. The reason: His cooperation with the farmers has made tobacco crops of the past several years outstanding in quality. Listen to this typical statement by a typical tobacco farmer - Mr. D. H. Fish of Willow Springs, North Carolina.

MAN: Uncle Sam, sure knows his stuff! For 5 years now I've been working with the help of the Government Experiment Station at Raleigh, North Carolina. They've given me such good suggestions that my last few tobacco crops have been better than ever - a lighter, finer grade of cigarette leaf.

RUYSDAEL: Smokers, have you tried a Lucky lately? We ask, because the government cooperation Mr. Fish describes has been extended to farmers throughout the South. As a result, where weather and soil conditions have been favorable, better-than-ever tobacco crops have been grown during the past several years. And Lucky Strike, as always, has bought the choice tobacco in the choice regions ... the Cream of the Crop.

GRAUER: Aged and mellowed from 2 to 4 years, these finer, lighter tobaccos are in Luckies today. So - thanks to Uncle Sam - Luckies are now better than ever.

RUYSDAEL: Have you tried a Lucky lately? If your answer is no, maybe you've been missing something. Next time ask for Lucky Strike.

("LUCKY DAY" ORCHESTRA)

11/1/39

It's here, chillun, its ⁻⁴⁻question time
KYSER: ~~The deathless moment has arrived, chillun, and my question~~
box is just chock full of ~~threatening bits of miscellaneous~~
information for our first three contestants of the winter
semester. (~~THEME OUT~~) Let's see, Dean Grauer ... who
graces the griddle tonight?

GRAUER: First Jack out of the box is _____ of
_____!

(BLARE BRASS CHORD IN VERY QUICKLY . . .)

GRAUER: Our second would-be champion is _____ of
_____!

(BLARE BRASS CHORD IN RELATED KEY VERY QUICK)

GRAUER: And third ^{thinker} ~~contestant~~ in this torrid tournament is
_____ of _____!

(BLARE BRASS CHORD IN RELATED KEY VERY QUICK)

KYSER: ~~Thank you, Dean Grauer,~~ Now _____ ...
if you'll just step up here so we can lean on each other,
I'll give you the first question.

FIRST ROUND:

1. Here's a theme song. If it's a program theme, it's
Sherlock Holmes. If it's an orchestral theme, it's Phil
Harris. If it's a singer's theme, it's Nan Wynn's.
Listen and tell Miss Virginia Knox of Philadelphia, Pa.
which you think it is. (PLAY) Now what's the name of the
song?

(MORE)

11/1/39

KYSER:
(CONTD)

2. November is a month of many prominent birthdays and right off the bat Mr. Scott Stafford of Berkeley, California, wants us to say "Happy Birthday" ^{today} to a great sports commentator ~~who had a birthday today~~. He has a daughter in the movies named Florence and his last name is thrown at weddings. Tomorrow is the birthday of one of our featured vocalists. His first name starts with an H and his last name starts with a B. Tomorrow is also the birthday of a fellow named King who is not an orchestra leader but quite a singer. He was the star singer in "The Vagabond King", "I Married an Angel" and many others.

3. Now that Summer has faded, Miss Alice Phelan of the Bronx, New York, thinks it appropriate to have you name a couple of songs that deal with broken summer romances. Here's the first - (PLAY) And now here's the other. (PLAY)

4. For the winter semester, the What Whats have moved from the school of song to the department of personalities, and so tonight Mr. Gus Satta of Omaha, Nebraska wants you to take out the word ^{what} 'What' in the following well-known slogans and replace them with the correct words.

1. Sophie Tucker is known as the What of the Red What Whatters.
2. ^{what} Pearce says "I what I what I what."
3. Gracie ^{what} ~~What~~ says "I What you What that to all the Whats."

5. Name this well-known orchestra theme for Miss Lindell Todd of Aiken, South Carolina, and tell us whom it identifies. (PLAY)

(MORE)

11/1/39

KYSER:
(CONTD)

6. Drummers in orchestras are usually surrounded by Timpani, Tom Toms, Bass Drums, Snare Drums, Vibraphones, Chimes, Cymbals and a million other things, and our drummer, Eddie Shae, is no exception. At the suggestion of Mr. William P. Best of Cincinnati, Ohio we're going to have him hit a few of his traps and see if we can trap you. Look straight ahead and tell us what you hear.

(PLAY) (PLAY) (PLAY) (PLAY)

7. One of radio's fine shows comes on the air something like this. (PLAY) Now that's the theme of _____ and Miss Josephine Calcaterra of Bridgeport, Connecticut wants you to name the three featured principals on that program. The MC is quite a comedian and his first name starts with a K., the girl vocalist is the wife of Jon Hall, and the male vocalist was formerly with Jack Benny.

8. Mr. William Hildebrand of Covington, Kentucky wants you to straighten out the following mix-up. He picked a few well-known axioms or adages, put them in a hat, shook them up, and here's the way they came out.

1. Music soothes he who hesitates.
2. People who live in glass houses should not take a bath.
3. A rolling stone is worth two in the mulberry bush.

(MORE)

KYSER:
(CONTD)

There are lots of great games scheduled for the West and the Middlewest this coming Saturday, but tonight the musical spotlight is on the East and the South. There'll be lots doing in New Haven when Yale plays (PLAY). And there'll be a hot time in Baton Rouge, Louisiana when Louisiana State plays (PLAY).

(KYSER MARCH IN 6/8 ORCHESTRA)

There's our college song,
GRAUER: ~~There's the Exit March,~~ Professor, and while the contestants are filing out of class, our three judges will make ready to file their first decision.

KYSER: Right, Dean Grauer. That reminds me ... Was last Wednesday night's final round a humdinger? Those perfect scores really had your old Professor on the ropes. And I got a little extravagant and awarded two fifty-dollar prizes. Right after the program Mr. Lucky Strike called me on the phone and said "Well done, my boy - ^{we} hope it happens often, 'cause if there's anything ^{we} like it's perfect scores." (OFF MIKE) Incidentally, ^{They gave me} ~~I got~~ my fifteen dollars back. Well, that's that .. and now let's proclaim this judge's decision for the first round tonight. The winner is _____ !

(APPLAUSE)

KYSER: ~~Oh my dear~~ *Ah, my friend* the echoing thunder reverberates in wonder at your greatness ...

SOUND: (THUNDER)

11/1/39

KYSER: Thank you, thunder, Ah the very hills themselves draw near to marvel at your achievement, ^{how} How would you like to be taken into the inner sanctum of the Final Round to sit in the rosy glow of the prize money?

VOICE: ~~That would be fine, Professor.~~

KYSER: *you would, well, that's fine*
~~Okay then~~ - the rest of the scholars have their course planned, too, for when that music rings out, there's only one thing ^{to do - bring teacher an apple, teacher will let you} doing. I mean, let's dance .. chillun ... get ⁱⁿ out there and kick it around! ^{apple}

3. ("AN APPLE FOR THE TEACHER" MASON & ORCHESTRA)

(SEGUE TO:)

4. ("WHAT'S NEW" SIMMS & ORCHESTRA)

(APPLAUSE)

(COMMERCIAL #2)

COMMERCIAL #2

Yes sub, and speaking of what's new
KYSRR: ~~and now~~ here's Dean Grauer with a timely message.

GRAUER: This is an exciting age we live in ... airplanes, radios, movies, television ... today we crowd greater enjoyment into every hour - and naturally that includes more smoking.

RUYSDAEL: Yes, ladies and gentlemen, ask yourself this question: Are you smoking more today - more than you used to? ... Now, on your answer, depends today's most important fact about cigarettes. For good sense says: the more you smoke, the more you need throat-protection. The more you smoke, the more "It's Toasted" means to you. So let me ask again: "Are you smoking more today?"

GRAUER: If your answer is "yes" - then the exclusive "Toasting" process, important always, is vital to you today. Everybody knows ... sunshine mellows, heat purifies. Sunshine and heat - that's the way "Toasting" works. ~~1,000~~ ⁵⁰⁰ people in this studio tonight know these facts. Just before our broadcast they saw the famous Lucky Strike movie which was shown to over three million people at the New York World's Fair. They saw how the higher heat of "Toasting" takes out certain harsh throat-irritants naturally present in all tobacco ... and how the concentrated sunshine of the ultra-violet ray further mellows the tobacco.

RUYSDAEL: Are you smoking more today? Then today you need throat protection more than ever ... the throat protection of Lucky Strike's exclusive process "It's Toasted". Try Luckies for a week. You'll find that the cigarette that's easy on your throat is the cigarette that gives you the most enjoyment.

5. ("DAY IN DAY OUT" BABBITT & ORCHESTRA)

(SEGUE TO:)

6. ("OH YOU CRAZY MOON" SIMMS & ORCHESTRA)

(APPLAUSE)

GRAUER: We pause for station identification.

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

("PRETTY GIRL IS LIKE A MELODY" . . . MARCH TEMPO . . . ORCHESTRA)

(FADE FOR)

KYSER: Yes, chillun, a pretty girl is like a melody, and here
are three pretty girls to answer questions about melodies.
Who's what when and where, ^{- that's what we want to know, girls.} ~~Dean Grauer?~~

~~GRAUER: Well, Professor, the lady here hiding behind the hat is
_____ of _____!~~

~~(SHORT FANFARE ON WOODWINDS)~~

~~GRAUER: The second gorgeous but giddy contestant is _____
of _____!~~

~~(CONTINUATION OF WOODWIND BUSINESS . . .)~~

~~GRAUER: And right there is our third co-ed student ...
_____ of _____!~~

~~(CONCLUSION OF WOODWIND BUSINESS)~~

KYSER: ~~That makes three, Ben,~~ so _____ ... step up here and stop me if you've heard this one.

SECOND QUESTION ROUND:

1. Tell Miss Shirley Betty Ehrlich of Nashville, Tennessee all about this orchestra theme song. (PLAY)
2. Here's a veritable bee-hive from Buffalo, New York, and Mrs. P. Kensler hopes to sting you with this -- what's the difference ^{between} ~~in~~ Bea Wain, B flat and Bea Lillie.
3. Here's a newcomer to the College of Musical Knowledge and Mr. Ralph Hosack of Fort Wayne, Indiana, gave us this suggestion. We're going to take a well-known nursery rhyme and replace a couple of the lines with songs - when you guess the names of the songs you'll see that we have a brand new rhyme. Now listen closely. "Mary had a little lamb (PLAY) And everywhere that Mary went the lamb said.. (PLAY)
4. Our first New York Right or Wronger comes from Miss Eileen McCarie of Austin, Texas, and East or West, saying right or wrong is the test -- so let's go:
 1. Alec Templeton is a ^{clarinet} ~~piccolo~~ player.
 2. Ethel Merman sang in Sonia Henie's picture "Happy Landing".
 3. A Lyre is a musical instrument of the harp family.
 4. When Jack Benny ^{tries to} plays the fiddle, ^{Fred Allen sings} ~~Phil Harris~~ plays "Never in a Million Years".

(MORE)

11/1/39

KYSER:
(CONTD)

5. Here's another theme and if it's a singer's theme, it's Barry Wood's. If it's a day-time serial theme, it's Mary Marlin. If it's an orchestra theme, it's Henry King's. Listen and tell Mrs. C. Churchill of Newark, New Jersey which it is. (PLAY)

6. After a nice summer's vacation here are the twisted song titles back for the winter semester and Mr. Adolph Maier of New Orleans, La. wants you to straighten out the following twisted song titles.

1. Stationary escalators leading to the astral bodies.
2. If an attitude of indifference ^{on my part.} prevailed.
3. Beyond the multicolored apparition in the heavenly firmament indicating a cessation of rain.

7. Now we're going to play a current hit the way one of the old masters might have played it had it been popular in his time. For Miss Mary Purcell of Sioux City, Iowa name the song and the musician. (PLAY)

8. Tonight we're going to see if you know the products that make it possible for you to hear your favorite entertainers on the air. In other words, Mr. E. F. Price of ^{Cleveland, Ohio} ~~Pine Bluff, Arkansas~~ wants you to take out the names of the entertainers in the following skit and replace them with the name of the product that sponsors them. It was a big dinner party, and ^{for the first course} ~~after the cocktail~~ we had a big bowl of Amos and Andy. After the main course a delicious salad covered with Bing Crosby ~~dressing~~ and to top it off, a large dish of Jack Benny and a cup of Charlie McCarthy.

(MORE)

ATX01 0244906

KYSER:
(CONTD)

9. Here comes a well-known musical fellow and _____
wants you to tell us who he is. (PLAY) Who is associated
with the song "My Bill" from Show Boat".

(KYSER THEME IN 6/8 ORCHESTRA)

(FADE UNDER AND CONTINUE)

Grauer:

KYSER: The parade is moving on in the opposite direction, and the
three contestants are tagging along with it.

~~GRAUER:~~ Hurry up those judges and we'll get a decision before they
are out of earshot.

KYSER: Here it is, naming as the winner of the second round

(BAND CHORD IN G)

(APPLAUSE)

KYSER:

Gentlemen, be seated! No-no, I mean

Elegant, my dear _____ my heart beats faster
as I mark your paper with a high grade. And I propose that
you pretty up a bit in preparation for the finals. But
remember, your beauty without brains won't win. Light up a
Lucky Strike chillun ... or *get up on your* climb out ~~on the~~ scholastic limbs
and let's dance. I say - come on - let's dance!

7. ("RHAPSODY IN SMILES" PRODUCTION)

(APPLAUSE)

(COMMERCIAL #3)

11/1/39

COMMERCIAL #3

KYSER: Take it from your old quiz-master ... Nobody could conduct a better, fairer quiz than the one they ran down where you hear this chant.

(CHANT 10 SECONDS - "SOLD AMERICAN")

GRAUER: Yes, a real tobacco "quiz" was conducted in Tobaccoland. First, the auctioneers who sell to all cigarette companies were interviewed. Typical of the answers was this from Billie Branch of Winterville, North Carolina ...

MAN #1: I think Luckies buy the finest-smoking line of tobacco on the market. That's why Luckies have been my cigarette for 15 years now.

GRAUER: Next, independent tobacco buyers - not connected with any cigarette company - were interviewed. Typical answer: this from Allen Hiatt of Danville, Kentucky:

MAN #2: I've smoked Luckies for 12 years. The reason is because I've seen Luckies buy the better grades of tobacco grown here in the Blue Grass country.

GRAUER: Finally, the interviewers went to the men who operate the warehouses in which all cigarette companies buy - men whose position makes them necessarily impartial. For the kind of answers received, listen to this from Floyd Greene Clay - whose tobacco warehouse in Lexington, Kentucky, is the world's largest:

MAN #3: I've seen Lucky Strike select the choicer tobaccos at auction after auction. That's why I've smoked Luckies for ten years now.

BTX01 0244908

11/1/39

COMMERCIAL #3: (CONTINUED)

RUYSDAHL: Auctioneers, buyers and warehousemen - these are the men who know tobacco from A to Z. And among these independent tobacco experts, Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined. This fact is established by sworn records which anyone may examine... Have you tried a Lucky lately? Try them for a week and see for yourself why ... with men who know tobacco best, it's Luckies 2 to 1!

8. ("HUNDRED TO ONE" ORCHESTRA)

(SEQUE TO:)

9. ("SOUTH OF THE BORDER" DUET & ORCHESTRA)

(APPLAUSE)

(LONG FANFARE)

KYSER: 'Tis the final round in which Mr. or Miss College of Musical Knowledge for tonight will be crowned and sent to Coney Island for the Baby Parade. Two loyal scholars -- (TRUMPET FANFARE) two eager faces -- (PIANO EJELATO) two willing hearts -- (TUBA BLARES) but only one thirty-five dollars first prize. (TRILLS OR CLARINETS)

Advance _____ here is your first question.

FINAL QUESTION ROUND:

1. I imagine Broadway has been written about in music more than any other street in the world, and since we've just returned to Broadway - _____ says to devote our final round to that street is a fine way to start our stay on Broadway. So here goes. First name this well-known song that has Broadway in its title. (PLAY)

Now just say "yes" or "no" to the following questions.

- (1) Does New York's Mayor La Guardia ~~play the zither?~~ ^{Strat}
- (2) Did former Mayor Jimmie Walker help write "Will You Love Me In December As You Did In May?"

2. Name this well-known Broadway song for _____.

(PLAY) Can you name an immortal operetta which played on Broadway for many years that has "blossom" in its title? Benny Field's wife, also a well-known singer, has "Blossom" for a first name. Who is she?

(MORE)
-16-

KYSER:
(COWED)

3. Here's a beautiful Broadway ditty that Charles King sang in one of the first musical pictures. Name it for _____.

(PLAY) Now from the following list pick at least 3 ^{synonyms} of Walter Winchell's ^{uses} ~~synonyms~~ for Broadway - Orange Juice Gulch, ^{Trolley Car French} Suckers Paradise, Mazda ^{Lane} Canyon, The Bored Walk, ^{Palooka Paradise}, ^{The Vain Steam}

4. George M. Cohan gave us this next one. See if you can spot its title for _____. (PLAY) Now, just say "yes" or "no" to the following questions. Did Frank Capra direct Warner Baxter in a picture called "Broadway Bill"? Does Louis Sobel write the column "On Broadway"?

(JINNY AND TWO BOYS SINGING FALSETTO)

Professor Kyser, that's all there ain't no more. The judges will declare the winner ^{as before} ~~right away~~.

KYSER:

Thank you, not the Howard Lee Club.
~~That was the three daughters of the three judges and we hope the sagacity of their forefathers will enable them to select one winner.~~
the three judges is expressed by this decision. The winner is _____

(APPLAUSE)

KYSER:

if this \$35.00 first prize could talk, I'm sure you have hung up a record in the College tonight which it would say "Hi Boss" you and I met for the first time tonight but were going to get along small as long as I last away for firewood. A clasp of your hand - a sock on your buskin - and take this thirty-five dollars first prize and

~~celebrate all evening long.~~ To our second placer, a lock of my hair and twenty dollars worth of consolation. Ten dollars apiece to each of the other four contestants, and a carton of Luckies to all six.

GRAUER:

(FAST) What about the student body, Professor.

KYSER:

A package of Lucky Strike cigarettes to each and everyone.

(APPLAUSE)

KYSER: And by the way, before the dancing in the streets begins, here is a word from Brother Ben, Dean of Duties.

GRAUER: Smokers, have you tried a Lucky lately? ^{If you haven't} Maybe you've been missing something. You see, though weather and soil do vary, ~~the~~ methods developed by the United States Government have made tobacco crops better than ever. As always, Lucky Strike bought the Cream of the Crop ... and now aged and mellowed from two to four years, these better than ever tobaccos are in Luckies today ... So thanks to Uncle Sam ... Luckies are better than ever. Have you tried a Lucky lately?

10. ("GOODY GOODBYE" ORCHESTRA)

(SEGUE TO:)

11. ("MOONLIGHT SERENADE" ORCHESTRA)

KYSER: (ON CUE) Well, das all, scholars, and the old Collage of Musical Knowledge will be boarded up until next week at this same time. Extension courses in Musical Miscellany are conducted by Mr. Lucky Strike over a different station on Saturday when YOUR HIT PARADE is on the air with --

HARRY: Barry Wood is ^a favorite ^{of mine} ~~my~~.

GINNY: I like Bea Wain's ~~way~~ of singing a song ...

POKEY: The Hit Paraders chorus is pretty swell ...

^{KYSER: Thanks kids you took the words right out of my mouth (and your pleasure children)}
KYSER: And Mark Warnow leads the Lucky Strike Orchestra. The address for questions to the old Professor is Kay Kyser - 480 Lexington Avenue - New York City. So until next Wednesday 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)

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.

10/31/39
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As Broadcast

11/8/39

THE AMERICAN TOBACCO COMPANY

W E A F

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

#84

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

NOVEMBER 8, 1939

WEDNESDAY

GRAUER: Have you tried a Lucky lately?

RECORDING REBROADCAST
11/9/39 WOR 8-9 P.M.

AUCTIONEER: (LONG CHANT - ENDING WITH "SOLD AMERICAN")

GRAUER: Independent tobacco experts, like the auctioneer you just heard, will tell you that United States Government methods have made tobacco crops better than ever; and that Luckies, as always, have bought the Cream of the Crop - so Luckies are better than ever. That's why we ask... Have you tried a Lucky lately?

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

KYSER: (BEFORE FINAL CHORD) Evenin' folks - how y'all?

(ORCHESTRA: CHORD AND APPLAUSE)

GRAUER: That's right - you're right...it's Kay Kyser ^{and his} College of Musical Knowledge ^{is} presented by Lucky Strike right here and right now...with makes-you-want-to-dance music and questions ^{that as you want to answer} ~~for the students~~. So listen long and listen loud ^{to} ~~for here~~ ~~he comes~~... the old Professor himself.

(KYSER THEME: ORCHESTRA)

(APPLAUSE)

ATXO1 0244914

11/8/39

KYSER:

Settle down and come to order
~~Thanks ~~Sam~~, and howdy, chillun... From the towers and~~
~~cause class takes in right now~~
~~tempest of the tidy little town called New York, our~~
~~classroom forms a bit of quietude in the hurry scurry.~~
Our high intellectual plane tonight holds Ginny Simms,
~~Harry Babbitt~~ ^{*Ish Kabibble*} ^{*also*} and six contestants who
~~scampered up the steps and fell flat on their faces~~ ^{*to teacher's desk*} when we
~~pulled their numbers out of the fishbowl.~~ ^{*here in our little old*} ~~Nobody likes fun~~
~~like people and the reason for their great rush is contained~~
~~in Ish Kabibble's philosophy on Musical Knowledge.~~
~~New York classroom.~~

ISA/

~~Every farmer realizes -
That hay grows in different sizes.
But our ninety-five dollars in prizes...
That ain't hay!~~

KYSER

It's all in fun and fun for all, not to mention
~~Thank you, hey hey Bibble... But I can see the questions in~~
~~\$95.00 in prizes~~
~~one corner and "makes you want to dance music" in the other~~
~~... and right now the music gets the ^{*nod*} go ahead -- So let's~~
dance, chillun... I say - come on, let's dance.

1. ("STRIKE UP THE BAND" ORCHESTRA)

(SEGUE TO:)

2. ("LILACS IN THE RAIN" SIMMS & ORCHESTRA)

(APPLAUSE)

* * * * * (COMMERCIAL #1) * * * * *

11/8/39

COMMERCIAL #1:

KYSER: Chillun, listen in to the talk in any General Store down in Tobaccoland and you won't hear half the idle gossip you probably hoped you would...

GRAUER: No, if there are any tobacco farmers in the store, the conversation's more likely to go like this...

1ST MAN: (FADING IN) Hi, Jim, how's your tobacco look these days?

2ND MAN: A-1... Best tobacco I ever grew.

1ST MAN: Mine, too... getting better every year.

2ND MAN: You bet! That help we get from the Government Experiment Station sure makes a difference. (FADING) Why, I've been using that Number 16 tobacco seed they developed and...

GRAUER: Lee Hazelwood, who runs a General Store in Fayette County, Kentucky, hears his neighbors talk about their better tobacco crops, thanks to the scientific help of Uncle Sam. And Mr. Hazelwood is in a particularly good position to judge this improvement, for as well as running the General Store, he has grown his own tobacco crops for 40 years and he says his crops in the past few years have been better than ever... a lighter, finer type of tobacco.

RUYSDAEL: Smokers, have you tried a Lucky lately? We ask because similar reports of improved tobacco crops due to Uncle Sam's cooperation have come from all over the South. This improvement has been marked in regions where weather and soil conditions have been favorable. In these choice regions, Lucky Strike, as always, has bought the choice tobacco... the Cream of the Crop. Aged and mellowed from 2 to 4 years, these finer, lighter tobaccos are in Luckies today.

(m o r e)

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11/8/39

COMMERCIAL #1: (CONTINUED)

RUYSDAEL:
(CONT'D)

So, Luckies are better than ever. Try Luckies for a week. See for yourself how truly fine a modern cigarette can be. Next time, ask for Lucky Strike.

("LUCKY DAY" ORCHESTRA)

11/8/39

All right, get your slates and thinking caps, scholars, and let:

KYSER: ~~Now the questions get the nod. So let's check the attendance. Are the three Judges here?~~
Get down to higher musical learning

TRIO: Boop boop didem dadem waddem-chu!

KYSER: (BREAKING IN) I said Judges - ~~yes~~ ^{not} ~~poor~~ fishes. ~~In the time chime in good working order?~~

(DESCENDING SCALE OF ORCHESTRA CHIMES C-B-A-G-F-E-D-CLANK)

KYSER: ~~Chime marches on. And you have introduced the three contestants to Little Audrey? Dean Grauer?~~
Dean Grauer will

GRAUER: ~~Professor, but~~ ^{*All right*} first there's _____ of _____

AUDREY: Hello.

GRAUER: And here's _____ of _____

AUDREY: Hello.

GRAUER: And third ~~in the receiving line~~ is _____ of _____

AUDREY: Welcome welcome one and all
Kido
Welcome ~~three~~ to Kyser Hall.

(BAND: . . . "BE SEATED" . . . CHORD)

KYSER: ~~And~~ step up here, _____ - because your first question is sizzling in my pocket.

FIRST QUESTION ROUND:

1. Listen closely for a moment and then tell Miss Betty Cogley of Spokane, Washington, all about this orchestra leader. (PLAY)

(m o r e)

ROUND 1: (CONTINUED)

2. Let's see if you can lick this lolly-pop palusa from Tuscaloosa, Alabama. Harold Stacey wants you to just say "yes" or "no" to the following questions. Did Jasha Heifitz make his movie debut in the picture "They Shall Have Music"? Are Tom Mix and Tony brothers? Did Alice Marble, the tennis player, marry Aidan Roarke, the polo player? Now that Gene Krupa has his own orchestra, does he still play drums?

3. Mother Goose goes to town... ~~Back's been to town, and most everything else has been modernized ... so I guess it's time for us to show Mother Goose a good rhyme.~~ At the suggestion of Miss Margaret Boling of Tulsa, Oklahoma, we've taken a well-known nursery jingle and by using song titles in the second and fourth lines, we've made a new nursery rhyme of it. You name the songs we're about to play...and let's see what comes out:

Jack and Jill went up the hill

To go (PLAY)

Jack fell down and broke his crown

Now they're (PLAY)

~~If~~ ^{See how easy it is to} you ~~think~~ modernizing Mother Goose is ~~easy~~, students, ~~So~~ get out your first readers and try it, and the Old Professor will be glad to receive your masterpieces, ~~and~~ ~~and~~.

(m o r e)

4. One of our saxophone players, Heinie Gunkler, has 3 instruments sitting in front of him, and because Edwin A. Rowlands, of Pittsburgh, Pennsylvania, thinks it a good idea, we're going to have him play all 3 of them and you tell us what they are. Look straight ahead and listen.
(PLAY) (PLAY) (PLAY)

5. Here's a theme song. If it's a singer's theme, it's Donald Novis. If it's an orchestra, it's Anson Weeks. If it's a dramatic program, it's "Dr. Christian." Listen and tell Miss Frances Shapiro of New York City which you think it is. (PLAY)

6. We had so much fun last week identifying products, Miss Jewel Pike of Omaha, Nebraska, wants us to try it again, so here goes. You take out the names in the following skit and replace them with the product that sponsors the respective personalities on the air. The butler was serving "Information Please." The floor had just been polished with Fibber McGee and Molly, ~~so he slipped~~ ^{he fell and all over} and spilt the "Information Please," all over ^{his shoes} which had just been shined with Hal Kemp.

7. Here are two songs that sound very much alike. We're going to play them for you and Mrs. David Davis of Salisbury, North Carolina, wants you to tell us their names. (PLAY)
(PLAY)

(m o r e)

8. Let's take time out to untwist a few song titles for George Crawford of Hollywood, California. Give us the correct titles to the following songs:

Elizabeth female who attends a male college.

~~Quote:~~ This is to inform you that the party of the first part, hereinafter known as me, belongs to the party of the second part, hereinafter known as you. ~~Unquote.~~

At such time as my apparition vessel docks.

9. There'll be plenty happening on the gridiron this Saturday, especially when ^{Navy is back} ~~Annapolis~~ comes to New York ^{at} ~~to~~ ^{Annapolis} (PLAY). And Miss Helen Whiting of Salt Lake City, Utah, says there'll be a hot time out in Ann Arbor when Minnesota clashes with (PLAY).

(TRIO AND TROMBONE: . "THAT'S ALL THERE IS, THERE AIN'T NO MORE.")

GRAUER: That's the play-off, Professor - so lay off the students - till we get the payoff from the Judges.

KYSER: Right, Dean Grauer. ^{Between you and me and the world} ~~And~~ I am informed on good authority that the winner of the first round is: _____!

(APPLAUSE)

KYSER: My dear _____, ^{that} ~~you are~~ automatically totalled ~~and~~ and tabulated ^{you} and advanced ~~to~~ to the final round to compete for the greater glory. Light up a Lucky Strike and sit quietly ^{at your desk} ~~in the background~~ while the rest of the students dance. That's the word -- let's dance, chillun -- here we go!

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3. ("ARE YOU HAVING ANY FUN" MASON AND ORCHESTRA)

(SEGUE TO:)

4. ("MY LAST GOODBYE" BABBITT AND ORCHESTRA)

(APPLAUSE)

***** (C O M M E R C I A L #2) *****

11/8/39

KYSER: Chillun, we used to dance to music like this (ORCHESTRA PLAYS FRAGMENT OF SLOW OLD WALTZ - NOT WELL KNOWN) But now we shake those feet to this kind of rhythm...
(ORCHESTRA PLAYS VERY FAST FRAGMENT OF POPULAR MODERN NUMBER)

GRAUER: Yes, Professor, this is an exciting age we live in...We "swing" our music, fly in airplanes, marvel at television, and thrill to million-dollar movies. We pack greater enjoyment into each minute today - and naturally, that means, we smoke more than we used to.

RUYSDAEL: Let every smoker listening in, ask himself - or herself - this question: "Are you smoking more today - more than you used to?" If your answer is "yes" - then the exclusive Lucky Strike "Toasting" process, important always, is ^{EVEN MORE IMPORTANT} ~~vital~~ to you today. For good sense says: the more you smoke, the more you need throat-protection. The more you smoke, the more "It's Toasted" means to you.

GRAUER: Everybody knows - sunshine mellows, heat purifies. Sunshine and heat - that's the way "Toasting" works. The 800 people here in the studio tonight have all eye-witnessed these facts. Just before our broadcast, they saw the same Lucky Strike movie which was shown to over 3,000,000 people at the New York World's Fair. So now they know how the higher heat of "Toasting" takes out certain harsh throat irritants naturally present in all tobacco. So now they know how the concentrated sunshine of the ultra-violet ray - another exclusive Lucky Strike step - adds extra mellowness.

(m o r e)

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11/6/39

COMMERCIAL #2:(CONTINUED)

RUYSDAEL: Are you smoking more today - more than you used to?
 Then, for you, today's most important fact about cigarettes
 is Lucky Strike's exclusive process, "It's Toasted."
 The more you smoke, the more you need this throat
 protection. Try Luckies for a week and find out for
 yourself how much greater enjoyment there is in a light
 smoke, easy on your throat. Have you tried a Lucky
 lately?

5. ("THE MAN WITH THE MANDOLIN" DUET AND ORCHESTRA)

Over the Rainbow
(SEGUE TO:)

6. (~~"BLUE ORCHIDS"~~ SIMMS AND ORCHESTRA)

(APPLAUSE)

ANNCR: We pause for station identification.

11/8/39

-(S T A T I O N B R E A K) -

(SOUND: (RADIO KEY...ESTABLISH AND HOLD FOR:))

GRAUER: Good evening Mr. and Mrs. South America and all the sights I see, Let's go to press. Splash! What three winsome beauties have flung themselves won the mercy of what ~~not~~ ^{Clean Shaven} ~~in menses clothing~~ ^{in what} co-educational institution is a question which your ~~reporter~~ ^{Newsboy} is asking today.

(RADIO KEY OUT)

GUY: (ACCENT) You want to know? ^{Students!}

~~GRAUER: (RADIO KEY) Of course.~~

BABBITT: Well, the three winsome ones are _____ and _____

~~...all loyal scholarettes in the College of Musical Knowledge.~~

GRAUER: (RADIO KEY) Yes, yes.. go on!

GINNY: (SWEETLY) And that rodent you referred to is probably Professor Kay Kyser - but there never was a sweeter, more lovable old quiz master than the one who says--

KYSER: (~~THAT~~) Evenin' gals - how y'all..let's get on with these questions. You're first: _____

SECOND QUESTION ROUND:

1. Frank Young of Savannah, Georgia, says you should have no trouble in identifying this orchestra leader by the following theme. (PLAY)

(m o r e)

2. Here's a gallant question from Mrs. Edna Riffel of South Bend, Indiana who says this is a fine night to see what you know about the "Knight" family. So show no fright, just pitch in and fight for the honor of the family name "Knight." First a lovely lady who sings and acts - her last name is "Knight" and her first name is a month of the year. Here are two more "Knights" - Raymond and Fuzzy. One ^{Created} had the Cuckoo ^{Hour} ~~Club~~ on the air and the other acts and sings in pictures. Which is which?

3. There's shocking news in this message from Earl Sells of Chicago, Illinois. He says (PLAY). And they suspect (PLAY) because he often said to (_____) (_____) (_____) ... (PLAY)

4. Miss Emily Cardell of Newark, New Jersey says you'll have no trouble scaling this question because she believes anyone can sing a "C" scale. So we shall see - (scale)! Here are the Do Ra Me syllables and Lyman will play it for you first, then go ahead. (LYMAN) Do - re - mi - fa - so - la - ti - do. We helped you up, but now you'll have to get back by yourself.

5. Here's a good old song I want you to name for Mrs. A P Giorza of Phoenix, Arizona. (PLAY) Now is that the orchestra theme of Claude Hopkins, Count Basie, Fats Waller or T. Wilson?

(m o r e)

6. Here's another one we had lots of fun with last week. We took famous axioms or adages, mixed them all up and had the contestant straighten them out. Benjamin Huger of Lexington, Virginia, wants us to try you out on the same idea. So here goes. (1) Where there's life, there's a stitch in time. (2) Spare the rod and gather no moss. (3) Eat, drink and be merry for all the world's a stagecoach.

7. ~~Here's the theme of one of radio's well-known theatres. (PLAY)~~ Now ^{for} tell Miss Charlotte Crawford of New London, Connecticut whether ^{name 3 theatres of the air} it's the Lux, Screen Guild, Campbell or Silver Theatre. Now who is the Master of Ceremonies ^{on the _____ Theatre} - Herbert Marshall, Gene Hersholt, Conrad Nagle or Roger Pryor?

8. Here's a double decker from Dayton, Ohio. Robert Rinehart says you're sandwiched in between the Who Who's and the What What's. In other words, take out the Who's and the What's in the following statements and replace them with the correct names and words. (1) Who Who says "Whato Everybody." ^{And who} (2) ^{Who and what it goes and} Who Who says "What evening, ^{what is what's nobody what's} What and What North America and What the Whats at What, let's what to what, What." (3) Who of Who and Who says "What me Miss Who?"

9. The next song is either "She'll Be Comin' Round the mountain" ~~or "Parade"~~ or "I've Been Workin' on the Railroad." Listen (PLAY) ^{It's also known as Parade by a certain Texas School.} Now tell Miss Betty Elin Like of Cedar Rapids, Iowa whether ^{it's} ~~that's~~ the school song of S.M.U - U. of T. or T.C.U.

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

GRAUER: The round is over, Professor Kyser..and the students are falling in line for the exit march.

KYSER: Okay Dean Grauer...but don't let _____ get away, because the Judges tell me she's the winner.
_____!

(APPLAUSE)

KYSER: My dear _____!

(BAND: . . CHORD:) (NOTE: ALL SUCCEEDING MUSIC IN VERY QUICK BITS)

KYSER: You have won the second round...

(BAND:.....RELATED CHORD)

KYSER: And advance to the finals..

(BAND: . . ; ADVANCE MUSIC)

KYSER: To risk all in victory.

(BAND: . . VICTORY MARCH)

KYSER: Or defeat.

(BAND: . . .DEFEAT MUSIC)

KYSER: So light up a Lucky and relax and I'll ^{beat} ~~count~~ the time ~~for us all to~~ ~~while we all~~ get out on the campus to dance. I say it..
come on, chillun - let's dance!

7. ("I DON'T WANT TO GET WELL" PRODUCTION)

(APPLAUSE)

***** (COMMERCIAL #3) *****

KYSER: You know, chillun, a lot of folks think the hardest part of being a tobacco auctioneer is this:

~~Boone~~
(~~Boone~~ CHANT 10 SECONDS - SOLD AMERICAN)

GRAUER: Yes, that chant sounds hard but really it's the easiest part of being a tobacco auctioneer. Reuben Smothers - a young tobacco auctioneer in Reidsville, North Carolina - said recently...

MAN: The ^{main} ~~men~~ thing about learning to be a tobacco auctioneer is to know tobacco.

GRAUER: Well, Reuben Smothers - before he started auctioneering five years ago - already had a good sound knowledge of the leaf. Born and raised on a tobacco farm, he had worked at almost every job around tobacco warehouses. He also said recently...

MAN: The tobacco Lucky Strike buys at auction after acution is so good that I think even city people, who have never seen tobacco growing, would be able to tell its superiority. I've been smoking Luckies for at least 6 years.

RUYSDAEL: Have you tried a Lucky lately? You know, what Rueben Smothers says about Luckies' choice tobacco is borne out by the example of most other independent tobacco experts. Among these independent experts - auctioneers, buyers and warehouseman - 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.

(m o r e)

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COMMERCIAL #3:(CONTINUED)

RUYSDAEL:
(CONT'D)

So, smokers, take a tip from the men who spend their lives buying, selling and handling tobacco. Try Luckies for a week and see for yourself why...with men who know tobacco best, it's Luckies 2 to 1.

8. ("GOOD MORNING" BABBITT AND ORCHESTRA)

(SEGUE TO:)

9. ("SUNRISE SERENADE" ORCHESTRA)

(APPLAUSE)

11/8/39

(FANFARE:)

KYSER: The trumpet calls to the Final Round, for which we have picked two scholars by elimination in the first two rounds. The finals have the really tough questions.. so take a squint at the prize money mint, and do your stint with maybe a hint.

Key:

~~Key~~ here's _____ for his first question.

My, my -- I haven't seen you for almost forty-five minutes.. how you've grown!

FINAL ROUND:

1. I know of no more pleasant way to spend the final round than to discuss one of the most beautiful of all forms of music - the Waltz. And so at the suggestion of Gene Raymond of San Antonio, Texas, we're going to one step and 6/8 and fox-trot our way through the waltz finale. Here are 2 typical American waltzes and we would like for you to tell us which is the "Missouri Waltz" and which is "Beautiful Ohio." (PLAY) (PLAY) Now what American composer gave us such sentimental waltzes as "Remember," "Always", "What'll I Do", "The Song Is Ended," "Russian Lullaby", etc.

2. Name this typical Viennese waltz for Mrs. Carmel Cooper of Washington, D.C. (PLAY) What master, known as the Waltz King composed that? What modern orchestra leader is known as the Waltz King?

(m o r e)

3. The following ~~2~~ pieces suggest different means of ~~movement or~~ transportation and Moray McLaughlin of Ottawa, Ontario, Canada wants you to quickly tell us with what form each is associated. (PLAY) (PLAY) (~~PLAY~~) (~~PLAY~~)

4. The following four waltzes are closely associated with certain countries and Miss Nora Martel of West Lynn, Massachusetts wants you to quickly identify the respective countries. (PLAY) (PLAY) (PLAY) (~~PLAY~~)

(ORCHESTRA: THEME FANFARE)

GRAUER: The end of tonight's contest, Professor...and the Judges are getting a winner out of thin air. The scores are complete... the addition is done...

KYSER: And the grand winner of tonight's prize is _____!
(APPLAUSE)

KYSER: Oh, _____, here is your first prize of thirty-five little dollars which were orphaned early in life by their Uncle Sam. Look after them well, give them a good home - for tonight, anyhow - and treat them as you would your own. To our second placer goes a sweet thought couched in the form of twenty dollars. Each of the other four contestants receives ten dollars apiece, and all six get a carten of Luckies. Let's see - is that all?

GRAUER: No siree, Professor...don't forget that each and every member of the ...

KYSER: (TOPPING HIM) ... student body here tonight receives a package of Lucky Strike Cigarettes.
(APPLAUSE)

11/8/39

CLOSING:

KYSER: Dean Grauer takes over with a brief word while I clear the hall for the Prom.

GRAUER: Smokers, have you tried a Lucky lately? If you haven't, maybe you've been missing something. You see, though weather and soil do vary, methods developed by the United States Government have made tobacco crops better than ever. As always, Lucky Strike bought the Cream of the Crop... and now aged and mellowed from two to four years, these better than ever tobaccos are in Luckies today...So thanks to Uncle Sam..Luckies are better than ever. Have you tried a Lucky lately?

10. ("EL RANCHO GRANDE" ORCHESTRA)

(SEGUE TO:)

Blue Orchids

11. ("~~OH YOU CRAZY MOON~~" ORCHESTRA)

(APPLAUSE)

KYSER: (ON CUE) Well, das all, scholars and the old College of Musical Knowledge will be boarded up until next week at this same time. Extension courses in Musical Miscellany are conducted by Mr. Lucky Strike over a different station on Saturday when YOUR HIT PARADE is on the air with--- Barry Wood *and your ten favorite songs of the week* ~~is my favorite..~~

~~BARRY:
GINNY:
BOBBY:
VOICE:~~

~~I like Bea Wain's way of singing a song....
The Hit Paraders chorus is pretty swell...
And Mark Warnow leads the Lucky Strike Orchestra.~~

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CLOSING: (CONTINUED)

KYSER: ~~You said it, kids...~~ and now remember, chillun -- the address for questions to the old Professor is Kay Kyser - 480 Lexington Avenue, New York City. And chillun - next Wednesday night our class is gonna be in session from my home town -- Rocky Mount, North Carolina, when we all go down for the world premier of the motion picture we made last summer. That's right, chillun -- it's gonna be a little something special, so I hope you're with us then. Till next Wednesday we'll be thinking of you. This is Kay Kyser sayin' thanks for bein' 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)

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11/15/39

WEAF & RED

THE AMERICAN TOBACCO COMPANY

Kay Kyser's College of Musical Knowledge

(PROGRAM #85)

RECORDING REBROADCAST 11/16/39
WOR 8:00-9:00 P.M.

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

NOVEMBER 15, 1939

WEDNESDAY

GRAUER: Have you tried a Lucky lately?

AUCTIONEER: (ONE LONG SALE....ENDING "SOLD AMERICAN")

GRAUER: Independent tobacco experts, like the auctioneer you just heard will tell you that United States Government methods have made tobacco crops better than ever; and that Luckies, as always, have bought the Cream of the Crop - so Luckies are better than ever. That's why we ask...Have you tried a Lucky lately?

("HAPPY DAYS ARE HERE AGAIN". ORCHESTRA)

GRAUER: Lucky Strike presents Kay Kyser's College of Musical Knowledge. It's a great night for the old school, for our class session comes from Professor Kyser's home town... Rocky Mount, where North Carolina history is being made with the world premiere of his movie - "That's Right You're Wrong". All day long there's been bands, parades, dancing in the streets, and Southern hospitality at its best welcoming home the local boy who made good...the most *delighted* ~~thrilled~~ *delighted* man in America tonight...your old Professor himself.....Kay Kyser!

(KYSER THEME. ORCHESTRA)

(APPLAUSE)

KYSER: Evenin' folks - how y'all...My heart is full of things I want to say, but there's a lump in my throat. So just to relax our six chosen-at-random contestants, the ninety-five dollars prize money and the old Professor - let's start the class session with a tune or two...Get in the mood for the home-coming ^{hop} boys and let's dance -- I say, let's dance!

1. ("IT'S A HUNDRED TO ONE. ORCHESTRA)

(APPLAUSE)

(SEGUE TO. . . .)

("HOME SWEET HOME". ORCHESTRA)

(FADE FOR AND CONTINUES:)

11/15/39

KYSER: Chillun, this is the big red letter day of the old Professor's life...bringing the world premiere of our picture and the College of Musical Knowledge to my home town. How memories flashed through my mind today when I saw ^{again} the place I first went to school...and my dad's drugstore where I used to jerk sodas and "borrow" penny candy. Those were the days -- I was called Peck's Bad Boy of Rocky Mount then, 'cause I was always into mischief. ^{still} ~~But~~ I hope I've out-grown that ^{and} 'cause tonight I feel mighty grateful to have my family, the governor of our state, the director of our picture, and all my friends gathered around for the premiere and tonight's session of the College of Musical Knowledge. Folks, there's no place like home and it's been a wonderful home coming...and it must be a great satisfaction to all my teachers to know they were right when they said Kay Kyser would probably spend the rest of his life in school.

'HOME SWEET HOME UP TO FINISH)

(APPLAUSE)

2. ("AN APPLE FOR THE TEACHER".... . MASON & ORCH)

(APPLAUSE)

(COMMERCIAL NO. 1)

11/15/39

COMMERCIAL #1

KYSER: Now here's Basil Ruysdael and he's going to say some mighty nice things about this State of North Carolina.

RUYSDAEL: That's right, Kay --

Some 500,000 North Carolina farmers and their helpers are actively engaged in producing tobacco. Right here in North Carolina is grown over 35% of the total tobacco crop of the United States.

(APPLAUSE, LEAD BY KYSER WHO YELLS, "YEAH, MAN!")

RUYSDAEL: Yes, in a very real sense, the prosperity and well-being of this State depend upon tobacco and, during the past several years, the quality, flavor and texture of North Carolina's great crop have become better than ever before in the history of the industry.

GRAUER: You see, through Government, State and University Experiment Stations, tobacco farmers in North Carolina, as in all other tobacco-growing states, have been receiving the help of advanced scientific methods, developed with the cooperation of Uncle Sam. These improved methods of tobacco cultivation and curing have resulted in tobacco crops of outstanding quality wherever weather and soil conditions have been favorable.

RTX01 0244938

11/15/39

RUYSDAEL: And, smokers, ~~ask~~ this improvement in tobacco during the past several years is the reason we ask -- Have you tried a Lucky lately? You see, during these better-than-ever tobacco years, as always, Lucky Strike has bought the choice tobacco in the choice regions .. the Cream of the Crop. Aged and mellowed from 2 to 4 years, these finer, lighter tobaccos are in Luckies today. So Luckies are better than ever. Have you tried a Lucky lately? ~~If your answer is "no", then discover for yourself what a truly fine cigarette has been achieved with the help of Uncle Sam. Next time ask for Lucky Strike.~~

("LUCKY DAY" INTRODUCTION TO KYSER)

11/15/39

KYSER: It's class-time, chillun, and the first round of questions has pulled up a chair and a mint julep. Tonight the answers will get distinguished, top-hatted judging from our three honorary judges, the Honorable Clyde Hoey, Governor of North Carolina, His Honor _____, Mayor of Rocky Mount, and His Nibs David Butler, who directed our picture.

(APPLAUSE)

KYSER: Introduce the contestants to the judges, Dean Grauer.

GRAUER: Right, Professor...gentlemen, our first three contestants, are _____ and _____.

BAND: (BURLESQUE) How y'all...how y'all!

GRAUER: Contestants, you have met your judges - now face your fate --- Professor Kay Kyser!

(BAND....CHORD IN "G")

KYSER: Gentlemen - be seated....except for you, _____ for you are to take off with your first question.

-FIRST QUESTION ROUND-

ATX01 0244340

FIRST QUESTION ROUND

1. Since class is being held tonight in my home town, we're following the suggestion of ^{Jack Horn, Editor of the Rocky Mount Evening Telegram} ~~of Arthur Britt of Augusta, Georgia,~~ and dedicating our whole class session to (PLAY). Now can you name another song that has the name in its title? (BOBBY YELLS THE DIXIE DOODLE)
2. Fred Hart of Dover, New Jersey, wants you to name three famous "Dixies". Bing Crosby's wife is one; there's a little gal from Montgomery, Alabama, who's quite a singer, dancer and actress named "Dixie" and there's a well-known Dixie in the comic strip of a daily paper. *comic strip.*
3. Here's the theme of a well-known program. (PLAY) Miss Irene Stuart of Indianapolis, Indiana wants you to tell us who heads the program. He says, "I hope there's someone at home here, I hope, I hope, I hope. Now, who has the orchestra on that program? Is it Carl Hoff, Mark Warnow, or Raymond Paige?"

(MORE)

4. Edward Everett Horton who's featured in our picture, wrote that he couldn't attend the premiere tonight because he is on tour with the play "Springtime for Henry". However, in his place, he sent some mixed quotations and he wants you to straighten them out. (1) The Governor of North Carolina said to the Governor of South Carolina, "It's a long time between the devil and the deep blue sea". (2) Patrick Henry said, "Give Me liberty or give me the Saturday Evening Post. (3) Henry Clay said, "I'd rather be right than the man with the mandolin".

5. Here's an orchestra theme song that Charles Q Thomas of Butte, Montana, wants us to play it a little differently from the way you're accustomed to hearing it. Therefore, you'd better listen closely and see what you can tell us. (PLAY) Now what's the name of the song?

6. Face the front and listen. You're about to hear 3 instruments: one is made of tin and tissue, another looks something like a bicycle pump, and the third looks like a yam that's been left in the oven too long. Tell Mrs Harvey Fuller of Miami, Florida what they are. (PLAY)

(MORE)

7. Practically all the southern states have had popular songs written about them and Mr Bernie D Harrison of San Diego, California wants us to use a few of them to try to tell a story, so here goes. Ben Grauer, you'll have to help me with this one, so come over here. "Ben, I wonder what's become of Sally?" (GRAUER: Sally who?) "Oh, you know my gal Sal - the one I fell in love with under the (PLAY) (GRAUER: Oh, that one! I understand she's living in Memphis) "Then so long, I'm on my way to (PLAY) (GRAUER: No, come to think of it she moved to Norfolk). "You're sure?" (GRAUER: Yep.) "If that's the case.,(PLAY)

8. Here comes Flat Foot Floogie with a "Who Who" and a "What What" and Miss Angela Claus of Spokane, Washington wants you to take out the "Who's" and "What's" and give us the real low down.

- (1) Who-who says "Monkey's what the cwayziest whats".
- (2) Who-de who says "My whats."
- (3) Who-who is known as the What hatted tragedian of what?

9. Rivalry, team spirit and fine football playing will be the order of the day in Durham, Saturday, when one of America's greatest Universities Duke, is host to (PLAY) And Mr E N Barrett of Shreveport, Louisiana, says there'll also be plenty going on in Columbus when Illinois is the guest of (PLAY)

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

GRAUER: Well, shut mah mouth ^{if you'll} and pardon my southern accent, Professor, but aren't you-all aware that the round is over?

KYSER: You're forgiven, Dixie Dean Grauer -- and let's turn to our honorary dignitaries for a commentary. What do you say, Judges?

VOICE: Hey - how you?

KYSER: And that's a code message stating the winner of the first round is _____!

(APPLAUSE)

KYSER: At this very instant my dear _____ running hot in my veins, I feel the oratorical blood that inspired Patrick Henry, Jefferson Davis, and Henry Clay. I would congratulate you in a few thousand well-chosen words. But there's a sizzling syncopation in my blood, too...rhythm goin' round and round and a Dixieland Band pounding in my soul. It's got me, chillun, so let's hold the talk and let's dance...I mean it...come on, let's dance!"

3. ("SCATTERBRAIN" MASON & ORCHESTRA)

(SEGUE TO:)

4. ("HAPPY BIRTHDAY TO LOVE" BABBITT & ORCHESTRA)

(APPLAUSE)

COMMERCIAL #2

11/15/39

KYSER: Chillun, you know, it gave me an awful funny feeling to sit here tonight when our movie was being shown, seein' myself for the first time walkin' and talkin' - and actin' like a darned fool up there on that silver screen!

GRAUER: (AMUSED) Well, Professor, this is truly an amazing age!.. Talking pictures, airplanes, radio, television - these modern inventions make possible a hundred thrills we couldn't have experienced just a few years back. And you know, that brings up today's most important fact about cigarettes. For in this exciting age, we're naturally doing more smoking.

RUYSDAEL: Are you smoking more today - more than you used to? If your answer is "yes" - then the exclusive "Toasting" process, important always, is even more important to you today. For good sense says: the more you smoke, the more you need throat-protection. The more you smoke, the more "It's Toasted" means to you.

GRAUER: Everybody knows - sunshine mellows, heat purifies. Sunshine and heat - that's the way "Toasting" works. *And* The 1100 people here in the theatre tonight ^{*have seen*} ~~know these~~ *actual proof of Toasting* facts. ~~Just before our broadcast~~ they saw the same Lucky Strike movie which was shown to over 3,000,000 people at the New York World's Fair. They saw how the higher heat of "Toasting" takes out certain harsh throat irritants naturally present in all tobacco.. and how the concentrated sunshine of the ultra-violet ray adds extra mellowness.

11/15/39

RUYSDAEL: Are you smoking more today - more than you used to?
Then remember Lucky Strike's exclusive process, "It's
Toasted". The more you smoke, the more you need this
throat protection. Try Luckies for a week and find out
for yourself how much greater enjoyment there is in a
light smoke, easy on your throat - Lucky Strike.

5. ("EL RANCHO GRANDE" ORCHESTRA)

(SEGUE TO:

6. ("FIT TO BE TIED" SIMMS AND ORCHESTRA)

(APPLAUSE)

GRAUER: We pause for station identification.

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

(BAND: (CORNEY FIDDLE AND DIXIELAND BARN DANCE MUSIC))

(CROWD NOISE OF BARBECUE)

(FADE FOR)

(BEATING OF DISHPAN WITH A WOODEN SPOON)

Kyser:
VOICE:

All right folks, come and get it - the barbecue is in full swing. Don't crowd - there's plenty of brunswick stew,

black-eyed peas, pot likker and corn pone, candied *Yams*

And professor don't forget your
GRAUER: ~~Make nine~~ fried questions and ninety-five dollars in gravy

There's real
and let's get into the food for thought. *There's an "I" in that last one*

KYSER: Well spoken, Dean Grauer...from hominy to harmony in one *and there's plenty of corn*
easy lesson for our three chickens ⁱⁿ of the second round.

The first question is for _____
of _____.

(ADD SECOND QUESTION ROUND)

SECOND QUESTION ROUND

1. Mr. William B. Clayton of Baltimore, Md. says one of America's best known orchestra leaders is identified with George Gershwin's immortal. (PLAY) Tell us all about it.

2. The University of North Carolina is the Alma Mater of many orchestra leaders and Ethel De Lacy of Omaha, Nebraska, feels that at least four of them have achieved national recognition. One is on Bing Crosby's program - one is on Bob Hope's program - the third was on the Time to Shine program, and the other is - aw shucks..

3. Here comes that musical Mother Goose again! We've taken another well-known nursery rhyme and replaced the second and fourth lines with songs. William Fischer of Milwaukee, Wisconsin, wants you to name the songs so we can all know what the new rhyme is. Simple Simon met a pie-man going to the (PLAY) Said Simple Simon to the pie-man, "What's the matter, kid? Are you (PLAY).

11/15/39 (REVISED)

4. As our picture "That's Right, You're Wrong" had its premiere right here in Rocky Mount, we think it's only right that tonight's right or wrongers right now have their premiere. Right? Well, wrong or right Mrs. Tillie Webb of Louisville, Ky. wants you to say "Right" or "Wrong" to the following statements:

1. Ty Cobb and Irvin S. Cobb are brothers and were members of the original Dixieland Band.
2. Tallulah Bankhead is the daughter of William B. Bankhead, Speaker of the House of Representatives of Alabama.
3. Movie stars Miriam Hopkins, Randolph Scott, Grace Moore, John Boles and Gladys Swarthout were born north of the Mason Dixon line.
4. "Gone With The Wind" was written by Margaret Mitchell of Atlanta, Georgia, and the World Premiere of the picture will be held there December 5th.

5. We're about to play a popular song in the style of one of your favorite bands. Mr. Frank Goldstein of New York City wants you to tell us all about it. (PLAY)

6. Henry Gregory of Rocky Mount, suggests that we devote this question to North Carolina, so here goes. 1.) The author of Cabbages And Kings, The Three Million and many other stories was from Greensboro, North Carolina. Was it Booth Tarkington, O Henry, Horatio Alger or Mark Twain? His real name was W. S. Porter. 2.) What brothers made the first airplane flight and from where about when? 3.) What Professor and Playwright at the University of North Carolina won the Pulitzer Prize with his play "In Abraham's Bosom?" Was it William Green, Paul Green, Johnny Green or Paris Green? Of course I could go on bragging about our state, but to do it justice would take a whole class session so I guess I'd better ring off right here.

(MORE)

ATX01 0244949

Here's one from that lovable lady of the screen, Mary Robinson, my friend with in over
(REVISED) 11/15/39

7. Earl V. Ortel of Pittsburgh, Pa. points out that one of America's greatest contributions to music is the negro spiritual, and he wants you to name this one. (PLAY) Now can you name two other well-known spirituals?

8. Let's straighten out a few twisted song titles. Miss Kathleen B. Hayden of Amarillo, Texas, wants you to give us the correct names of the following songs.

1. 60 assistants to a prize fighter held a meeting.
2. A little bungalow by a cascading cataract.
3. To scrape the feet along towards an almost extinct American animal.

9. Kenneth McCann of Birmingham, Alabama wants you to unfold the following story by naming the songs we are about to play. As the scene opens we find a Valentine salesman knocking on a cabin door down in the Mississippi Bayou country. An old man comes to the door and says, "Who are you?" The Valentine salesman replies (PLAY) The salesman explains that the boat in which he was travelling got stuck in the (PLAY). "Where are you headin' for," the old man inquires and the salesman replies, (PLAY).

(CLASS BELL)

GRAUER: Class takes a recess, kids .. so let's give a yell.

BAND: (HIGH VOICES) Root ti ti toot

AUDREY: Root ti ti toot
We're from Kyser Institute

BAND: (HIGH VOICES) Root ti ti toot

AUDREY: Root ti ti toot
We're from Kyser Institute

(BREAKS INTO DISORGANIZED CHEERING)

KYSER: Some cheerleading there, ^{little Audrey} ~~Dean Grauer~~ brings back memories of when the old Professor did nip-ups for Alma Mater .. but here's a decision naming the second competitor for the Final Round. And the winner is _____

(APPLAUSE)

KYSER: Spoken like a true Southern belle, my dear _____
Retire to your corner to pretty up with moonlight and magnolias and light up a Lucky Strike while you prepare for the final round. In honor of tonight's class session, our arranger, George Duning, has cooked up a fancy version of Dixie, in which Mr. Dixie visits New York for the first time to get a load of music the way it's played around the Big Metropolis. In other words it's not "~~Mr. Beede Goes To Town~~" or "~~Mr. Smith Goes To Washington~~" - it's Mr. South Goes To New York.

7. ("MR. SOUTH GOES NORTH" PRODUCTION)

(APPLAUSE)

(COMMERCIAL #3)

KYSER: Chillun, you Rocky Mount folks and North Carolinians here tonight are the first studio audience we ever played to, where we don't have to explain what this is ..

(CHANT .. 10 SECONDS.. "SOLD AMERICAN")

GRAUER: Yes, the chant of the tobacco auctioneer is a familiar sound in North Carolina. In thirty-eight cities and towns in this state are huge tobacco warehouses where the auctions take place. Rocky Mount itself - which has 10 such warehouses - is one of the important tobacco centers for experts from all over the South. Luke Purdom, of Springfield, Kentucky, is one tobacco auctioneer who has sold here. And Luke Purdom has been auctioneering ever since 1911 in Kentucky, South Carolina, and North Carolina. So he knows tobacco like a book. He said recently:

MAN: Everywhere I've sold tobacco at auctions, I've noticed Lucky Strike get the richer, riper cigarette grades -- the middle-leaf tobacco of uniformly high quality. That's why I've smoked Luckies myself for fifteen years now.

11/15/39

RUYSDAEL: Smokers, Mr. Purdom speaks for the vast majority of independent tobacco experts - auctioneers, buyers and warehousemen, not connected with any cigarette company. Among these independent experts, Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined. This fact is established by sworn records which anyone may examine. Have you tried a Lucky lately? Next time you buy cigarettes, take a tip from the men who spend their lives buying, selling and handling tobacco. Try Luckies for a week and see for yourself why ... with men who know tobacco best, it's Luckies 2 to 1!

~~8. ("DAY IN - DAY OUT" ORCHESTRA)~~

(APPLAUSE)

9. ("WHAT'S NEW" SIMMS & ORCHESTRA)

(FANFARE)

GRAUER: The Final Round! From each of the first two rounds one champion has been chosen.

Now the champions champ at the bit, because in a bit the champ chastizes will make you wiser -- oh, Prof . . . -

KYSER: (SINGING 6/8 THEME) Cha - cha - cha. Step up _____
 ... come closer _____ - the questions will fall fast and furious.

(ADD FINAL ROUND)

FINAL ROUND

1. It's amazing to find that this part of the country has been the inspiration for so many composers from other parts of the world. So tonight our final round will deal with the music of the south not contributed by southerners. For instance, no southern songs are better loved than the two we're about to play, both of which were written by a Pittsburgher. Listen, and then name the songs and the composer. (PLAY) (PLAY)
2. I hear an Ohio ~~boy~~, ^{minstrel man named} Dan Emmet, ~~an end man in a minstrel show~~ wrote "Dixie", but Warren Betts of Denver, Colorado wonders if you know what New Yorker wrote the "Mississippi Suite." Was it Ferde Grofe, Deems Taylor or Werner Janssen? Can you name an outstanding Marry singer?
3. An immortal operetta about life on the Mississippi was written by a man from _____. It featured such songs as "Make Believe", "Old Man River"; and so forth. Tell Betty Petey of Jackson, Mississippi the name of it, and did Rudolf Friml, Jerome Kern, or Vincent Youmans write it? Did he also compose "Porgy and Bess?"
4. After visiting America a certain Bohemian composer wrote the New World Symphony. He didn't visit the South, but it is said he got his impression of it from the negroes singing spirituals on the river boats that came to the northern end of the Mississippi River. He set down these musical impressions in the "Largo Movement" which goes like this. (PLAY) Now for Raymond Carl of Cincinnati, Ohio, name the composer and the modern title of the melody we just played. Stephen Foster wrote "Old Black Joe". Did he also write "Carry Me Back to Old Virginny?"

(SHOTS)

GRAUER: What's that Professor., feuding? I thought the Hatfields and the Coys had made up?

KYSER: That's right, Dean Grauer - and the famous Final Round foud of _____ and _____ is over and a decision is awaited. Thank you. The grand winner of tonight's contest is _____.

(APPLAUSE)

KYSER: My dear _____ .. you have strewn a good deal of learning around here tonight, and you have merited this first prize of thirty-five dollars. Spread it out in your hands, like the ^{home folks} ~~natives~~ do those golden leaves of fine tobacco grown here - by the way, money talks - so hold it to your ear to see what it says.

POKEY: (STAGE ASIDE) Greetings Gate - let's celebrate.

KYSER: To our second placer goes twenty dollars from the amalgamated fund for the relief of losing quiz contestants. Each of the other scholars get ten dollars apiece, and all six receive a carton of Luckies.

GRAUER: And the student body, Professor?

KYSER: ^{Why of course} ~~Certainly, Dean Grauer~~ - for that fine spirit every student here in the hall tonight receives a package of Lucky Strike Cigarettes.

(APPLAUSE)

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

GRAUER: Smokers, have you tried a Lucky lately? If you haven't, maybe you've been missing something. You see, though weather and soil do vary, methods developed by the United States Government have made tobacco crops better than ever. As always, Lucky Strike bought the Cream of the Crop .. and now aged and mellowed from two to four years, these better than ever tobaccos are in Luckies today .. So thanks to Uncle Sam .. Luckies are better than ever. Have you tried a Lucky lately?

10. ("BEER BARREL POLKA" ORCHESTRA)

(SEGUE TO:

11. ("SOUTH OF THE BORDER")

(APPLAUSE)

KYSER: (ON CUE) Well, das all, scholars. It's certainly been a great day for your old Professor, but now the old College of Musical Knowledge must be crated up and shipped back to New York until this time next week. Extension courses in Musical Miscellany are conducted by Mr. Lucky Strike over a different station on Saturday when YOUR HIT PARADE is on the air with Barry Wood and your ten favorite songs of the week. And now, chillun, remember the address for questions to the old Professor is Kay Kysor - 480 Lexington Ave - New York City. So until next Wednesday we'll be thinkin' of you. This is Kay Kysor 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. L. A. (Speed) Riggs of Goldsboro, North Carolina,
and Mr. F. E. Boone of Lexington, Kentucky.

(SONG CREDITS.. IF ANY)

THIS IS THE NATIONAL BROADCASTING COMPANY.

no/mh
11/14/39

As Broadway

11/22/39

THE AMERICAN TOBACCO COMPANY

W E A F

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

NO. 86

() ()

10:00 - 11:00 P.M.

NOVEMBER 22, 1939

WEDNESDAY

GRAUER: Have you tried a Lucky lately?

AUCTIONEER: (LONG CHANT - ENDING WITH "SOLD AMERICAN")

GRAUER: Independent tobacco experts, like the auctioneer you just heard, will tell you that United States Government methods have made tobacco crops better than ever; and that Luckies, as always, have bought the Cream of the Crop - so Luckies are better than ever. That's why we ask... Have you tried a Lucky lately?

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

GRAUER: Lucky Strike presents Kay Kyser's College of Musical Knowledge -- fun, surprises, makes-you-want-to-dance music - thrills and prizes. So -- hurry in, everybody - the doors are closing and school is about to begin for here comes the old professor himself -- Kay Kyser!

(KYSER THEME: ORCHESTRA)

(APPLAUSE)

KYSER: Evenin' folks - how're ya all?... Your professor's heart is just going bangedy bang with joy to see such a turnout in the interests of lofty musical culture. Now, if you chillun will take your seats, we'll call the old school to order. First, let's have a report from the faculty. What do you say, Dean Grauer?

GRAUER: Why, six scholars have been selected from our student body, professor, and are ready to take examinations for high honors and \$95 in academic awards and prizes. Our judges are seated on the old lecture platform. Dean of beautiful coeds Ginny Simms and Dean of handsome ^{men} titles Harry Babbitt are all set. The students are happy as can be and class is ready to go.

KYSER: Thank you, Dean Grauer - lock the old school doors cause don't forget these cutups and cuties have their dancin' duties!

GRAUER: You mean, professor...?

KYSER: That's it, Dean - I mean come on chillun, yet's dance!

1. ("GOOD MORNING" ORCHESTRA)

(SEGUE TO:)

2. ("LILACS IN THE RAIN" SIMMS AND ORCHESTRA)

(APPLAUSE)

* * * * * (C O M M E R C I A L #1) * * * * *

11/22/39

COMMERCIAL #1:

KYSER: Dean Grauer, tell 'em about the "Invisible Farmhand" and how we can reap where he sows...

GRAUER: (AMUSED) This "Invisible Farmhand's" name, folks, is Uncle Sam. On thousands of tobacco farms in the South, he has been a silent partner..always ready with advice about scientific methods that have been developed by the Government. As a result, recent crops have been the finest in 300 years of tobacco growing. As always, Lucky Strike has bought the choice tobacco in the choice regions, where weather and soil conditions have been favorable...the Cream of the Crop!

RUYSDAEL: That's why we ask: Have you tried a Lucky lately? For these finer, lighter tobaccos now aged and mellowed from 2 to 4 years, are in Luckies today. So Luckies are better than ever. Listen to what a typical tobacco farmer, Ves Chancellor, says ~~to~~^{of} this better-than-ever tobacco.

MAN: The cooperation of the Government Experiment Station has helped make my tobacco crops of the past few years finer and lighter...a better cigarette type of tobacco, thanks to Uncle Sam!

RUYSDAEL: Have you tried a Lucky lately? Remember: these finer, lighter tobaccos are in Luckies today - so Luckies are better than ever. Find out how truly fine a modern cigarette can be. Next time, ask for Lucky Strike.

("LUCKY DAY" ORCHESTRA)

ATX01 0244960

11/22/39

(RINGING BELL)

GRAUER: Quiet, students...we are about to embark upon our first course in cooperative musical education and the first three *students are ready to go - so now a brief* ~~of our six contesting students tonight are, reading from~~ *left to right, Messrs.* _____ and _____.

(APPLAUSE)

GRAUER: ~~Our robed and keg-lined judges are seated and now a brief~~ word from our Dean of disbursements, Cash on hand and financial futurities - Dean Bibble!!

ISH: Most every farmer realizes
That hay grows in different sizes
But our ninety-five dollars in prizes
That ain't hay!

GRAUER: Thank you, Dean ^{ka}Bibble. And now scholars, hats off, for here comes our beloved head master - the old professor - Kay Kyser.

KYSER: Thank you, faculty, let's proceed with education. What course in our extensive curriculum are we giving tonight?

ISH: Oh, let's ask 'em about the engineers who have shaggy ears!

KYSER: ~~You mean the kind that go "wooo-wooo" - we're comin' round the mountain?~~

GRAUER: ^{yes} He, Professor, the faculty has decided to give an exhaustive examination in the science of Civil Engineering - you know roads -- highways -- byways?

KYSER: Why, bless my soul, Dean Grauer -- we have just the thing here in the old question box, so step up, scholars, and we'll give you a little road work and some polite engineering.

(more)

ATX01 0244961

11/22/39

FIRST ROUND:

1. First ~~the field trip so important to any Civil Engineering course,~~ ^{lets take a field trip} and at the suggestion of Miss Johnnie Thompson of Nashville, Tennessee, ~~we're going to~~ ^{lets} survey a few musical roads, lanes, highways, trails and ^{musical} paths. If everybody's ready we might as well start (PLAY). Now tell us who sang that in the picture "College Humor".
2. Now Donald Brown of Detroit, Michigan, wants you to name a state, orchestra leader, stage play and radio songstress with "Road" in their titles.
3. Here are two "road" songs ~~that are reminiscent of the negro spiritual,~~ and Miss Dorothy Dixon of Jersey City, New Jersey, wants you to name them both. (PLAY) (PLAY)
4. While riding the highways east recently, our own F. E. Boone of Lexington, Kentucky, says he saw at least six State auto license plates that were advertising some feature of importance to ^{their respective} ~~that~~ state. They were New York, Maine, South Dakota, Arizona, State of Washington and California; and the events were "Vacationland," "World's Fair," "Rushmore Memorial," "1889-1939 Golden Jubilee," "World's Fair" and the 400th Anniversary of Marcos de Niza." Now can you put three states and three events together?

(more)

ATX01 0244962

11/22/39

5. Here's the theme of an orchestra leader that's on the road, so let's get off of road long enough to tell Miss Clara Cole of Baltimore, Maryland the name of ^{the} ~~the~~ theme and whom it identifies. (PLAY)

6. Here's a very civil question from Mr. Donald Van Sickle of Des Moines, Iowa. He wants you to engineer tonight's "right or wrongers" - so just say "right" or "Wrong" to the following statements:

1. Tomorrow is Thanksgiving, ^{day} as proclaimed by President Roosevelt.
2. The Highway Department sponsors the Rhodes Scholarship.
3. Casey Jones worked on a railroad.
4. "Riding high" is the theme song _____.

7. For the moment let's switch from roads to trails, because Mrs. Ethel Colburn of Huntington, West Virginia wants you to trail down the title of this song. (PLAY) There was a picture by that name which had a beautiful song in it that went something like this. (PLAY) Now what's the name of that one.

(MORE)

8. Eugene Hammond of Denver, Colorado wants me to railroad a little spelling bee, so let's go. Will you spell the noun "road" - like a highway? Now the past tense of the verb "to ride". Now the proper name. One more - the past tense of "rowing" -- like you row a boat. In other words - Dusty _____ his boat while we _____ over the _____ of _____ Island.

9. Some of this coming Saturday's football games take the spotlight now. Miss Sybil Gaeslin of Atlanta, Georgia, says that the Redwood Highway and the Bay Shore Road will be crowded with people going to Palo Alto when the University of California will be the guest of (PLAY) And up in New England most all roads will lead to Cambridge when Yale will be the guest of (PLAY). By the way, that reminds me next Wednesday we open a week's engagement at ^{the RKO Boston Keith} _____ Theatre in Boston, and we hope to see a lot of our New England friends there.

(KYSER MARCH 6/8ORCHESTRA)

11/22/39

GRAUER: That's the marching orders, Professor...and questions have been ruled out-of-bounds.

KYSER: Then put the judges on the royal road to a decision, Dean Grauer. What do our contestants have that U.S. Route 50 hasn't?

GRAUER: A decision, professor.

KYSER: Yes, and the winner of the first round is none other than _____.

(APPLAUSE)

KYSER: Congratulations, my dear _____..you have proved that it's a long road that has no Burma-Shave. Light up a Lucky Strike and relax because it's just two stomps and a downbeat to a mess of that makes-you-want-to-dance music *so orchids to you chillun* - so, let's dance.

3. ("BLUE ORCHIDS" ORCHESTRA)

(SEGUE TO:)

4. ("MY PRAYER" BABBITT AND ORCHESTRA)

(APPLAUSE)

***** (C O M M E R C I A L #2) *****

11/22/39

COMMERCIAL #2:

KYSER: Chillun, how about hoppin' into an airplane and flyin' back home for Thanksgiving, this evening -- or next Wednesday evening? Yes, even if it's way out, ^{you'd be in} to California, you can make it overnight by plane.

GRAUER: Professor, when we realize the things we can do today we all know what a great age we live in. We pack more excitement and enjoyment into every hour. And Basil Ruysdael has a question that's right on that subject...

RUYSDAEL: (PLEASANTLY) Are you smoking more today...more than you used to? Chances are, you'll answer: "Yes". For it's in tune with the times. Now good sense says: the more you smoke, the more you need throat-protection. The more you smoke, the more "It's Toasted" means to you.

GRAUER: Everybody knows, sunshine mellows, heat purifies. Sunshine and heat- that's the way "Toasting" works! 800 people here in the studio tonight witnessed actual proof of "Toasting". Just before this broadcast, they saw the same Lucky Strike movie which was shown to over three million people at the New York World's Fair. They saw how the higher heat of "Toasting" takes out certain harsh throat-irritants naturally present in all tobacco. They saw how the concentrated sunshine of the ultra-violet ray adds extra mellowness.

ATKO1 0244966

RUYSDAEL: Are you smoking more today? If you are - then you need more than ever before the throat-protection of the exclusive process, "It's Toasted". For, we think you'll agree - the cigarette that's easy on your throat is the cigarette that gives you the most enjoyment...Have you tried a Lucky lately?

5. ("GOODY GOODBYE" MASON AND ORCHESTRA)

(SEGUE TO:)

6. ("SOUTH OF THE BORDER" DUET AND ORCHESTRA)

(APPLAUSE)

GRAUER: We pause now for station identification.

----- (S T A T I O N B R E A K) -----

11/22/39

(TRAIN WHISTLE AT HAND)

(ESCAPING STEAM AND BELL)

GRAUER: Well, if it ain't Dean Bibble and the old school train.
BIBBLE: Yep - I brought up three beautiful co-eds from the station to take these there examinations.
GRAUER: That's fine- well, so long and happy Thanksgiving.
BIBBLE: What's that?
GRAUER: I said Happy Thanksgiving - that's tomorrow.
BIBBLE: 'Tis not - November 30th is Thanksgiving.
GRAUER: Tomorrow is - President Roosevelt said so.
BIBBLE: 'Tis not!
KYSER: Boys- boys - don't fight - remember we have a lot to be thankful for - so, from now on, I declare every class session in the old College to be Thanksgiving day.
(CHEERS)

Now get that train out of here and let's open up the Road to Riches for our three lovely turkeys.

SECOND ROUND:

1. Let's swing into a few questions not about roads or trails, but lanes, for Mr. Robert Bayer of New York City. Let's go. (PLAY) One of the best known lanes is Lovers' Lane, but besides that there's (PLAY.)

2. Most of us know orchestra leader Eddy Lane, and Miss Alyce C. Arnold of Omaha, Nebraska wants us to give you 25 points for each of the four Lane sisters you can name.

(more)

ATX01 0244368

11/22/39

3. Mr. Jack R. Kent of Los Angeles, California, says those were the good old days when folks went swinging along those lanes on (PLAY) And in those days the lanes continually echoed the sound of (PLAY)

4. We give thanks to Miss Mary Harris of Chicago, Illinois, for tonight's twisted song titles. She wants you to talk turkey and give us the correct names of the following songs:

1. Express my gratitude to your pater.

2. A ditty dedicated to highways on which there are no detours.

Among of
3. Java, ham on rye, and the personal pronoun of the second person.

5. A certain orchestra leader and composer is identified by the following theme. Name the song and the leader for Robert Jones of Milwaukee, Wisconsin. (PLAY) He wrote that song- also "What's the Reason," "The Love Bug," and others.

6. Well, Miss _____, our paths cross again and I hope you won't be cross because we are going to discuss paths for the moment. Miss Tucky Fischer of Boston, Massachusetts says it will be pathetic if you can't name a newsreel that has the name "path" in it. Now can you name a famous Chautauqua with "path" in its name. Now a type of doctor who has "path" in his title.

(more)

11/22/39

7. Mr. Harry Miller of Asheville, North Carolina says in the late 90's the horseless carriage or automobile was appearing along the roads and trails and soon after everybody was singing (PLAY). But with better roads came higher powered automobiles. Also instead of singing "Us on a stage coach," people started singing (PLAY) And our present roads are so good we can truthfully sing (PLAY)

8. Look out for this one from Miss Marie Montgomery of St. Paul, Minne^{ota}~~sis~~. She wants to know the difference between road, rhododendron, road-hog and Rhodesia.

9. Our trail has led us back to Saturday's football games for the moment, and Eddie Gross of Portland, Oregon, reminds us that the University of Southern California has ridden the railroad all the way to South Bend to play (PLAY)
~~Now Eddie Gross of Portland, Oregon~~ ^{He also} reminds us that while out in Minneapolis, Minnesota, will be host to (PLAY)

GRAUER: Look out, professor - the round is over and here comes the band.

(KYSER THEME: in 6/8. ORCHESTRA)

11/22/39

KYSER: Thank you, Dean Grauer- that round went by fast - and here comes a decision - our judges giving the second stanza in our road show to none other than _____.

(APPLAUSE)

KYSER: Dear Miss _____ . You are better on roads than a hitch-hiker and your true blue snappers to our questions have made you half an engineer. Go light up a Lucky ^{Strike} - and bear left with car line. Now if the school will rise, fall into a clinch and grin we'll amble with an anthem - here you are, scholars, try this on your horn ^{what} I mean ^{is} yet's dance.

7. ("FAREWELL BLUES" ORCHESTRA)

(APPLAUSE)

***** (COMMERCIAL #3) *****

ATK01 0244971

11/22/39

Commercial #3

KYSER: Chillun, Dean Grauer points out that every tobacco auctioneer has a chant all his own.

GRAUER: Yes, if you were to go from warehouse to warehouse in a big tobacco town, you'd hear each auctioneer chanting in a different way ... like this ...

(BOONE - RIGGS - AND IMITATION - THREE DIFFERENT CHANTS AS ON RECORD)

GRAUER: Tobacco auctioneers do chant differently but they're absolutely alike in two things ... first, their knowledge of tobacco ... second, their absolute impartiality to all the different cigarette companies. So it means a lot that the vast majority of tobacco auctioneers and other independent tobacco experts choose Luckies for their own cigarette. James Ball of Mount Airy, North Carolina said recently:

MAN: I've been an auctioneer for 25 years, and I've seen the tobacco Lucky Strike buys. It's A-1 ... a fine light grade of center leaves with every quality you need for a fine cigarette. I think that explains why I've smoked Luckies myself ever since 1917.

RUYSDAEL: And remember, smokers, Mr. Ball is typical. Among independent tobacco experts - auctioneers, buyers and warehousemen - Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined. This fact is established by sworn records which anyone may examine. Have you tried a Lucky lately?

(MORE)

ATX01 0244972

11/22/39

HUYSDAEL: Take a tip from the men who spend their lives buying,
(CONTD)
selling and handling tobacco. Try Luckies for a week
and see for yourself why ... with men who know tobacco
best, it's Luckies 2 to 1!

ATX01 0244973

11/22/39

8. ("ARE YOU HAVING ANY FUN".....MASON AND ORCHESTRA)

(SEGUE TO:)

9. ("OVER THE RAINBOW".....SIMMS AND ORCHESTRA)

(APPLAUSE)

(FANFARE.....)

GRAUER: Yes, dear scholars, we stand near the end of the road and the world that beat a path to the perfect mouse trap has stayed to view with awe the final round in tonight's examination in Kyser College. It's only one mile and a handful of Civil Engineering questions to top honors and a first prize of 35 dollars. So, good luck, kids - here comes the old mouse trap man - Kay Kyser.

KYSER: Hang on, scholars - here comes Journey's End in four equal parts.

FINAL ROUND

1. Here's a very famous road song Mrs. Mary C. Worthall of Indianapolis, Indiana wants you to name. (PLAY) ~~Where is Mandalay?~~ ^{written} The music to that song was set to a famous poem by either Shakespeare, Joyce Kilmer, Rudyard Kipling or Oley Speaks?

^{are a few lines}
2. Here's ~~a verse~~ from an immortal poem by Sam Walter Foss. Miss I. V. Bachand of Hartford, Connecticut wants you to listen to a few lines and then name the poem for us:

(MORE)

11/22/39

"There are hermit souls that live withdrawn
In the place of their self-content.
There are souls like stars that dwell apart
In a fellowless firmament.

There are pioneer souls that blaze their paths
Where highways never ran,
But let me live by the side of the road
And be a friend to man."

Now can you complete these well-known expressions for us.

1. It's a long lane that has ---.

2. All roads lead to ---.

3. Mr. Pete Couch of Shreveport, Louisiana reminds us ^{of the legend} that
at the Port of the City of Rhodes on the Island of Rhodes,
there stood a statue of the great Sun God Apollo. It was
one of the seven wonders of the ancient world. What was it
called? If someone is fighting mad, what path do you say
he is on --- you know, like the Indians went on? If you
are being very good - you know, really behaving yourself --
what path are you on?

FINAL ROUND:

- 20 -

11/22/39

4. Here's a trail song that Miss Marjorie Bryan of Atchison, Kansas is sure you are familiar with, so let's see if you can name it. (PLAY) If you build a better mousetrap, the world will what? Beat your mother-in-law, beat a rug, beat a drum, or beat its feet on the Mississippi mud, or what?

(ORCHESTRA:.....THEME.....FANFARE)

- 20 -

ATX01 0244976

11/22/39

GRAUER: End of the road, professor. The final round is over and our judges have delivered a decision.

KYSER: Yes - and road king - most civil of engineers - grand winner of top degrees in the old college in none other than

(APPLAUSE)

KYSER: My dear student, you have pulled our long academic hill to the gilded crest in high gear and you're not even boiling. I award you this first prize of \$35 and decorate you with the old school colors. To you, dear second placer, this place money of \$20 - to the other four contestants - \$10 each and to all six scholars a carton of Luckies. Then to each and every member of our student body here tonight for those roadside stands and hearty deliveries - a package of Lucky Strike Cigarettes.

(APPLAUSE)

KYSER: Now while we drape the hall for our final session of makes-you-want-to-prom music - a brief address by Dean Grauer.

ATX01 0244977

GRAUER: Smokers, have you tried a Lucky lately? If you haven't, maybe you've been missing something. You see, though weather and soil do vary, methods developed by the United States Government have made tobacco crops better than ever. As always, Lucky Strike bought the Cream of the Crop ... and now aged and mellowed from two to four years, these better than ever tobaccos are in Luckies today ... So thanks to Uncle Sam ... Luckies are better than ever. Have you tried a Lucky lately?

10. ("MAN WITH THE MANDOLIN".....ORCHESTRA)

(SEGUE TO)

11. ("BEER BARREL POLKA".....ORCHESTRA)

(APPLAUSE)

KYSER: (ON CUE) Well, das all, scholars, and the old College of Musical Knowledge will be boarded up and shipped to Boston for next ^{Wednesday} ~~week's~~ class session, at this same time. ~~Extension~~ ~~courses in Musical Miscellany are conducted by Mr. Lucky,~~ ^{Time in} ~~Studio~~ over a different station on Saturday when YOUR HIT PARADE is on the air with Barry Wood and your ten favorite songs of the week. And now, chillun, remember the address for questions to the old Professor is Kay Kyser - 480 Lexington Avenue - New York City. So until next Wednesday 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)

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.

As Broadcast

11/29/39

WEAF

THE AMERICAN TOBACCO COMPANY

#87

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

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10:00 - 11:00 P.M.

NOVEMBER 29, 1939

WEDNESDAY

RECORDING REBROADCAST 11/30/39
WOR 8-9 P.M.

GRAUER: Have you tried a LUCKY lately?

AUCT'R: ONE LONG SALE,...ENDING "SOLD AMERICAN"

GRAUER: Independent tobacco experts, like the auctioneer you just heard, will tell you that United States Government methods have made tobacco crops better than ever; and that Luckies as always have bought the Cream of the Crop -- so Luckies are better than ever. That's why we ask,.... Have you tried a Lucky lately?

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

GRAUER: Lucky Strike presents Kay Kyser's College of Musical Knowledge....your Wednesday installment in the pursuit of happiness and higher musical education - fun - prizes - and generous helpings of that famous makes-you-want-to-dance music. But, quiet, students -- grab your seats for here comes the old Professor himself - Kay Kyser!

(KYSER THEME.....ORCHESTRA)

ATX01 0244979

11/29/39

KYSER!

Evenin', folks - how're ya all? Stick your feet under these shiny old desks and make yourselves to home. Close the doors, Mr, Janitor - class is now in session. Dean Grauer will call the roll.

GRAUER:

Certainly, Professor - our faculty, reading from left to right - Ginny Simms, dean of singing pulchritude - Harry Babbitt, dean of harmony, and Basil Ruysdael, dean of public smoking. Then we have our student body - Cabots, Lowells, Smiths, Jones, Cohens, Kellys and Kysers!

KYSER:

Why, bless my soul, Dean Grauer - we must be in New England!

GRAUER:

That
~~Why~~ we are Professor - the old college is set up tonight in Boston.

KYSER:

Why, bake my beans, Dean - what are we waitin' for? Come on, scholars, don't bounce 'til you see the whites of my eyes. One - two - ~~one~~ ^{you + you + you + you}, students - yet's dance!

1. ("I NEVER KNEW".....ORCHESTRA)

(SEGUE TO --

2. ("WHAT'S NEW".....SIMMS & ORCHESTRA)

(APPLAUSE)

COMMERCIAL #1

LUCKY STRIKE "KAY KYSER"
November 29, 1939

(REVISED)

COMMERCIAL NO. 1

KYSER: Chillun, remember Paul Bunyan? - that famous lumberjack who could stride half across a state at one stride?

GRAUER: ^{Local Professor.} Paul Bunyan is a legend popular in the Northwest. But down South - in the tobacco states - there's material for an even greater legend, to surround the very real figure of Uncle Sam. For Uncle Sam strides across a half-dozen tobacco states in one stride. He labors on ten thousand tobacco farms simultaneously. And his skill is admired by the experts at every Southern tobacco auction.

RUYSDAEL: Yes, Uncle Sam's help to the farmers, through Government and State Experiment Stations, has made recent tobacco crops the finest in the 300 years' history of the industry. Lucky Strike, as always, has bought the Cream of the Crop - the choice tobacco in the choice regions. Aged and mellowed from 2 to 4 years, these finer, lighter tobaccos are in Luckies today. So Luckies are better than ever! That's why we ask - Have you tried a Lucky lately? Listen to what a typical tobacco farmer, Thurmon Howell of Willow Springs, North Carolina, said recently:

MAN: Uncle Sam's cooperation during the past few years has helped me grow the healthiest and prettiest tobacco I ever had on my land.

RUYSDAEL: Have you tried a Lucky lately? Remember: the cream of these better-than-ever tobaccos is in Luckies today. Find out how truly fine a modern cigarette can be. Next time, ask for Lucky Strike.

(LUCKY DAY ORCHESTRA)

ATX01 0244981

11/29/39

(SOUND: POUND OF HORSES' HOOFS)

(RINGING OF HAND BELL)

ISH: Awake - awake - Kay Kyser is coming!

One if by land,

Two if by sea.

~~February which has 23~~
But ~~I with the opposite sex will be.~~

KYSER: Thank you, Dean Paul Revere Bibble - school is now ready to consider higher education. First, let's have the weekly reading of the trustees' report.

(Ahem!)
GRAUER: Six scholars have been chosen at random. Three of these bright New Englanders are ready to take their examinations for degrees in musical learning and ~~endowments of \$95 in prizes.~~ They are varin' to go.

KYSER: Fine. Now what has the faculty selected as our course of study for this week?

GRAUER: ~~That's obvious,~~ professor.
New England.

KYSER: Why, blow my horn, faculty - ~~so it is - obvious and copesetic.~~
I wish I were a boy and girl again. Shucks - we'll have ^a that field trip ^{of study} through ^{historical} Old New England right now. ^{Bundle} ~~Bundle~~ up your ~~pee-jackets~~, scholars, and let's go look under rocks.

(ADD FIRST QUESTION ROUND)

11/29/39

FIRST ROUND

1. We hope you won't go overboard on this one from Mr. Robert Shriber of Brookline, Massachusetts. The song we're about to play is also the name of a great historical event and in addition it's the theme song of a New Englander who has a fine orchestra.

(PLAY)

2. Miss Edna Glenn of Chicago, Illinois wants you to name a few ^{of the} Bostonians famous in the entertainment world, ^{The Boston String Boys} ~~Eschamp~~
 John L. _____. Movie star Edna May _____.
 Last of the Red Hot Mamas _____. Movie Star
 William _____. His last name rhymes with
 Barnum. ~~And movie star Ian _____.~~ His last
~~name is the name of a theatre where we opened today for a~~
~~week's engagement here in Boston.~~

3. Mother Goose goes to town. We have taken a well-known Mother Goose rhyme and at the suggestion of Miss Diana Ross of Fort Worth, Texas, we've replaced the third line and the sixth line with songs the names of which will give us a brand new rhyme. You name the songs as we play them so we can see what the new rhyme is. Little Miss Muffet sat on a tuffet, dressed in her (PLAY). Along came a spider and sat down beside her, and Miss Muffet said (PLAY)

11/29/39

4. Since this is the college's first visit to New England, Mr. Charles Edwards of Portland, Maine, wants to be sure that we can spell the names of ^{a couple of} ~~add~~ the New England states. ~~He gives us credit for being able to spell four of them, but he thinks the spelling of two of them might stump me, so before I see him, I wonder if you would coach me on the spelling of Connecticut and Massachusetts.~~ Also, just for fun, do you know what's the capital of Vermont? Can you spell that?

5. A Providence, Rhode Island boy, once a registered druggist, has become a nationally famous orchestra leader. Mr. Wallace R. Bassett of Pawtucket, R.I., says ~~you should have no trouble in telling us who he is when you hear~~ the following style of piano playing which is identified with him. (PLAY) Now can you name the song?

6. Miss Jean Fisher of Topeka, Kansas, reminds us that lots of moving pictures have been made about various phases of New England life - ~~past or present~~ - and wants to see what you can tell us about them. For instance, Captains Courageous was a picture about the famous ^{New England} Cape Cod fisherman. ^{Do you know} Who was the male movie star of that picture? Ann Sheridan was featured in a picture called "Winter Carnival." That picture was about Winter Carnival at what New England college? The picture "Maid of Salem" dealt with early New England life. ^{Do you know} Who was the female star - Claudette Colbert, Bette Davis or Katherine Hepburn? ^{Did you know that} However, _____ and _____ are both New England girls.

ATK01 0244984

11/29/39

7. Let's name this song for Miss Lillian Jarrett of Pittsburgh, Pennsylvania. (PLAY) Now is that "Twilight in Turkey," "Copenhagen," "^{Sleigh}~~Night~~ Ride" or "^{Night}~~Day~~ Ride"? Speaking of _____, what New England patriot made a famous night ride? ~~About how far did he ride?~~

8. The twisted titles make their Boston debut and Mr. Frank Burk of Cincinnati, Ohio wants you to straighten them out. Give us the correct titles of the following songs:

1. Yesterday evening upon the rear veranda.
2. ~~An~~ exaltation in behalf of Popeye's favorite vegetable.
3. The masculine musician possesses a stringed instrument of the guitar family.

I show of

9. There are lots of great football games scheduled for tomorrow. For instance, down in College Sta., Texas, Texas A & M tackles Texas, and in ^{Chapel Hill, North Carolina} Philadelphia Cornell plays ^{Virginia} ~~Pennsylvania~~, but Miss Betty Edmonds of Covington, Kentucky reminds us that there'll be a hot time in Providence, Rhode Island when Rutgers clashes with (PLAY) And Tennessee ^{Lexington to} goes to play (PLAY), and I don't mean Lexington, ^{Mass.}

SOUND: (NOON WHISTLE)

KYSER: Egad, Pilgrims - hold everything.

GRAUER: Sorry, Professor - just an old New England custom - the first round whistle - time to give the Indians their beads

KYSER: Have our judges reached a decision?

GRAUER: Yes, and here it is.

KYSER: Why, slap my bass, the winner of the first round is none other than Pilgrim Father _____.

(APPLAUSE)

KYSER: My dear _____, that was indeed worthy of old New England. Light up a Lucky Strike and while you're waitin' for your big test in the final round, the old school will go to town. Let's shag around the State House, bustle about Back Bay, cut up on Commonwealth Avenuewhat I mean is, let's dance, chillun -- come in let's dance!

3. ("SCATTERBRAIN" _ _ MASON & ORCHESTRA)

(SEGUE TO:)

4. ("LAST NIGHT" _ _ _ BABBITT & ORCHESTRA)

(APPLAUSE)

.....COMMERCIAL #2.....

11/29/39

KYSER: See here, Dean Grauer -- We played in New York last week - North Carolina the week before - and now this week it's Boston! They sure have got us on the run!

GRAUER: (AMUSED) Yes, we're moving, Professor! Like most folks these days, we're going more places, doing more things, having more fun. And, right in line with this, Basil Ruysdael has a question for smokers everywhere.

RUYSDAEL: Are you smoking more today.....more than you used to? Probably, in this exciting age, your answer will be: "Yes". And surely you'll agree....the more you smoke, the more you need throat protection. The more you smoke the more "It's Toasted" means to you.

GRAUER: Everybody knows, sunshine mellows, heat purifies....and the 1,000 people here in this studio tonight know that that's exactly how "Toasting" works. Just before our broadcast they saw the same Lucky Strike movie which was shown to over three million people at the New York World's Fair. They saw how the higher heat of "Toasting" takes out certain harsh throat irritants naturally present in all tobacco. They saw how the concentrated sunshine of the ultra-violet ray adds extra mellowness.

ATKO1 0244987

11/29/39

RUYSDAEL: Are you smoking more today? If you are - then you need more than ever before the throat-protection of the exclusive process, "It's Toasted." Remember: the cigarette that's easy on your throat is the cigarette that gives you the most enjoyment....Have you tried a Lucky lately?

5. ("EL RANCHO GRANDE".....ORCHESTRA)

(APPLAUSE)

(FADE IN FIFE AND DRUM AND FEET... "GIRL I LEFT BEHIND ME";

KYSER: S-ay, Dean Grauer, what's going on here - who are these determined looking gentlemen?

(SUSTAIN DRUM)

GRAUER: Why, Professor - these are out ten second men - marching to work. Listen.

VOICE: Halt - one, two....Count off!

CHORUS: We pause for station identification.

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

(PIPE AND DRUM AND FEET FADE OFF)

GRAUER: Well done, ten-second men. You bring back memories of our rich and historical past. How well do I recall that even before we had minute men we had Indians - and then came the Mayflower.

(SHIP'S WHISTLE BIG)

GRAUER: And then came Professor Kay Kyser.

(CHEERS)

KYSER: Thank you, Mayflower - it's certainly nice to be here and it's also nice to welcome our second three contestants to the rigorous trails for high musical honors and 95 slugs in prizes. Ah, three beautiful Boston Beauties - step up, girls - and get culture.

(ADD SECOND QUESTION ROUND)

SECOND ROUND

1. Miss Gertrude Nowe of Detroit, Michigan brings a very unusual situation to our attention. A nationally famous orchestra leader whose home is Island Pond, Vermont, was graduated from Yale in Connecticut and before entering Yale was a student at another New England State University where he popularized this song. (PLAY) Now tell us the name of the song and the fellow we're talking about.

2. And speaking of Yale, ~~we find that a massive gateway leading to the Yale Bowl is a memorial given by American colleges and schools and Yale, honoring a great man.~~ Mr. Thomas Schiro of New York City reminds us that ~~he is called the~~ "father of American football," ^{Went to Yale} In 1889 he picked the first ^{was} "All American" football team and he ~~is~~ also the originator of our present "daily dozen." What was his name? While we're speaking of athletes, a well-known singer recently on YOUR HIT PARADE and formerly on "Showboat" was a track star at Yale - what's his name? ^{Did you know} Barry Wood ^{Present} ~~who is~~ the singing star on YOUR HIT PARADE ~~was~~ was a swimmer and water polo player at Yale.

3. Now let's get back to Paul Revere for a moment. Miss Christina Currie of Manchester, New Hampshire, says the name of this next song is just about what he ^{might have} told the people as he rode from house to house. (PLAY) In those days almost every town had its town crier, and I wonder if you know what famous novelist, humorist and commentator ^{was} ~~is~~ known on the radio as "The Town Crier."

4. Conrad Morgan of State College, Mississippi, reminds us that the origin of many well-known expressions and statements can be traced to New England. I'm going to mix up a few of them and he wants you to straighten them out.

1. Calvin Coolidge said "I do not choose to ~~sing~~ ^{chuckle}."
2. Don't fire until you see the whites of two eggs and two cups of flour,
3. As Maine goes, so goes Vermont.
Under the spreading Nistle tree the village Smithy sits
4. ~~One if by land and two if by the light of the silvery moon.~~

5. I'm going to mention four New England boys who are very popular orchestra leaders. They are Jack Marchard, Leo Reisman, Barney Rapp and Jacques Renard. Now listen and tell Miss Elsie Bloch of Washington, D.C., whose theme we're playing. It identifies one of them. Listen and tell which it is. (PLAY)

6. I'll reward you with Boston beans and a Parker House roll if you can handle tonight's right or wrongers. Mr Ben W Lowell Jr. of St. Louis, Missouri wants you just to say right or wrong to these statements.

1. Serge Koussevitsky, conductor of the Boston Symphony, is also a world famous virtuoso of the bassoon.
2. Daniel Webster of New Hampshire wrote the dictionary.
3. George Washington proclaimed the first national Thanksgiving in 1789, but it was celebrated by the Pilgrims themselves as early as 1621.
4. P. T. Barnum was four times a member of the Connecticut legislature.

11/29/39

7. Miss Eleanor Clark of Vancouver, Canada, sends us this baffling little beetle about a Boston buffoon who is identified on the radio by this song. (PLAY) Now what's the name of the song?

8. Tonight at the suggestion of Mr Wally Beeson of Denver, Colorado, we're going to see how well you know the products that sponsor several of your favorite radio entertainers. In the following statement, take out the names of the personalities and put in the name of the product with which they are associated on the radio. In other words, if you had a bowl of Amos and Andy and a ^{cup of Fannie Brice} bowl of Jack Denny, that ^{Maxwell House Coffee} would be Campbell Soup and ~~Jack~~. All right - here goes. ^{Mike Audouy puts} Ginny Simms ~~uses~~ ^{Bob Hope} Bob Hope on her tooth-brush, ^{Powders} washes her face with ^{Guy Lombardo} ~~Cecil B. DeMille~~ and ~~puts~~ ^{has} Walter Winchell on her hands.

9. There'll be a great game here Saturday when Boston College plays Holy Cross and Evelyn Horne of Bridgeport, Connecticut says there'll be a hot time in New York when Stanford comes all the way from the coast to play (PLAY). And there'll be plenty going on in Philadelphia too when Army clashes with (PLAY).

(BAND: INDIAN WAR WHOOPS AND WOO-WOOS)

ATXO1 0244992

11/29/39

GRAUER: Looks like the redcaps are on the warpath, Professor. The round must be over.

KYSER: All right, Dean Grauer, and while we're waiting for a decision, the Judges will present the Thanksgiving Day class play called "The Courtship of Miles Standish and Priscilla Mullins."

POKEY: Oh, Miss Mullins.

AUDREY: Oh, Captain Standish!

POKEY: Oh, Priscilla!

AUDREY: Oh, Miles!

POKEY: O-o-oh!

AUDREY: (INDIAN WAR WHOOP)

(BAND CHORD IN G)

KYSER: And the winner was Miss Priscilla ^{Mullins} ~~Alden~~....I mean _____
_____!

(APPLAUSE)

KYSER: What a shining example you have set to the whole class, my dear _____! Light up a Lucky Strike and walk, don't run, to the nearest Final Round and the old Professor will be with you in ^{two shakes of a fox's tail.} ~~moment.~~ For the rest of the scholars, ^{Chillun. Come on - let's dance} ~~For the rest of the scholars, New England takes a back seat for the class in physical education. I mean if you've got shoes, get out there and let's dance, chillun - come on let's dance.~~

7. ("LITTLE RED FOX".....PRODUCTION)

(APPLAUSE)

COMMERCIAL #3

COMMERCIAL NO. 3

KYSER: Here's Dean Grauer to tell you about a man who'd have a real right to say .. I cover Tobaccoland.

GRAUER: That's right, Professor, Arthur C. Noell - independent tobacco buyer - does cover Tobaccoland. He follows this chant (FADE IN - BEGIN CHANT - THEN FADE OUT)(?)(FADE UNDER) in Georgia! North and South Carolina! Virginia! Kentucky! Tennessee!

(CHANT UP 10 SECONDS - SOLD AMERICAN)

GRAUER: Yes, Arthur C. Noell buys tobacco for his own account all through the Bright and Burley belts. And as an independent tobacco buyer, who has followed the market for 14 years, he's in a good position to judge who gets what tobacco. Recently Mr. Noell said:

MAN: At all the tobacco markets I've brought at, I've seen Lucky Strike get the same fine grade of tobacco. Now good tobacco makes a good smoke. That's why I've smoked Luckies myself for twenty years.

11/29/39

RUYSDAEL: Smokers, Mr. Noell speaks for the vast majority of independent tobacco experts - auctioneers, buyers and warehousemen, not connected with any cigarette company. Among these independent experts, Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined. This fact is established by sworn records which anyone may examine. Have you tried a Lucky lately? Take a tip from the men who spend their lives buying, selling and handling tobacco. Try Luckies for a week and see for yourself why ... with men who know tobacco best, it's Luckies 2 to 1!

7. ("DAY IN - DAY OUT" ORCHESTRA)
 segue to

8. ("I DIDN'T KNOW WHAT TIME IT WAS" SIMMS & ORCHESTRA)
 (APPLAUSE)

(FANFARE)

GRAUER: The trumpets blow and the Final Round takes in at the College of Musical Knowledge. Mr. _____ who won the first round and _____ ^{run two} ~~who was~~ high scorers in round two have sharpened their wits and put a couple of New England chestnuts on the ~~floor~~ ^{fire}, cause here, ^{at the sound of the fish-horn} comes the great white fodder, the invincible Cape Codder - Captain ~~is~~ ^{General A} Kyser!

(SOUND: (FISH HORN BLOWS)

KYSER: Teacher's desk is wired for sound, scholars, so step up nice and close. The first question is aimed at _____.

(ADD FINAL ROUND)

11/29/39

FINAL ROUND

1. Here are two New England college songs that Miss Elizabeth Bushman of Des Moines, Iowa feels are unique enough to stand apart from the usual run of school songs. ~~Therefore, she wants us to play them and~~ See if you can tell us their names and the schools they represent. (PLAY) (PLAY)

2. New England has given us some of our greatest men of culture and Mr. E. Jacobs of San Francisco, California wants us to see how quickly you can name three of them. The first is a great poet ~~and it shouldn't take you long to tell us who this fellow is.~~ He gave us the "Courtship Of Miles Standish" "The Village Blacksmith" "The Wreck of the Hesperus" and many others. His middle name is "Wadsworth." The second was a great American jurist and a renowned member of the U. S. Supreme Court until 1932. ~~He is said to be responsible for dubbing Boston the "Hub City" - is well known for his Supreme Court decisions,~~ and he lived to the astounding age of 96 years. His middle name was Wendell. Another well known poet of New England birth who gave us the famous "Snow Bound" ~~"Ichabod Crane"~~ ^{the Barfoot Boy} and his middle name is "Greenleaf."

3. From the following list of well known people who hale from New England, Miss Irene Gunther of Bennington, Vermont wants you to pick out a famous horticulturist, opera star, and ~~the~~ ^{actor} ~~author of the Christian Science text~~; Ruth Draper, Gladys George, Luther Burbank, Louis Stone, Rosa Ponselle, Mary Baker Eddy, and Morton Downey. Now tell us which of the following "Hales" are movie stars. Edward Everett Hale, Allen Hale, Nathan Hale, Jack Haley.

ATX01 0244997

11/29/39

4.

The Alma Mater of a certain college is set to the following well known song, and Mr. H. L. Goldman of Phoenix, Arizona would like for you to name both the college and the ^{original melody} song to which the words are sung. (PLAY) From the following list of New England presidents, name one who is a graduate of Harvard: John Adams, John Quincy Adams, Franklin Pierce, Chester Allen Arthur, Calvin Coolidge.

GRAUER: The Final Round has been written into the annals of the colonists, Professor. Which of the two scholars was the brightest and best?

KYSER: The Judges have decided that the grand champion of the New England College of Musical Knowledge is _____!

(APPLAUSE)

KYSER: My dear _____, take these thirty-five dollars worth of genuine antique copper Indians we dug up on our field trip. Go have yourself a real Boston tea party. To our second place pioneer goes a fistful of twenty dollars in guaranteed Green Mountain folding money. The other four contestants each get a bean-pot with a ten dollar jack-pot, and all six receive a carton of Luckies.

GRAUER: Not forgetting the loyal cheering of the student body, Professor?

KYSER: Certainly not, Dean Grauer. Their reward is a package of Lucky Strike cigarettes to each and every one!

(APPLAUSE)

KYSER: Before the final Bean Town Barn Dance, Dean Grauer has a word or two.

11/29/39

GRAUER: Smokers, have you tried a Lucky lately? If you haven't, maybe you've been missing something. You see, though weather and soil do vary, methods developed by the United States Government have made tobacco crops better than ever. As always, Lucky Strike bought the Cream of the Crop..and now aged and mellowed from two to four years, these better than ever tobaccos are in Luckies today ... So thanks to Uncle Sam - Luckies are better than ever. Have you tried a

Lucky lately?

Lucky Day

9. "VARSITY DRAG" ORCHESTRA
 segue to

10. "BEEH BARREL ROLKA" ORCHESTRA

(APPLAUSE)

KYSER: (ON CUE) Well, das all, scholars, and the old College of Musical Knowledge will be boarded up and shipped back to New York next week at this same time. Say, chillun, I want to remind you that YOUR HIT PARADE is on the air with Barry Wood and your ten favorite songs of the week.- and it's a date for you for Saturday, over a different station. And now, students, remember the address for questions to the old Professor is Kay Kyser - 480 Lexington Avenue - New York City. So until next Wednesday we'll be thinkin' of you. This is Kay Kyser sayin' thanks for being with us...and... so long everybody.

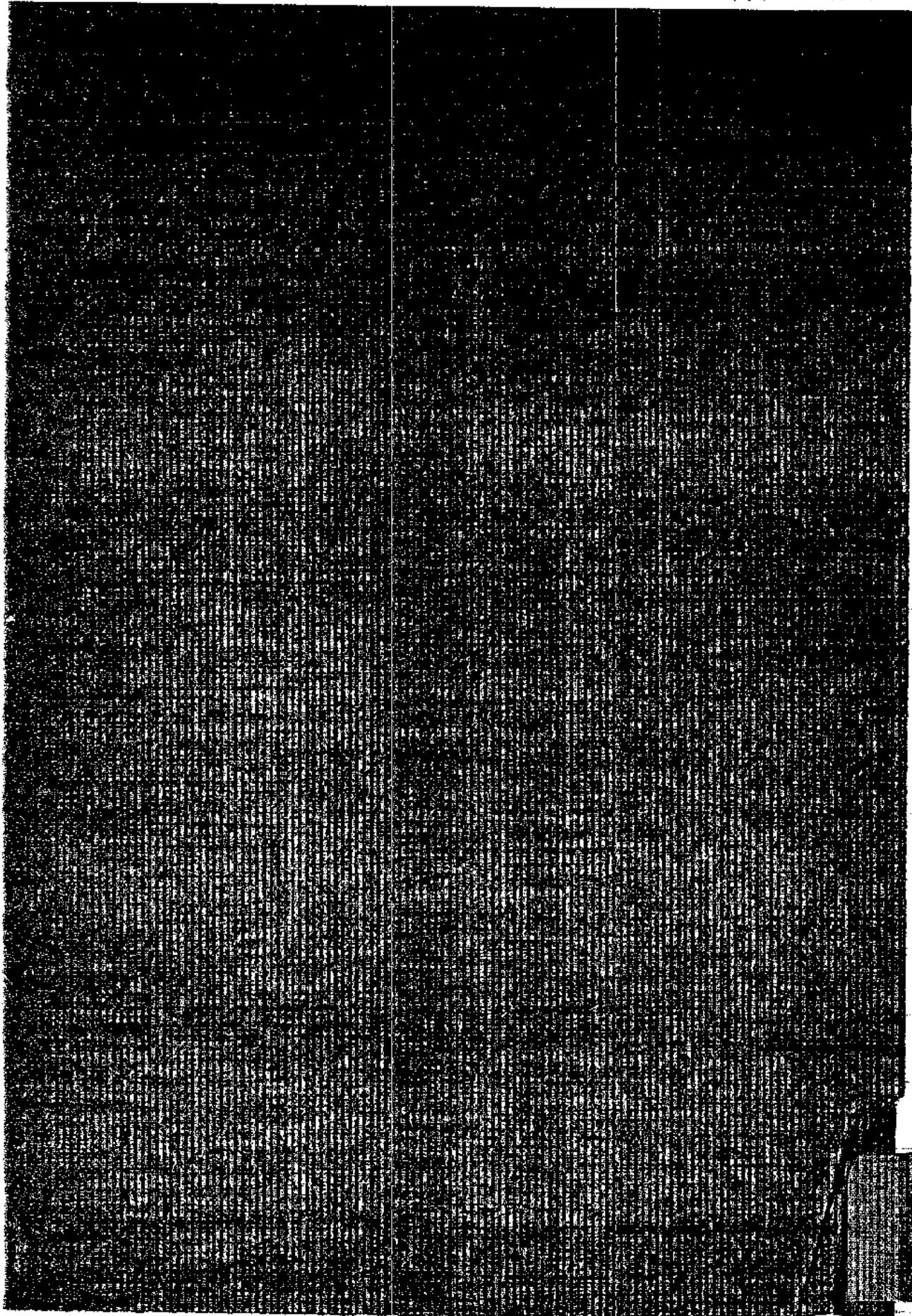
"HAPPY DAYS ARE HERE AGAIN" ORCHESTRA

GRAUER: The famous tobacco auctioneers heard on tonight's program were Mr L A (Speed) Riggs of Goldsboro, North Carolina and Mr F E Boone of Lexington, Kentucky.

(SONG CREDITS .. IF ANY)

(THIS IS THE NATIONAL BROADCASTING COMPANY)

NC/RM
11/26/39



ATX01 0245001

As Broadcast

-1-

12-6-39

RECORDING REBROADCAST 12/7/39
WCR 8-9 P. M.

WEAF

THE AMERICAN TOBACCO COMPANY

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #89

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

DECEMBER 6th, 1939

WEDNESDAY

GRAUER: Have you tried a Lucky Lately?

AUCTIONEER: (LONG CHANT.. ENDING WITH "SOLD AMERICAN")

GRAUER: Independent tobacco experts, like the auctioneer you just heard, will tell you that United States Government methods have made tobacco crops better than ever; and that Luckies, as always, have bought the Cream of the Crop - so Luckies are better than ever. That's why we ask.. Have you tried a Lucky lately?

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

GRAUER: Lucky Strike presents Kay Kyser's College of Musical Knowledge ... your Wednesday night's hour of opportunity to improve your mind and exercise your feet.. fun, prizes and plenty of that famous "makes-you-want-to-dance" music. So, come on, students... hurry, hurry.. class begins for here is that five-foot-eleven-and-one-half shelf of complete musical culture... Professor Kay Kyser!

(KYSER THEME ORCHESTRA)

-1-

ATX01 0245002

12-6-39

KYSER: Evening folks,, how're ya all? Well students, it certainly tickles my old nerve ends to see you all on hand bustin with Vitamin B. Now, ~~if you will stop gapin' out the old school windows, I'll describe the view seven stories below you is Times Square - above you towers the skyline of old Manhattan and before you,~~ ^{is \$95.00 in prizes closely followed} we have our six chosen-at-random scholars and ~~our \$95 in prizes.~~ Except for the wraproom, the doghouse and the dunce's chair, that about completes the picture. ^{Dean Spauer on the agenda you'd like to} Any addenda, ~~Dean Grauer?~~ ^{addenda?}

GRAUER: Nothing, Professor, except the welcoming committee are all a-~~twitter~~ ^{dither} to welcome.

KYSER: Well then, lock up the dormitory, Dean.. hide the endowment box and let's get welcomed.. I mean, come on, scholars - yet's dance!

1. ("GOOD MORNING" ORCHESTRA)

(SEGUE TO:

2. ("MELANCHOLY LULLABY" SIMMS AND ORCHESTRA)

(APPLAUSE)

COMMERCIAL #1

KYSER: Here's Dean Grauer to tell you about one of the World's
Champion Hand Shakers..

GRAUER: He's James R. Callis, Jr. of Willow Springs, North
Carolina and by his own estimate he figures that he has
shaken hands with at least 140,000 tobacco farmers. You
see, Mr. Callis is operator of a tobacco warehouse in
which the auctions are held and part of his job is to
greet the farmers as they bring in their tobacco. Listen
to what this veteran warehouseman said recently:

MAN: One farmer after another has told me that he's growing
better and better tobacco.. a finer, lighter type. And a
good deal of the credit for this goes to Uncle Sam.

GRAUER: Yes, Uncle Sam made tobacco better than ever. Methods of
tobacco growing developed through the Government and State
Experiment Stations have helped farmers in the past few
seasons to grow the finest tobacco in the 300 year history
of the industry. As always, Lucky Strike has bought the
choice tobacco in the choice regions.. the Cream of the
Crop. As Mr. Callis himself pointed out.

MAN: Whenever a particularly choice grade of tobacco comes
along at the auctions, you can be sure those Lucky Strike
buyers go for it.

RUYSDAEL: That's why we ask: Have you tried a Lucky lately? For
remember: Uncle Sam made tobacco better than ever. And
the cream of these finer, lighter tobaccos, now aged and
mellowed from 2 to 4 years, is in Luckies today. Next
time, ask for Lucky Strike and find out for yourself how
truly fine a modern cigarette can be.

("LUCKY DAY" ORCHESTRA)

12-6-39

(CHINESE GONG.. WOMAN'S SCREAM.. MACHINE GUN..

SHADOW LAUGH)

KYSER: ~~Don't be frightened, scholars. That was just a student~~
~~left over from last week's class, and the old school~~
~~monster got her!~~ *Now that's over* *Let's get*
~~So, put aside your running shoes and get~~
~~ready for larnin'!~~ *Grauer* *education*
~~First, we must call upon Dean Grauer.~~
~~Dean, what branch of higher learning shall we pursue this~~
~~evening?~~

GRAUER: Why, Professor, we have faculty recommendations on this *(double talk)*
~~and therefore.~~

KYSER: *That's wonderful*
~~Well, spare my rod and spoil my child - that's terrific!~~
~~A real treat, scholars - a sled ride for your medulla~~ *a Stern Course in 20,000*
~~oblongata or sixty minutes for fun and fortune.~~ *fascinating facts*
~~So, totter~~
~~up, kids and see if you can win against odds.~~

(ADD FIRST QUESTION ROUND)

FIRST QUESTION ROUND

1. Miss Arline Hershey of Pasadena, California, says everybody will be happy if you can name this song and tell us what orchestra leader it identifies. (PLAY)

2. William P. Gritz of Long Island City, New York, says he was listening to your Hit Parade and he noticed that two singers on that program have for their initials B.W. and the orchestra leader's initials are M.W. He wants you to tell us who they are.

Miss Velma Hughes of Memphis Tenn. says to give you an A. if you can identify these quarter-hour programs. Her initials are A.A. - C.A. and C.O.A.

3. Here's a question born in the mind of Miss Betty Cady of Birmingham, Alabama, who says she will give you a beautiful birthday bouquet if you can name this song. (PLAY) While we are on the subject of births, see if you can name this one. (PLAY) And by the way, what was that picture Janet Gaynor and Frederick March were in that had "born" in its name?

4. With a "who who" here and a "what what" there comes this question from Earl J. Walterbach of Des Moines, Iowa. He wants you to remove the "who's" and the "what's" and replace them with the correct names and words:

1. Who who says "Good Evening what and what what North what and all the whats at what, let's what to what."
2. Who who says, "All what ~~all what~~ *Give me a what on a whatter, Tommy.*"
3. Who who says, "Greetings whats, let's what-a-what?"

5. Miss Jean McIntyre of Tulsa, Oklahoma, wants you to name this song. (PLAY) Now a certain west coast orchestra leader, whose theme is, "Say It With Music" helped write that song and I wonder if you can tell us who he is. It's either Jimmy Grier, Gus Arnheim, Ted Fiorita or Anson Weeks.

6. I think we should sing the praises of Irving Lash of Mansfield, Ohio, for this whistling good question he sent in. He wants you to sing and whistle a chorus of the "Three Little Fishies." I'll give you a copy of the words showing you where to sing and where to whistle - and Lyman will give you the key. It's not really as complicated as it sounds, so let's try it and when I point at you, you whistle. Are you ready?

Boop Boop Ditung Datum Whatum (WHISTLE)
 Boop Boop Ditung Datum Whatum (WHISTLE)
 Boop Boop Ditung Datum Whatum (WHISTLE)
 (WHISTLE LAST LINE EXCEPT FOR LAST WORD) . Dam!

You will probably want to give Mr. Lash a good lashing for that, won't you?

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7. Here's one from Indianapolis, Indiana. Miss Elizabeth Waters says that one of radio's best loved programs comes on the air something like this. (PLAY) What personality heads that program and what song is associated with her as her theme?

8. Let's tackle tonight's right or wrongers and make Louie Johnson of St. Louis, Missouri, happy by just saying "right" or "wrong" to the following statements:

- Orchestra leader Bob Zurke is a pianist.*
1. ~~Walter Winchell once danced with the Gus Edwards troupe.~~
 2. Ina Ray, Marion, Barbara and Betty Hutton are the Four Daughters in the picture of the same name.
 3. Night and Day was written by Cole Porter.
 4. *Fifi D'Orsay is Tommy Dorsey's mother.*
~~Orchestra leader Bob Zurke is a famous drummer.~~

9. Here are a couple of rondelets or rounds and Miss Jean Fowler of Minneapolis, Minnesota wants you to name both of them for us.
(PLAY) (PLAY)

(CROWS CROWING (RECORD))

GRAUER: Pardon me, Professor, but there are strange birds coming this way.

KYSER: Shucks, Dean Grauer - nothing to fret about -- somebody just left the cover off Dean Kabibble's ~~Audubon Box~~ ^{Silded Cage} and his pet Woofoo birds got loose. We'll call a recess right now and scare them away. How about it, judges - do we have a decision.

(RECORD STOPS)

KYSER: Thank you .. and our judges declare that the winner of the first round and scholar most likely to succeed so far is none other than _____.

(APPLAUSE)

KYSER: Felicitations, dear scholar ! You certainly scared away those Woofoo birds and your faultless answers have earned you the right to compete in the final round. Go, light up a Lucky and get set for recess time is here and the kids, with bright, shiny faces, are about to nip through their paces .. yes, I mean come on - students - yes dance!

3. ("ARE YOU HAVING ANY FUN" MASON AND ORCHESTRA)

(SEGUE TO:

4. ("MY PRAYER" BABBITT AND ORCHESTRA)

(APPLAUSE)

COMMERCIAL #2

KYSER: Pay strict attention, chillun, for here's Dean Grauer to tell you why the ladies are getting better looking all the time.

GRAUER: Well, one reason they're better looking, nowadays, Professor, is because the ladies have streamlined their housework. With washing machines and vacuum cleaners and automatic thingamajigs of all sorts, they can get more things done faster .. and have more time for enjoyment.

RUYSDAEL: It's the same with all of us in this modern age. We pack more enjoyment into each hour and naturally that includes more smoking.. Isn't it true, ladies and gentlemen, that you're smoking more today than you used to? Now good sense says, the more you smoke, the more you need throat-protection. The more you smoke the more "It's Toasted" means to you.

GRAUER: Over 800 people in this studio tonight know exactly why this is true. Shortly before our broadcast they saw the same Lucky Strike movie which was shown to over three million people at the New York World's Fair. They saw how the higher heat of "Toasting" takes out certain harsh throat irritants naturally present in all tobacco. They saw how the concentrated sunshine of the ultra-violet ray adds extra mellowness. Everybody knows, sunshine mellows, heat purifies. Sunshine and heat -- that's how "Toasting" works.

RUYSDAEL: Are you smoking more today? If you are - then for true enjoyment, you need more than ever before the throat-protection of the exclusive process, "It's Toasted" .. Have you tried a Lucky lately?

5. "SOUTH OF THE BORDER" DUET AND ORCHESTRA)

(APPLAUSE)

(PHONE RINGS AND RINGS AND RINGS)

KYSER: (THROUGH IT ALL) Nice goin' kids - you really poured into that paso doble. Reminds me of... (CALLING) Kabibble!.. Answer that 'phone!

ISH: Okay .. (WITH PHONE) Hello, Kyser College speaking.. yes, yes, yes....

KYSER: We can't wait for this.. what's next on our program?

GRAUER: We pause for station identification.

STATION BREAK

Kyser: Nice goin' kids - don't answer that phone Kabibble, Cause we gotta pause for station identification.

~~Kyser~~ — *Now you can answer that phone, Ish.*
 Ish: (ON PHONE) Hello, ~~yes~~ I know I hung up.. yes, but.. I ~~Kyser College speaking. No-no-no-no but~~
 .. But I.. ~~now you listen to me, you~~ .. ~~We~~ don't care if you
 are the Pot o' Gold Program.. I don't want your eighty
five thousand dollars.. No, and don't call ~~me~~ ^{us} up again..
~~We~~ won't take it.. ~~I~~ ^{we} don't like money.. ~~I~~ ^{we} just like music!

(RECEIVER ON.. BAND GROANS)

KYSER: Well, now me down - did you hear that? ~~Take care of him~~ ^{boys? Let him have it}
~~boys.~~

(SHOTS)

(BAND: DIRGE MUSIC.. PLAY OFF)

GRAUER: It is with regret that the trustees of the College of
 Musical Knowledge announce the untimely demise of Dean
 Kabibble. However, the faculty ^{is} ~~opens its second~~
~~semester and we are~~ proud to present three beautiful co-
 eds for examinations in tonight's course of General
 Information. And now, although his tired old eyes are
 red with weeping, comes our beloved prexy.. Professor
 Kyser!

(PIANO: "HEARTS AND FLOWERS" . . . AND GROWS)

(APPLAUSE)

KYSER: ~~Look out, students Kabibble is gone but the birds are~~
~~still with us. Go away birds (STOP RECORD)~~! Welcome,
 dear contesting scholars, your beauty is epic, but your
 minds are in for a beating. Here comes your first little
 pitfall.

(ADD SECOND QUESTION ROUND)

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1. Here's one from my buddy, Cecil Branstetter, Jr. of Seattle, Washington who says he'll be your buddy if you'll name this song for him and tell him what orchestra leader uses it for his theme.

(PLAY)

2. Here's one from Charles Wilder of Washington, D.C. I will name three well-known songs and he wants you to name the three negro songstresses associated with them. The songs are "A-Tisket A-Tasket," "Loch Lomond" and "Stormy Weather."

3. Mother goose goes to town. We've taken another well-known nursery rhyme and replaced the second and fourth lines with songs. For Miss Ethel Brogan of Milwaukee, Wisconsin, you just name the songs we play, and then we'll see what the new rhyme is. ~~(PLAY)~~ ~~(PLAY)~~

Hi diddle, the cat and the fiddle
Come on and (Play)
The little dog laughed to see such fun
And he bit (Play)

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4. Let's tussel with this titanic brain teaser from Toronto, Canada. Harry Green wants to know the difference between Toupe, Coupe, Teepe and Timpani.

5. Here's the theme song of a handsome young orchestra leader and Miss Eileen Maloney of Scranton, Pennsylvania wants you to name the song and the leader. (PLAY) ^{His} ^{Vocalist} Did you know the girl singer who ~~Bonnie Baker~~ is featured in his recent, best selling record made a best selling record of "Oh Johnny Oh" with ~~Orrin Tucker~~ is named ~~of Oh, Johnny, Oh.~~ -- And here's something, children, that's news. ~~Bonnie Baker~~ ^{Bonnie Baker with Orrin Tucker's Orchestra are going to be} ^{Guests on "Your Hit Parade".}

6. Lyman Gandee our piano player is going to give us an imitation of a musical instrument that used to be in practically every home and William H Brenk of Chicago, Illinois thinks you'll be able to quickly tell us what he is imitating. (PLAY)

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7. It's a "Bit of a hit from a hit pic" time in the Old College and Miss Nancy Drummond of Memphis, Tennessee, wants you to tell us who sang this song and in what picture. (PLAY)

8. Now let's untwist a few twisted song titles. Earl A Lindsley, Jr. of Bridgeport, Connecticut wants you to give us the correct names of the following songs:

1. Monetary units of the smallest denominations from the celestial sphere.
2. My gratitude for the fond recollection.
3. Scat quick like a rabbit to thine abode.

9. Here's one Miss Pearl Jane Cooper of Denver, Colorado dolled up for us and she says we should give you an iron doll if you can tell us which of these two songs is "The Doll Dance" and which is "Wedding of the Painted Doll." Are you ready, Doll - I mean Miss _____. (PLAY) (PLAY)

(SOUND: BELL RINGING)

ATX01 0245015

GRAUER: Examination is over, Professor.

KYSER: Thank you, Dean Grauer. At ease, fair scholars - here is a decision from our judges and they declare that the winner of the second round - with an even chance of going home financially independent is none other than _____

(APPLAUSE)

KYSER: I doff my old toupee in honor of your achievement, dear Miss _____. Light up a Lucky^{Strike} and wander about the campus with head held high until the final round. Right now the old school echoes with the slap slap of little bare feet and before you can say "makes-you-want-to-dance" music....it's jeep and gyve and, man alive, come on kids - yet's dance.

6. ("ALL GOD'S CHILLUN GOT RHYTHM".....PRODUCTION)

(APPLAUSE)

COMMERCIAL #3

12-6-39

KYSER: Chillun, the college is going to have a little lecture
now, on ... (FADE IN CHANT - THREE SECONDS - FADE OUT)...
and our Professor this evening is that famous tobacco
auctioneer, Speed Riggs. All right, Professor Riggs..

RIGGS: (IMITATING KYSER) Evenin' folks.. how're y'all ..(GOOD
HUMOREDLY) Professor Kyser wants me to try and show you
a few of the ways the chant of the tobacco auctioneers is
varied. Now a lot depends on the auctioneer himself.
Some of 'em kind of toss the words at you like this
(CHANTS A LA CUTHRELL - 3 SECONDS)

GRAUER: But other auctioneers put sort of flowery trills into the
chant, don't they, Professor Riggs?

RIGGS: Yes, they sure do, Dean Grauer... for instance (3 SECONDS
A LA BARFIELD)

GRAUER: That's a nice one..

RIGGS: And I've even heard auctioneers chant to tunes sometimes.
(CHANTS TO TUNE - 5 SECONDS)

GRAUER: Speed, tell the folks how the chant originated in the
first place.

RIGGS: Well, in the old days, auctioneers used to just talk the
bids that the buyers made.. I hear 6 dollars bid.. who'll
give 7 .. 7 dollars bid.. Do I hear 8? But then as sales
got faster, auctioneers had to cry the bids faster, so
the singsong chant just naturally resulted...(CHANTS
SLOW TO FAST - 10 SECONDS.. SOLD AMERICAN)

RUYSDAEL: Thank you, "Professor" Speed Riggs. Smokers, remember every word of even the fastest chant is followed perfectly by the experts at tobacco auctions. They hear each bid, see each sale. They know just who buys what tobacco. So here's a fact that says a lot.. Among independent tobacco experts - auctioneers, buyers and warehousemen - Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined. This fact is established by sworn records which anyone may examine..Have you tried a Lucky lately? Remember, with men who know tobacco best, it's Luckies 2 to 1!

7. ("OH JOHNNIE OH" ORCHESTRA)

(SEGUE TO:

8. ("LILACS IN THE RAIN" SIMMS AND ORCHESTRA)

(APPLAUSE)

(FANFARE.....)

GRAUER: Scholars, students, friends and faculty.. in memory of that great bird lover, Dean Kabibble, the Board of Trustees set aside this final series of examinations to be given over to the study of our feathered friends. Our two champion contestants advance - the hall is a-twitter...

(BRING IN CROWS)

GRAUER: Our good Professor Audubon Kay Kyser approaches and is greeted by Kabibble's beloved birds!

BAND: (GIVE HIM THE BIRD)

KYSER: Thank you, bird .. the early worm goes home with the mazuma, so, step lightly, scholars.. we're about to peck away at you with a little bird talk.

(ADD FINAL QUESTION ROUND)

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1. Let's devote our finals this evening to a discussion of birds and right off the bat let's name a well-known bird song for Miss Kathryn Lieb of Reading, Pennsylvania. (PLAY) Now can you name three people in the entertainment world whose first names are Red, Robin and Bob?

2. The bird in this next little Mexican song is a swallow. See if you can name it for Ernest Dalys of Grand Rapids, Michigan. (PLAY) Now can you name a murder mystery, book, play or picture that has a bird in its title. Is this expression correct.. "The early bird gathers no moss."

3. The bird in this little Spanish song is the dove. Let's see if you can name it for Miss Joyce Terry of Little Rock, Arkansas. (PLAY) Now can you tell us the difference between ^{Swan's} swan song and Swanson.

4. In just a moment we'll say goodbye to the final round, but before we do, let's say "hello" to the following bird song. (PLAY) Can you name a famous bird who's been on many trips to the Antarctic region? And finally Bernard Freeman of Shreveport, Louisiana says can you name a bird - and I don't mean a human one - who is a movie star, like a hen, or an ostrich.

(SOUND: MAD DONALD DUCK)

GRAUER:

School's out, Professor. The examinations are over.
~~Sorry, Professor - the birds have had enough.~~

KYSER:

Swell, Dean Grauer - that's ducky with me - hold it, students - our judges are about to rear back and deliver ~~the~~ *golden egg* and here it comes - the big news which says that top honors and degrees tonight go to none other than _____.

(APPLAUSE)

KYSER:

Ah, dear _____, while the old school artist sketches your portrait for the Hall of Fame, I feather your nest with this bit of hay, \$35 first prize. To you, dear second placer, this bank membership of \$20. To the other four contestants the old school grip and ten dollars each. To all six scholars, a twenty-one gun salute from the campus cannon and a carton each of Luckies. Then to every member of our student body here tonight for those tremendous cheers -- hearty answers and fresh eggs laid in the pinches - a package of Lucky Strike Cigarettes.

(AS APPLAUSE FADES)

GRAUER: There's good cause for cheering, smokers.. because every Lucky Strike cigarette today contains better than ever tobacco developed with the aid of Uncle Sam. Yes, Uncle Sam made tobacco better than ever. Lucky Strike as always bought the Cream of the Crop, where weather and soil conditions were favorable. Now aged and mellowed from 2 to 4 years, these finer, lighter tobaccos are in Luckies today. So Luckies are better than ever. Have you tried a Lucky lately?

9. ("GOODY GOODBYE" ORCHESTRA)

(SEGUE TO:

10. ("BEER BARREL POLKA" ORCHESTRA)

(APPLAUSE)

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KYSER:

(ON CUE) Well, das all, scholars and the old College of Musical Knowledge will be boarded up until next week at this same time. Say chillun, I want to remind you that

YOUR HIT PARADE is on the air with Barry Wood and your ten favorite songs of the week - and it's a date for you for

Saturday, over a different station. ^{But} ^{in the meantime} ~~And~~, students - ^{from} ~~from~~ ^{here's a way we can get together and really do something for a most worthy cause} now until Christmas, when you send in your musical ^U

questions to me, Kay Kyser, at 480 Lexington Avenue, New York City, seal your letter with at least ten official Christmas seals. When we answer you, we'll seal our reply with ten ^{official} Christmas seals. ~~And that way we'll both be doing something for a really worthwhile cause. So~~

Now, until next Wednesday, this is Kay Kyser sayin', we'll be thinkin' of you and thanks for being with us.. 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)

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As Broadcast

12/13/39

WEAF & RED

THE AMERICAN TOBACCO COMPANY

(REVISED)

Kay Kyser's College of Musical Knowledge

(PROGRAM #90)

RECORDING REBROADCAST 12/14/3
WCR 8:00-9:00 P.M.

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

DECEMBER 13, 1939

WEDNESDAY

GRAUER: Have you tried a Lucky lately?

AUCTIONEER: (LONG CHANT .. ENDING WITH "SOLD AMERICAN")

GRAUER: Independent tobacco experts, like the auctioneer you just heard, will tell you that United States Government methods have made tobacco crops better than ever; and that Luckies, as always, have bought the Cream of the Crop - so Luckies are better than ever. That's why we ask .. Have you tried a Lucky lately?

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

GRAUER: Lucky Strike presents Kay Kyser's College of Musical Knowledge - your Wednesday night excursion into the little pink clouds of higher musical larnin' - for fun, finance and footwork to the tune of that famous "makes-you-want-to-dance" music. So, come a'running', kids, school is taking in for here comes that Goon of the Wind .. that sage of the strings .. that papa of the pizzicato .. Professor Kay Kyser.

(KYSER THEME .. ORCHESTRA)

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KYSER: Evenin' folks - how're ya all? I'm sure glad to see you all up here in the higher altitudes. Shake hands with our bona fide chosen-at-random, true-blue contesting students who are going to represent the old school tonight in terrabellum terrificatatum over triviatum ad infinitum for \$95 in prizes. *longus greenum.*

Now shake down your shaggin' shoes, scholars, 'cause we're goin' to open up the old classroom with a singin', sassin', sashayin', standin', sittin', sand-slingin' sock of that famous "makes-you-want-to-dance" music. *there's syncopation* ~~So swing out,~~ *bound, so come on lets dance* ~~students ... yets send it!~~

1. ("ALABAMY BOUND" ORCHESTRA)

SEGUE TO:

2. ("I DIDN'T KNOW WHAT TIME IT WAS" SIMMS AND ORCHESTRA)

(APPLAUSE)

- COMMERCIAL #1 -

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COMMERCIAL #1

GRAUER: Professor! Professor, may I read a question that came to us from a very alert correspondence student?

KYSER: A musical question, Dean Grauer?

GRAUER: No, a tobacco question. This student wants to know ...

"How has Uncle Sam been able to help tobacco farmers improve their crops." Well, here's Basil Ruysdael with the answer.

RUYSDAEL: Through Government, ^{the} State and University Experiment Stations, lecturers, pamphlets, even radio programs, advice on scientific tobacco-growing methods has been brought to farmers all over the South. As a result, the tobacco grown in the past several years has been the finest in the 300 year^s history of the industry.

GRAUER: That's why we ask: Have you tried a Lucky lately? For, as always, Lucky Strike has bought the choice tobacco in the choice regions .. the Cream of the Crop. Listen to what a typical tobacco farmer, Mr. J. F. Bryant of Booneville, North Carolina, said recently:

MAN: Uncle Sam helps us farmers grow better tobacco - and then at the auctions the American Tobacco Company buyers snap it up for Luckies. It's a finer, lighter, more fragrant tobacco .. a better cigarette tobacco than we ever grew before.

RUYSDAEL: Yes, Uncle Sam made tobacco better than ever .. and the Cream of these better-than-ever crops, now aged and mellowed from 2 to 4 years, is in Luckies today. So Luckies are better than ever .. Have you tried a Lucky lately?

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"LUCKY DAY" ORCHESTRA)

GRAUER: (IN EXAGGERATED FOOTBALL COACH PEP TALK STYLE)

Now team ... I don't have to tell you fellows what's about to happen out there in the old classroom. I don't have to tell you what these examinations mean to the old school ... I want you to know that when you're out there on the old quiz-iron passing those questions around, you're doin' what you're doin' for honor, for glory, for degrees and for 95 clams in prize money!

(SHOT)

GRAUER: There goes the opening gun ... so get in there fellows, for here comes that razzle-dazzle-frazzle man ... Professor Kay Kyser!

(KYSER MARCH ORCHESTRA)

(APPLAUSE)

KYSER: *Let me in there coach and the students*
~~Line up, students, and let's see if you~~ can take me out of this first play. The shift is to the right and the ball comes snapping back to Mr. _____ of _____ . Here it is:

(MORE)

1. The following orchestra theme identifies one of America's current favorites and Miss Olga Riddle of Birmingham, Alabama, wants you to name both the song and the leader. (PLAY)

2. Right off the bat let's tackle the "who's who" and the "what's what". John C. Feller of Milwaukee, Wisconsin wants you to take out the who's and the what's in the following well-known slogans or trademarks and replace them with the correct words:
 1. Who who and his what Canadians.
 2. Who who and his what Yankees.
 3. Who who and his what you what to what music.

3. A few years back David Butler conceived the story for and directed a picture called "Bright Eyes". Here's one of the hit songs from that picture and Miss La Verne Fisher of Chicago, Illinois wants you to name it and tell us who sang it in the picture. (PLAY) Now can you name at least one more of her pictures?

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4. Crawford C. Mottman of New York City says he can think of several well-known piano playing orchestra leaders whose last names start with a "w" and he wants you to name at least three of them. Their first names are - Anson, Teddy, Fats, Griff.
5. Here's a delightful topic - the girls. The titles of the following three songs are also the names of girls and Miss Ann Louise Gaffney of Portland, Oregon wants you to name each.
(PLAY) (PLAY) (PLAY).
6. We have taken a few well-known axioms or adages and kind of twisted them up a bit and Frank E. Hoad of Topeka, Kansas wants you to straighten them out for us:
1. Absence makes the heart belong to Daddy.
 2. You can lead a horse to water but you can't eat it, ^{take it with you} ~~too~~.
 3. Don't cut off your nose and put it all in one basket.

7. Here's a well-known song which is identified with a well-known personality. If it's an orchestra leader, it's Clyde Lucas; if it's a singer, it's Morton Downey; and if it's a daytime serial it's The Romance of Helen Trent. Listen and tell Mrs. W. M. Carter of Miami, Florida which it is and the name of the song. (PLAY)

8. It's time to test your sponsor identifications. In the following skit we want you to take out the personalities and replace them with the products that sponsor them on the air. For instance - Bob Hope ... Pepsodent; Walter Winchell Jergen's Lotion and so forth. Listen and tell James M. Elder of Phoenix, Arizona all about it: *wants you to name 3 people featured in the picture. That's right - you're wrong! now name Andre Kostelanetz and Tony Martin because she's driving Major Bowes and balling the jack with Richard Crooks and Margaret* ~~Speaks.~~

9. Here are the songs of 3 of this season's untied and undefeated football teams, and Miss Anne Donovan of Grand Rapids, Michigan wants you to meet her in the brain-bowl and identify them. First, let's face the South and salute (PLAY). And now back to New York State and 3 cheers for (PLAY). And now southwest to the state of Texas and it's hats off to (PLAY). Among the other unbeaten and untied teams are San Jose State Teachers' Colorado Mines, Slippery Rock Teachers, New Britain Teachers, Louisiana Normal, Maryville Mo. Teachers, De Sales.

SOUND: (BELL RINGING)

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GRAUER: Recess, Professor - time takes the ball and time is out - cold!

KYSER: Thank you, Frigid Grauer. Das all, students - take it easy until our judges ~~with their long white beards~~ solemnly announce a decision. By the way, anybody seen our ~~bearded~~ judges?

ISH: No, Professor - they sure have gone to the dogs.

SOUND: (HOUNDS YELPING)

KYSER: Well! - Tally-ho, Judges. How do you feel?

VOICE: (BARKING) All right, how are you?

KYSER: Okay! And I'm certainly not barking up the wrong tree, because you've delivered a decision as clean as a hound's tooth, stating that the winner of the first round is Mr. _____.

(APPLAUSE)

KYSER: My Capital C-o-n-gratulations, dear student, you have proved glib, gay and gesundheit, you're nothing to sneeze at. Light up a Lucky Strike for you have already touched first base and have half a clutch on the first prize of \$35. Enjoy your recess, for the rest of the scholars got work to do. Yes suh -- they got wobblin', wagglin', wigglin' and woo and I do mean you, so don't fiddle around - just come on here and yets dance!

3. ("STOP IT'S WONDERFUL" MASON & ORCHESTRA)

(SEGUE TO)

4. ("BLUE ORCHIDS" BABBITT & ORCHESTRA)

(APPLAUSE)

COMMERCIAL #2

- KYSER: Dean Grauer says: They ought to call "Stop-and-Go" driving "Stop-and-Smoke" driving.
- GRAUER: (AMUSED) Well, lots of cigarettes are lit at traffic lights, Professor. But, you know, that crowded traffic on our roads ... people bound for the country or the city, for holidays or for business ... is just one more proof that America today is enjoying itself more than ever before.
- RUYSDAEL: Yes, and naturally as part of the excitement of this modern age, most of us are smoking more. Each of you ask yourself this question: Are you smoking more today than you used to? Chances are, your answer will be: "Yes." Then good sense says ... The more you smoke, the more you need throat-protection. The more you smoke, the more "It's Toasted" means to you.
- GRAUER: Everybody knows - sunshine mellows, heat purifies. Sunshine and heat - that's the way "Toasting" works, as the 800 people here in this studio tonight have seen with their own eyes. Immediately before our broadcast, they witnessed the same Lucky Strike movie that was shown to over three million people at the New York World's Fair. So they know now how the higher heat of "Toasting" takes out ^t certain harsh throat irritants naturally present in all tobacco. They know now how the concentrated sunshine of the ultra-violet ray adds extra mellowness.
- RUYSDAEL: Are you smoking more today? If you are, you need more than ever before the throat-protection of the exclusive process "It's Toasted". Have you tried a Lucky lately?

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5. ("EL RANCHO GRANDE" ORCHESTRA)

(APPLAUSE)

GIRL: (ANGRILY) Don't try to stop me ... I know my rights.
(CLEARS THROAT AND CALMS DOWN) Dear ladies ... here we are up early in the morning like the little birds. Now, let's all take a deep breath ... inhale one, two ... exhale. That's it. Now to our beauty hints. First we must make up our beauty cream. So, we take four pounds of lard ... two ounces of Attar of Rosss ...

GRAUER: (BREAKS IN AT THIS POINT)
... add four dandelions ... three cans of floor polish ... one can of paprika ... stir well in a large mixing bowl ... add a dash of lavender water ... sprinkle gently with Flit ... put on a slow fire and relax massaging the face and humming a little tune like this. (HUMS DELIRIOUSLY)

GRAUER: Say, what kind of a school is this ... who is this woman?

KYSER: (ALSO WHISPERING ON MIKE) S---h ... quiet, Dean Grauer - she is our new dean of Beauty Hints! Just let her rattle on - she'll mow herself down if you give her time.

GRAUER: But I can't wait, Professor - I can't wait. We've gotta pause for station identification.

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

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GIRL: (AND WEARY) ... Then dear ladies ... you take the delightful mixture off the fire ... strain through a fish net
(CARRY OVER GIRL'S VOICE IN LOWER PITCH)

GRAUER: (WHISPERING ON MIKE) S-say, Professor - isn't this where we came in?

KYSER: Shush, Dean Grauer and hold your horses - I think she's running down.

POKEY: ... and a cup of plaster of Paris ... two dashes of Lemon Oil ... one dash of Banana Oil ... one ounce of musk ... ten drops of oil of Cod and ...

KYSER: Hey - what's the matter with you, Dean of Beauty Hints?

POKEY: Nothing - nothing, Professor. These recipes are getting longer and longer and I'm just a little hoarse!

KYSER: Oh yes?

(SHOTS)

KYSER: ... well, get your horse out of here! We got examinations going on, and here come our three beautiful co-eds. And, believe me, students, these gals don't need no beauty hints ... not nary a one of 'em - ~~all they need is room!~~ So come on, gals ... here's where you take your back hair down!

(MORE)

1. If you're wide awake you will have no trouble telling George Crawford of Hollywood, California the name of this song and what orchestra leader it identifies. (PLAY)

2. Here's a humdinger from Baltimore, Maryland. Miss Charlotte Schaefer asks the difference between tom-tom, pom-pom, bon-bon and hon-ton.

3. A. F. Edgerton of New London, Connecticut says you will "win this one in a walk." All you have to do is name a couple of songs.
(PLAY) Well, if you would, maybe you'd like to do it this way.
(PLAY)

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ROUND TWO (Continued)

4. Speaking of the Lambeth Walk, reminds Miss Geraldine Witting of Cleveland, Ohio, there are several well-known dances, the names of which end in walk or a variation of "walk," let's name a few: The Cake_____. The Turkey_____, The Lindy_____ and the Castle_____. And by the way, if you walk to the Post Office and mail those Christmas packages to Aunt Minnie and Cousin Jake now, you won't have to run with them later on. And Uncle Sam and his merry men will sure appreciate it, too.

5. A certain orchestra leader who has a delightful voice is identified with the following theme...L. G. Andrews of Duluth, Minnesota wants you to give us the name. (PLAY) What instruments do the sliding?

6. This is the 13th but it's not Friday, so maybe you won't be unlucky with tonight's right or wrongers. Miss Violet Astrella of Dorchester, Mass. wants you to say right or wrong to the following statements.

1. Kenny Baker is also known as the Wonder Baker.
2. Actor Charlie Ruggles and Director Wesley Ruggles are brothers.
3. Jerome Herman Dean is Dizzy Dean's correct name.
4. Cordell Hull played Jeeter Lester in "Tobacco Road."

ATX01 0245037

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ROUND TWO (CONTINUED)

7. A sentimental gentleman from Georgia, Bob Mitchell of Atlanta, Georgia, says everybody in Atlanta is getting ready for the world premiere of (PLAY). Tomorrow and Friday will be an event the South will never forget. In other words ... (PLAY).

8. Last week we had so much fun singing and whistling a verse of The Three Little Fishies, Del Black of Louisville, Kentucky wants us to try it again tonight. Here is a card with some of the words of the nursery rhyme, "Three Blind Mice." Now you sing the words but whistle where you see the blanks.

9. The following song ushers in one of radio's best Sunday ^{programs} ~~shows~~. Walt Dennis of Montclair, N. J. wants you to name the show for us. (PLAY) Now, can you name three of the principals currently featured on that show? I also....hey, Dean Grauer, somebody left the dormitory door open.

(SOUND) (ON CUE)...(HEARTY...FULL VOLUME...COLLECTIVE AND RESONANT SNORES)

ATX01 0245038

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GRAUER: 'Tain't that, Professor...the round is over...a decision is due...and our bearded, benevolent and befuddled judges have fallen asleep.

KYSER: Why, confound the critters....they can't do this to us... get the old school feather and tickle their feet.

GRAUER: Certainly Professor....feather, please?

(SOUND: SPECIAL SOUND RECORD)

KYSER: Why, stop blushing, judges--you don't have to be embarrassed--this could happen to anybody. And your decision is wide awake and on its toes declaring that the winner of the second round is none other than _____.

(APPLAUSE)

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KYSER: Why bless my soul, dear Miss _____ . This decision tickles me as much as that old school feather tickled our judges' feet. I say to you, Honey, light up a Lucky Strike. Look at the world through rose-colored glasses, for that red letter round - and that big green dough is just around the corner. So come on, fellers and gals, gangway for gad and jollity....I say,

(PHONE RINGS)

(DISGUSTED) Get that phone, Harry Babbitt.

6. ("HELLO MR KRINGLE".....PRODUCTION)

(APPLAUSE)

COMMERCIAL #3

-17-

ATX01 0245040

12/13/39

KYSER: By the way, Chillun, our old school room here is a pretty good size and it certainly is going to be filled to overflowing when we gather here next Wednesday night for our big Christmas Party, but - big as our class room is, it certainly looks small as a hall bedroom compared to some of the places where this chant is heard..

(CHANT -- 10 SECONDS -- SOLD AMERICAN)

GRAUER: The largest tobacco warehouse in the world is at Lexington, Kentucky. It holds two million pounds of tobacco at a single sale. It is approximately 5 acres - two full city blocks in size - and all under one roof. The operator of this world's largest tobacco warehouse is a man named Floyd Greene Clay, 19 years in the tobacco business. Mr. Clay said recently:

MAN: I start all the sales in my warehouse. So I see just what tobacco each company buys. Luckies select the choicer grades - the Number One tobacco. That's why I've smoked Luckies myself for ten years now.

RUYSDAEL: Smokers, have you tried a Lucky lately. Why not take a tip from Mr. Clay, who operates the world's largest tobacco warehouse, and from other independent tobacco experts who spend their lives buying, selling and handling tobacco. Among these independent 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 which anyone may examine. Next time you buy cigarettes, remember.. with men who know tobacco best it's Luckies 2 to 1!

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7. ("SCATTERBRAIN" ORCHESTRA)

(SEGUE TO:

8. ("CHATTERBOX" DUET AND ORCHESTRA)

(APPLAUSE)

(FANFARE)

GRAUER: We regret that your meditations induced by the seductive influences of our graduate scholars should be interrupted by so harsh and strident a fanfare. But.. (SIGHS) we must yield to the clarion call of opportunity. So it is .. that the time has come for the testing, sampling, weighing and pummelling of our candidates for degrees. And, I might say, without fear of contradiction, that right now opportunity knocks upon the old school door....

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(KNOCKING AT THE DOOR)

GRAUER: And who should be there..

ISH: The Papa Bear!

GRAUER: Call a rose by another name and it's Kay Kyser!

KYSER: Thank you, Baby ^{Ben} Ben Grauer... speaking of Roses, our board of trustees have declared that the examinations for high musical honors in this final round shall be held upon the subject of one of America's favorite flowers:... Roses.... So, step up, kids, and try your snifters on these fragrant little queries!

(more)

1-

ATK01 0245043

FINAL ROUND:

12/13/39

1. Jack Skilling of Wilmington, Delaware says that since we are discussing roses and since this is the middle of December, it would be appropriate to start with this song. (PLAY) Here's another rose song for you to identify. (PLAY) It is from "The Vagabond King" by Rudolf Friml.

2. Miss _____, step up here, my American Beauty and name this swell rose song for Miss Lillian Reed of Detroit, Michigan. (PLAY)

We all know composers Vincent Rose and Peter de Rose, but we wonder if

you know which Rose helped write "Barney Google." He directs the ^{Diamond} ~~Gasa~~

^{Horace} ~~Manana~~, the Aquacade and recently married Eleanor Holm. And now, tell

us who played Rose in the picture "Rose of Washington Square." Was it

Alice Faye, Ethel Merman or Kirsten Flagstad?

3. Let's start this question by naming this beautiful song.

(PLAY) Now, Bill Barrett of Nashville, Tennessee wants you to name an opera star and an operetta with "rose" in their first names.

4. Here are two more beautiful rose songs. Name them for Mrs. D.F. Buckley of Omaha, Nebraska. (PLAY) (PLAY)

(BELL RINGING)

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GRAUER: School's out, Professor - the examinations are over.

KYSER: And, das all scholars - in one rustle of a greenback, fame and fortune will be yours. Yes, our judges have decided and they declare that the big winner of the evening is none other than _____.

(APPLAUSE)

KYSER: Ah ... dear _____ full many a rose is due to blush unseen, but your beaming face sheds light into the darkest places. With this first prize of \$35 you too may have confidential talks with big business men. To you, dear second placer, this handsomely engraved token of \$20 and to the other four contestants ... \$10 each and to all six representative scholars a carton of Luckies.

GRAUER: P-sst, Professor - don't forget the boys in the back room.

KYSER: Certainly not, Dean Grauer! To each and every member of our student body here tonight - for cheers, chuckles and chatter, a package of Lucky Strike Cigarettes - to one and all.

(APPLAUSE)

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GRAUER: There is great cause for cheering, smokers, because every Lucky Strike today contains better than ever tobacco. Remember, farmers throughout Tobaccoland agree that, thanks to Uncle Sam, tobacco crops are better than ever. Tobacco experts agree that Lucky Strike buys the Cream of the Crop. So, smokers agree - Luckies are better than ever. And, since we smoke more than ever today - the throat-protection of "Toasting" is more important than ever. Have you tried a Lucky lately?

9. ("VARSITY DRAG" ORCHESTRA)

(SEGUE TO:

10. ("BEER BARREL POLKA" ORCHESTRA)

(APPLAUSE)

12/13/39

KYSER: (ON CUE) Well, das all, scholars and from now until next week the old College of Musical Knowledge will be busy decorating the Christmas tree for next Wednesday's Christmas Jamborees. Between now and then, be good as good can be and remember your dancin' duties with YOUR HIT PARADE, Saturday night over another station when Mr. Lucky Strike brings you the ten top songs of the week. And now, students - let's be serious for just a moment - from now until Christmas send in some musical questions or just write to me, Kay Kyser, at 480 Lexington Avenue, New York City and seal your letter with at least ten official Christmas seals. We'll answer you right away, and we'll seal our reply with ten more official seals. And that way we'll both be doing something for a really worthwhile cause. So until next Wednesday, this is Kay Kyser sayin', we'll be thinkin' of you. 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/ww/sk/rfg
 12/12/39

As Broadcast

REVISED

THE AMERICAN TOBACCO COMPANY

12/20/39

WBAF & RED

"KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE"

#91

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

DECEMBER 20, 1939

WEDNESDAY

GRAUER: Have you tried a Lucky lately?

RECORDING REBROADCAST
THURSDAY 12/21/39 WOR 8-9 PM

AUCTIONEER: (LONG CHANT... ENDING WITH "SOLD AMERICAN")

GRAUER: Independent tobacco experts, like the auctioneer you just heard, will tell you that United States Government methods have made tobacco crops better than ever; and that Luckies as always, have bought the Cream of the Crop - so Luckies are better than ever. That's why we ask... Have you tried a Lucky lately?

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

GRAUER: Lucky Strike presents Kay Kyser's College of Musical Knowledge - your Wednesday night's initiation into the mysteries of higher musical learning -- for fun -- for fandangos of famous "makes-you-want-to-dance" music and frenzied finance. School is now taking in, so hurry.. students.. get your seats for here comes the Carolina Cash and Carry.. Professor Kay Kyser!

(KYSER THEME ORCHESTRA)

(APPLAUSE)

KYSER: Evenin' folks.. how're ya all? You children sure make school teachin' more fun than slidin' down a toboggan slide on a shovel. Pull your benches near the old iron stove and warm up, 'cause we're goin' to

GRAUER: But Professor, look the old class^aroom's different tonight - six chosen-at-random scholars and \$95 in prize money - that's okay - but look at these two big trees all lighted up and shinin' with candles - our judges - all done up in cellophane and red ribbon.

KYSER: Yes, Dean Grauer. There certainly must be something going on here.

AUDREY: Merry Christmas, teacher!
(EVERYBODY JOINS IN)

KYSER: Well, trim my tree.. this must be our Christmas party!
(CHEERS)

KYSER: Then, come on, kids.. Come on, Dancer and Prancer; Come on Donner.. and Blitzen..

Let's go and no fair sitzen

Yet's dance and no kibitzin'.

1. ("ROSALIE" ORCHESTRA)

(SEGUE TO:

2. ("LILACS IN THE RAIN" SIMMS AND ORCHESTRA)

(COMMERCIAL #1)

KYSER: Chillun, let's hear how well you know your lessons?..
Who's the greatest tobacco farmer in the world. Students!

AUDIENCE: (PRE-COACHED) Uncle Sam!
(APPLAUSE)

GRAUER: That's right, you're right! During the past several years, the United States Government has actually been the silent partner of tobacco farmers throughout Dixie. With the scientific help and improved methods Uncle Sam has been able to introduce, tobacco crops have been the finest in the 300 year history of the industry.

RUYSDAEL: That's why we ask: Have you tried a Lucky lately? For, during these better-than-ever tobacco years, as always, Lucky Strike has bought the choice tobacco in the choice regions.. the Cream of the Crop. Listen to what a typical tobacco farmer, Dwight Roland of Willow Springs, North Carolina, said recently:

MAN: The better tobacco I grow, the more I can sell to Lucky Strike. And in the past few years my tobacco's been as fine as any raised in North Carolina. A good share of the credit belongs to the United States Government Experiment Station for their scientific help.

RUYSDAEL: Yes, Uncle Sam made tobacco better than ever. And the Cream of these finer, lighter tobaccos, now aged and mellowed from 2 to 4 years, is in Luckies today. That's why Luckies are now better than ever. Have you tried a Lucky lately? If you haven't, maybe you've been missing something. Next time ask for Lucky Strike.

("LUCKY DAY" ORCHESTRA)

GRAUER: S-hh .. quiet students. I think I hear a noise in the chimney.

(FAINT SLEIGH BELLS)

AUDREY: Oooooooo.... maybe it's good St. Nick.

ISH: No - it can't be., ~~we're five shopping days away.~~

POKEY: ~~Maybe it's a pre-woo.~~

(BELLS LOUDER)

GRAUER: It is St. Nick.. hello, up there.

KYSER: (ON FILTER) He-llo, Scholars.

(ORCHESTRA: (CROWD EXCITEMENT)

GRAUER: Are you coming down the chimney, Santa?

KYSER: Have the first three contesting students hung up their stockings?

GRAUER: Yes Santa.

KYSER: Is the \$35 first prize ready?

GRAUER: Yes.

KYSER: Then - look out 'cause here I come.

(SLEIGH BELLS)

(CHAMBER EFFECT.. SANTA FALLS DOWN CHIMNEY.)

AUDREY: That ain't Santa Claus... that's just Professor Kyser.

ORCHESTRA: (GROAN)

KYSER: ~~So, Little Audrey~~ ^{Oh right, So} - I ain't Santa Claus, but I sure have a big bag of swell questions here and I'm reaching right down and pulling out a Christmas plum for_____

(ADD FIRST QUESTION ROUND)

1. Let's start our yuletide show with this little Christmas playlet from John Mandler of Toledo, Ohio. The scene is the home of Mr. and Mrs. United States, and as usual the children are on their very best behavior because (PLAY) Junior hopes he gets a (PLAY), and baby sister wants a toy piano, so she can learn to play (PLAY) But after all the confusion and excitement are over, I'm pretty sure mama and papa America will want to say (PLAY)

2. Here's one from Miss Betty Lou Medairy of Baltimore, Maryland, who wonders if you can give three names for the jolly old man in the red suit and the long white beard who drives the reindeer at Christmas.

3. While Santa Claus gets a breathing spell, let's name this orchestra leader for Walter Kern of Los Angeles, California. (PLAY) What's the name of the instrument he plays?

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4. Miss Anna Warmoth of Birmingham, Alabama, wants us to take a peek at a few of the presents hanging on our classy class Christmas tree. Look - there's a toy instrument for Alec Templeton - what instrument do you think? And there's one for Neville Chamberlain. Must be a brand new _____ . And bless my soul if there isn't a beautiful new sarong for a certain movie actress.
5. Here's a Christmas Carol, you'll hear plenty between now and Christmas. In fact, we think it is one of the prettiest and Tom Beckett of Pittsburgh, Pennsylvania wants you to name it. (PLAY) Now can you name two other Christmas carols?
6. I don't think Santa Claus will forget you if you miss, but try very hard to handle tonight's right or wrongers. Mr A.L. Cope of Lexington, Kentucky, wants you to just say "right" or "wrong" to the following statements:
1. Santa Claus is in Indiana; Christmas is in Arizona; and Turkey is in Arkansas, North Carolina Pennsylvania and Texas.
 2. Graham McNamee is a Georgia Cracker.
 3. Mendelssohn wrote the music to "Hark the Herald Angels Sing."
 4. ~~There are over 12,000 songs the titles of which begin with "I want."~~ *Sellers Travels is the diary of a traveling salesman.*

7. Now for a moment, I'll direct your attention to another orchestra theme. Name this lovely old Russian folk song for John Wormington of Ontario, Canada, and tell us what orchestra leader uses it for his theme. (PLAY)
8. Miss Jane Turner of Brooklyn, New York, says our Christmas tree wouldn't be complete without a few well-known toy animals scattered around. So let's take a look. She's right! Right over there I see Donald the _____; and our old pal Leo the _____; and say "hello" to Minnie the _____; and don't forget to pat Pluto the _____.
9. Here is a song that identifies the school selected to meet _____ in the Sugar Bowl in New Orleans on New Year's Day. Name ^{the college} it for Richard Palmer of Minneapolis, Minnesota. (PLAY)

(CHURCH BELLS)

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GRAUER: The bells keep saying - right or wrong - right or wrong.
I guess that means the round is over, Professor.

KYSER: Yes, das all, Ding-dong, Dean Grauer. Our judges have
their noses to the grindstone grinding out a decision.

(GRINDSTONE EFFECT)

AUDREY: (GIGGLES) You can't fool me -- I know why their noses
are red.

KYSER: Quiet, Audrey -- they've sharpened their wits ^{to give us} ~~and here's~~
the winner of the first round. It's none other than

(APPLAUSE)

KYSER: Dear _____, I award you mistletoe, but stay
under it on your own time. Right now light up a Lucky
Strike while we hang you back on the Christmas tree until
the final round. Now it's recess, romp and rattle time
- so get in line -- come on and shine -- I mean, yets
dance, goody goody -- come on, yets dance.

7. ("GOODY GOODBYE" MASON AND ORCHESTRA)

(SEGUE TO:

4. ("MY PRAYER" BABBITT AND ORCHESTRA)

(APPLAUSE)

(COMMERCIAL #2)

KYSER: You know, chillun, we've got a saying down South.. There isn't anything better than a great big slice of juicy watermelon - unless it's two slices!

RUYSDAEL: (AMUSED) Professor, that's the way lots of folks feel about smoking. They smoke one cigarette - and pretty soon they light another. And that's especially true in this exciting modern age when we crowd greater enjoyment into every hour .. Isn't it true, folks, that you're smoking more today - more than you used to? If your answer is "yes", here's a mighty important thing to remember.. Good sense says, the more you smoke, the more you need throat-protection. The more you smoke, the more "It's Toasted" means to you.

GRAUER: Everybody knows - sunshine mellows, heat purifies. Sunshine and heat - that's the way "Toasting" works! The 800 people in this studio tonight have all eye-witnessed these facts. Just before our broadcast, they saw the same Lucky Strike movie which was shown to over three million people at the New York World's Fair. They saw how the higher heat of "Toasting" takes out certain harsh irritants found in all tobacco.. and how the concentrated sunshine of the ultra violet ray adds extra mellowness.

RUYSDAEL: Are you smoking more today? If you are, you need more than ever before the throat-protection of the exclusive "Toasting" process. Have you tried a Lucky lately?

5. ("SOUTH OF THE BORDER" DUET AND ORCHESTRA)

(APPLAUSE)

GRAUER: While merry little students
 Dance round the campus tree,
 And the bowl is flowing freely
 For the sad old facultee,
 Our lovely college lands upon
 An awkward situation --
 When we must pause, ch, briefly pause --
 To identify each station.

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

(DOOR BUZZ)

Jack
~~ISH:~~

Come in.

GUY: Package for Kyser College.

(WHOOFS AND HOLLERS)

AUDREY: Oooooo, let's open it.

(BUSINESS OF BOARDS AND TEARING)

Jack
~~ISH:~~

Okay - maybe it's my new drum.

POKEY: Maybe it's my water wings.

AUDREY: Maybe it's my baby brother.

ORCH: (OHS AND AHS)

GRAUER: What is it, Kids?

Pokay
~~ISH:~~

I dunno - it's got big eyes, big nose and a big mouth.

GRAUER: Look out, kids - it's going to talk.

KYSER: Evenin' folks - how're ya all?

AUDREY: A-h-h -- every time we open something out comes Professor
Kyser.

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KYSER:

Yes, Audrey - into every life a little rain must fall.

~~But life must go on and here we are with the second round~~

~~and our second three contestants. So step up, my~~

beautiful co-eds -- here is your first chance to take

home that Christmas bundle of \$35.

~~Bear miss _____, ready for your first~~

~~question?~~

(ADD SECOND QUESTION ROUND)

ATX01 0245058

1. Here's the theme song of the band leader now playing at the Chez Paree in Chicago. Name both for Peter Wilkerson of Oklahoma City, Oklahoma. (PLAY)

2. I've already opened one of my presents. It was a pack of cards and I'm holding four of them in my hand, an Ace, King, Queen and a Jack. Now Miss Barbara Luden of Charleston, South Carolina wants you to name a personality in the entertainment world for each one of them -- the Aces should be easy.

3. A.C. Hoyt of Indianapolis, Indiana wants us to imagine for a moment it's Christmas Eve. On the outside is a blanket of white - everything is peaceful and still. In fact it's a (PLAY) But on the inside frantic parents are in a turmoil with last minute details, and the kiddies are excited to death because it's (PLAY).

4. And speaking of "The Night Before Christmas" I'm going to read a few lines from Clement Clark Moore's famous poem, and as I go along, I'll leave out a word or two and we want you to fill them in for Mrs. H. Swan of Chicago, Illinois. All set, here we go:

'Twas the night before Christmas
 When all through the _____
 Not a creature was stirring
 Not even a _____
 The stockings were hung
 By the _____ with care
 In hopes that St. Nicholas
 Soon would be there.
 The children were _____
 All snug in their beds
 While visions of _____
 Danced in their heads.

~~And _____ in her kerchief
 And I in _____
 Had just settled our _____
 For a long winter's nap.~~

5. A certain singing orchestra leader is doing fine at the Boston Statler and Thomas F. Dignan of Washington, D.C. says you should recognize him by the following theme.

(PLAY)

6. Here's a tidy little present from Miss Nora Klein of St. Louis, Missouri. Three twisted song titles all wrapped in tinsel and twine and we want you to untwist them and give us the correct names of the songs:

1. That kindly bewhiskered old gentleman is approaching the city.
2. On the ~~Guerrero~~ ^{Hot Tamales} side of the Rio Grande.
3. Exclamation, man's name, Exclamation, ~~wants~~ name, ~~Exclamation~~.

7. A few of the boys in the band couldn't wait and snatched the toy instruments off the Christmas tree and organized an orchestra. R.E. Potter of Jacksonville, Florida, wants you to shut your eyes and name the song they are about to play and at least two of the toy instruments you hear. (PLAY) Now, students, we're going to give each of our six contestants a Christmas present, one of the toy instruments used by the band. But, there's a catch in our giving, scholars - because if you want to keep them you've got to give a recital later in the program. So practice up, and don't spare the neighbors.

8. The kiddies aren't the only ones who like to get things at Christmas time, so Miss Leona Lang of Detroit, Michigan asked her Grandma Snoozy what she'd like to have and she said (PLAY) and when a certain girl asked her sweetheart what he wanted for Christmas he said (PLAY)

9. From Atlanta, Georgia comes a question for the bald-headed
row, and it doesn't take much vitality to answer it.

First Hal Pritchett wants you to name this song. (PLAY)

Now tell us whether or not that is the theme of ^{the Fitch} ~~man~~

~~Bandwagon, Calten Meyer's Kindergarten~~
~~Against Death, The Family Man or George Jessel's~~

Varieties.

(POPPING BALLOON)

Done with the lines -16-

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GRAUER:

~~Get out the parachutes~~, Professor - the judges have just
busted their balloons!

KYSER:

If we've run out of hot air the round must be over. But
the judges still have enough wind to announce that the
winner of the second round is none other than Miss _____
_____.

(APPLAUSE)

KYSER:

Ah, dear Miss _____ Santa Claus will surely
tickle each of your tiny toes for good behavior. So,
I say, light up a Lucky Strike and come sit with us
before the roaring yule log while the boys in the band,
your faculty and your old professor put a candle in the
window for those who are far from home.

6. (CHRISTMAS CAROLS PRODUCTION)

(APPLAUSE)

(COMMERCIAL #3)

KYSER: Chillun, 'twas the night before Christmas and all through the tobacco warehouse, not a creature was stirring, not even --

(CHANT 10 SECONDS.. SOLD AMERICAN)

GRAUER: (AMUSED) Yes, the chant of the tobacco auctioneer won't be heard in many tobacco warehouses next week. For tobacco men take a real Christmas holiday - And if you want to know what's one very popular Christmas Gift - given by one tobacco-man to another - well, let's ask our auctioneering friend here, Mr. F.E. Boone!

BOONE: Well, Mr. Grauer, lots of tobacco men follow my own example and send their friends cartons of Lucky Strike cigarettes.

GRAUER: I suppose they choose Luckies because they smoke Luckies, themselves?

BOONE: That's right, Mr. Grauer.

RUYSBAEL: And smokers, remember: Sworn records show that 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. Yes, with men who know tobacco best, it's Luckies 2 to 1. Have you tried a Lucky lately?.. Why not take a tip from the men who spend their lives buying, selling and handling tobacco and not only smoke Luckies yourself but present them to your friends for Christmas. Yes, say Merry Christmas with Luckies in their beautiful red and gold decorated Christmas carton.

~~("LET TO BE TIED" Oh Johnny SIMMS AND ORCHESTRA)~~

(~~"OH JOHNNY OH" ORCHESTRA)~~
(APPLAUSE)

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(FANFARE)

GRAUER: Hark - the six contestants swing! This is where our *six* contesting scholars must perform upon their toy instruments. They have been practicing in the back room and now the old Professor gives them the downbeat. There they go!

(STUDENTS PLAY THEIR TOY INSTRUMENTS ENDING WITH "GOOD EVENING FRIENDS")

(AFTER THE HOWLING HAS SUBSIDED)

KYSER: Nice going, - you've earned the right to toot toy tooters, tommies. But now, welcome back to the doghouse. Step up, my two dear contesting finalists and see if you can blow out the candles on this nifty sent in by _____

(ADD FINAL ROUND)

12/20/39

1. Our final round continues in the Christmas spirit and our first question takes us to toyland. For Miss Helen Slater of Albany, New York, name this familiar Victor Herbert melody. (PLAY) ^{And now my} ~~Even~~ babes in the woods ^{tell us} ~~know who~~ the 2 juvenile stars were in the recent picture "Babes in Arms." ~~Do you?~~

2. Speaking of babes in the woods, tell Edgar McDermott of Grand Rapids, Michigan what beautiful children's opera about two babes in the woods is performed at Christmas time every year by the Metropolitan Opera Company. (It was composed by Engelbert Humperdinck - no fooling!) With reference to Christmas what well-known Italian folk song starts with the word "Santa?"

3. From the following list Miss Mary Ann Williams, of Dallas, Texas, wants you to pick out 3 characters in Dickens' beloved "Christmas Carol." Tiny Tim - Oliver Twist - Bob Crachitt - Micawber - Scrooge - Little Dorritt - Marley's ghost - Barkus - Uriah Heep. What well-known movie star at Christmas time usually plays the part of (Scrooge) ?

4. If the youngsters can get their toys away from their parents long enough John Barrett of Somerville, Mass, says the kids will have a swell time playing (PLAY) And of course the most popular toys for girls are dolls - Can you name 2 songs with the word "doll" in their titles?
(JINGLE BELLS)

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GRAUER: Just time to be good before Santa comes, Professor -
the round is over!

KYSER: And - das all, das all - chillun ... and our Judicial
Luminaries declare the winner of the evening.. the
brightest light in Times Square to be none other than

(APPLAUSE)

KYSER: Ah, there - dearest - most expensive - most likely to
succeed..... You come here to avoid Bingo
and you go home with the bacon! This touching little
\$35 first prize. I salute you - I heat your mitten and
I send you home on a sled. To you, dear second placer,
realizing that it was only the whimsicality of Fate -
the Foreign Legion and Ceiling Zero which prevented you
from walking off with the mazuma, I grace your Gazelle-
like grabber with this token of \$20. To the other four,
fur-bearing contestants, ten dollars each; and to all
six question-beaten veterans a carton of Luckies.

GRAUER: Look, Professor, the Christmas tree seems to be shedding.

KYSER: And - shedding in the right direction, for to each and
every member of our student body here tonight... for
giggles, ganders and Season's greetings.. a package of
Lucky Strike Cigarettes!

(APPLAUSE)

ATX01 0245067

12/20/39

GRAUER: Smokers, next time you buy cigarettes, remember these two facts about Luckies.. one, only Lucky Strike offers you the throat-protection of the "Toasting" process.. and, two, Luckies today contain better-than-ever tobacco.. the Cream of the Crop. Have you tried a Lucky lately? If you haven't, maybe you've been missing something. With men who know tobacco best, it's Luckies 2 to 1.

9. ("JAPANESE SANDMAN" ORCHESTRA)

(SEGUE TO:

10. ("BEER BARREL POLKA" ORCHESTRA)

(APPLAUSE)

KYSER: (ON CUE) Well, das all, scholars and the old College of Musical Knowledge will be getting over Christmas and preparing for New Year's until this time next week. Enjoy your presents but lend us your presence next class night. Between now and then, remember your dancin' duties with YOUR HIT PARADE, Saturday night over another station. And now students - ~~let's be serious for just a moment~~ - there are only a few more days until Christmas, so send in some musical questions right away or just write to me, Kay Kyser, at 480 Lexington Avenue, New York City and seal your letter with at least ten official Christmas seals. ~~We'll answer you right away, and we'll seal our reply with ten more official seals. And in that way we can all help where help is needed - a really worthwhile cause. So until next Wednesday,~~ ^{Your old Professor, Ginny, Harry, Sully + Soh and all the} this is ~~Kay Kyser sayin', we'll be thinkin' of you. Sayin' "Merry Christmas" - and now, So long~~ ^{everybody.} ~~Thanks for being with us, and to all of you .. a very Merry Christmas from the entire faculty of Kyser College. 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.

rfg/12/19/39

ATX01 0245069

THE AMERICAN TOBACCO COMPANY

W E A F KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #92

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

DECEMBER 27, 1939

WEDNESDAY

RECORDING REBROADCAST THURSDAY 12/28/39

GRAUER: Have you tried a Lucky lately? WOR 8-9 P.M.

AUCTIONEER: (LONG CHANT...ENDING WITH "SOLD AMERICAN")

GRAUER: Independent tobacco experts, like the auctioneer you just heard, will tell you that United States Government methods have made tobacco crops better than ever; and that Luckies, as always, have bought the Cream of the Crop -- so Luckies are better than ever. That's why we ask..."Have you tried a Lucky lately?"

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

GRAUER: Lucky Strike presents Kay Kyser's College of Musical Knowledge.. your last chance in 1939 to get inducted into the fun... financial and frantic fripperies of higher musical learning. Tonight, as usual, we shall ignore the serious things of life and bemuse ourselves with heady draughts of that famous makes-you-want-to-dance music. But now shut the doors and quake, scholars -- for here comes the Bogey Man with his musical bake...Professor Kay Kyser!

(KYSER THEME: ORCHESTRA)

(APPLAUSE)

12/27/39

KYSER: Evenin' folks...how're ya all? Well, it's ^{mighty} ~~sure~~ swell to see all your rosy, holiday faces and now, if you'll stick your tootsies under your desks and stop scratchin' your long underwear.. we'll call the class to order. First I want...

(BAND BEGINS TRAIN EFFECT SLOWLY AND SOFTLY. PICK UP THROUGHOUT THE FOLLOWING)

... to ask our six chosen at random scholars to take their seats around the rostrum here... I call upon the faculty to fill the grouch box with our \$95 in prizes... I ask our learned judges.. Say, ~~the old classroom~~ ^{we} seems to be moving... what's going on round here, Dean Grauer?

GRAUER: Better get on board, Professor-- so many students are going and coming all over the country this week that the old classroom has taken a train to go along with 'em....

(~~START BELL~~ AND SOFT WHISTLE)

KYSER: Well, ring my bell...punch my ticket...let's pull out the throttle and choo choo, Chicago, Foo, Cincinnati...it's Thres Little Words -- chillun, yet's dance.

(TRAIN HITS INTO RHYTHMIC INTRODUCTION TO OPENING NUMBER)

1. ("THREE LITTLE WORDS" ORCHESTRA)

(SEGUE TO:)

2. ("INDIAN SUMMER" SIMMS AND ORCHESTRA)

(APPLAUSE)

* * * * * (COMMERCIAL #1) * * * * *

KYSER: Here's a true fable of Tobaccoland.

GRAUER: Yes, Professor Kyser, it's the story of a man who has become the Silent Partner of the tobacco farmers. He wears striped trousers,, an old-fashioned top-hat with the band all spangled with stars,, but his coat is off,,his sleeves are rolled up.. as he works side by side with the farmers.

^{You indeed}
RUYSDAEL: He helps them select their tobacco seed...assists in guarding the precious seed beds.. and in the transplanting of the seedlings. He's beside them when they cultivate and harvest their tobacco -- and when they cure it. He's their Silent Partner every step of the way. His name- Uncle Sam.

GRAUER: From all parts of Tobaccoland come reports that, thanks to the scientific help of Uncle Sam through Government, State and University Experiment Stations, crops of the past few years have been better than ever. That's why we ask: Have you tried a Lucky lately?

RUYSDAEL: You see, during the past several years of better-than-ever tobacco crops, Lucky Strike, as always, has bought the choice tobacco in the choice regions... the Cream of the Crop! Aged and mellowed from 2 to 4 years, these finer, lighter tobaccos are in Luckies today. So, thanks to Uncle Sam, Luckies are better than ever.. Have you tried a Lucky lately?

("LUCKY DAY" ORCHESTRA)

12/27/39

SOUND: (TRAIN IN MOTION AND BAND AD LIBS)

AUDREY: Ooooooo - what a pretty book!

~~POKEY~~ ^{Ruby}: What does it say, Audrey?

AUDREY: It says: "Arv- Long Branch - 2:02 PM - except February
which has 28.

~~POKEY~~ ^{Ruby}: Better be careful with that, Audrey - it's a Time Table and
it's liable to go off!

GRAUER: Now quiet, students- quiet down! ~~School has to go on...so I'll~~
~~tell you what we'll do.~~ We'll take Little Audrey's Time Table
and give our contesting scholars a complete course in musical
railroading in one easy lesson...what do you say?

(BAND: CHEERS)

GRAUER: Swell - now you first three contestants...stand here. Put the
time table in the old question box - put out the ninety-five
dollars in prizes and ~~wake up the judges~~ because here comes
this crack ~~trains~~ ^{trains} of ~~the~~ crack ~~train~~..that Lollypop from a
Whistlestop...Professor Kyser!

(KYSER MARCH: ORCHESTRA)

KYSER: Well, step right into the drawing room, students, while I draw
you a nifty little main line question out of our baggage car.
So hold tight, because here comes the cannonball express...
(ADD FIRST QUESTION ROUND)

ATX01 0245073

12/27/39

1. Miss Caroline Jones of Montgomery, Alabama wants you to highball down with this question -- She wants you to name one of the great legendary names of the ^{railroading} profession. His name is (PLAY). Now, was he an engineer, a fireman ~~or~~ a conductor? *or did he just strike out?*

2. Speaking of railroads, Edward Burke of Jersey City, New Jersey wants you to name a few of the leading lines. Can you name a railroad that has either ocean in its name? One that has a state in its name? Now what about one that has Kris Kringle's first name in its title?

3. For Miss Joyce Davis of Hot Springs, South Dakota, name a radio program that has a well-known New York terminal in its title. (Hint: This is a grand question. This terminal is right in the central part of town). Now can you name another radio program that is reminiscent of a certain booth quartered in that station where the querulous and quavering go in a quandry to have their questions quickly answered. (This should queer booth of us.) Now if you were leaving your best girl for a little trip, isn't it possible that you might say (PLAY).

ATX01 0245074

4. Here are a few railroad expressions all twisted up like a horseshoe curve, and Mr. Louis Epstein of Cincinnati, Ohio, wants you to give us the untwisted version:

- A. Cease to advance, observe, and lend an ear.
- B. Security Foremost.
- C. You are respectfully requested to refrain from engaging in garrulous gabbing, horse laughter, and gandy-dancing.

12/27/39

4. Mr. Louis Epstein of Cincinnati, Ohio wants you to identify some well-known personalities with which you come in contact every time you ride on a train. If you stick around the station long enough, you'll hear this fellow. (SOMEBODY IMPERSONATES TRAIN _____) And then one of these fellows says "Help you with your baggage, suh?" And on the train this fellow says "Tickets, please." And I'm sure this one is familiar to all of us. (SOMEONE RATTLES OFF: "Peanuts - candy - chewing gum - magazines- newspapers, etc." And last, but not least, the fellow who just before you leave the train says "Brush you off, suh?"

5. Let's leave the train for a moment and train your ear on this well-known orchestra theme song for Miss Mary Fabel of Minneapolis, Minnesota. (PLAY)

6. Let's take time out to put on the table this tid-bit about time tables for Robert Miller of Wilmington, Delaware. He asks you to name a song with "time" in its title and one with the word "table" in its title. (~~HINT: If I had a clock and couldn't dispose of it, what would I have?~~) If hoboes travel by freight train and you travel by passenger train, how do eskimoes travel? (~~HINT: Look out, you're on the wrong/right/ track.~~ By the way, this doesn't count on your score - but do you know how to teach an old dog new tricks?

ATX01 0245076

12/27/39

7 The closing scene in the motion picture "Monte Carlo" shows a train speeding off into the distance, and behind it is heard this song. (PLAY) Can you name it? Now, Miss Elizabeth Chervon of Denver, Colorado wonders if you can name two ^{the} pictures that deal with trains.

8. See if you can drive a gold spike into this question for Robert Doebelin of Pittsburgh, Pennsylvania. He wants you to name two world-famous trains. If you were traveling on one of these trains and you heard this sound, what would you do - get off, go into the smoker and light up a Lucky, get out your ticket, or go to the diner? (PLAY)

9. Local trains, express trains, special trains - Miss Alice Brown of El Paso, Texas says all kinds of trains will pull into Dallas, Texas, New Year's Day for the Cotton Bowl Game between ^{Clemson College and the boys from Beantown} (PLAY) ~~and the big green wave from New Orleans,~~
^{otherwise} better known as (PLAY)

(SOUND: TRAIN IN MOTION...CONDUCTOR'S WHISTLE)

ATX01 0245077

12/27/39

GRAUER: (BEFORE CONDUCTOR'S WHISTLE) Stop the train, Professor!
(TRAIN STARTS TO STOP) There's a cow on the track! Everybody
out for ~~coffee~~^{milk} and a Lucky Strike!

KYSER: Well, das all, chillun..now..brace yourselves 'cause our
judges are about to give us a decision and they declare that
the winner of the first round is none other than _____.
(APPLAUSE)

KYSER: Ah, dear _____, you certainly brought in
Engine Number Nine on time. And I decorate you with the
order of Casey Jones-- so go take the old school hand car
and ride round the roundhouse. Right now the old classroom
shuffles off to Buffalo...I mean, come on - you chillun -
yets ride the Syncopation Streamliner....

- 3. ("ALL THE THINGS YOU ARE" BABBITT AND ORCHESTRA)
- (SEGUE TO:)
- 4. ("SCATTERBRAIN" MASON AND ORCHESTRA)
- (APPLAUSE)

*** * * * * (COMMERCIAL #2) * * * * *

ATX01 0245078

GRAUER: Professor Kyser, are you stepping out this New Year's Eve?

KYSER: Why, Dean Grauer- what a question to ask - right in front of the students!

GRAUER: Be that as it may, Professor! Lots of us will be stepping out. We'll be having a grand time at dances and theatres and midnight parties. And Basil Ruysdael has a word for the folks on that very subject.

RUYSDAEL: Yes, folks..have you ever noticed that, the better the time you're having, the more you smoke? And aren't you, in this modern exciting age of ours, smoking more - more than you used to? If you are, here's a word to the wise: The more you smoke, the more you need throat-protection. The more you smoke, the more "It's Toasted" means to you.

GRAUER: Ask the 800 people present in this studio tonight how "Toasting" works and they could tell you in their own words. For, just before this broadcast, they saw the same Lucky Strike movie which was shown to over three million people at the New York World's Fair. They saw how the higher heat of "Toasting" takes out certain harsh irritants found in all tobacco... and how the concentrated sunshine of the ultra violet ray adds extra mellowness. To sum it up, sunshine mellows, heat purifies. Sunshine and heat- that's the way "Toasting" works.

RUYSDAEL: Are you smoking more today? If your answer is "yes", then you need more than ever before the throat protection of the exclusive "Toasting" process. Have you tried a Lucky lately?

5. ("THE ANSWER IS LOVE" DUET AND ORCHESTRA)

(APPLAUSE)

VOICE: (ECHO CHAMBER...IN TRAIN CALLER FASHION) All aboard for Chicago...^{Moosehead} St. Louis...Chattanooga...Moosehead Corner...^{Mustin's Point} Beaverville...^{Boystown} Boystown...^{Alcatraz} Alcatraz...Lanternjaw Station... Perkins' Station and ^{one stop for} station identification!

----- (S T A T I O N B R E A K) -----

(TELEGRAPH KEY .. ~~DOOR OPENS~~)

VOICE: (HICK) Hey, Lem .. get out there quick and flag down the
Kyser Special.

LEM: Why - what's the matter?

VOICE: Somebody's tied three beautiful gals to the railroad track.

LEM: Well, gimme that red flag - here comes the Kyser Special
now and she's sure a-comin'!

(TRAIN WHISTLE AND FADE ON FAST TRAIN)

LEM: Stop, gol darn ye, stop!

(WOMAN SCREAM ... KILL TRAIN EFFECT .. ADD AUTO

BRAKES .. ADD TRAIN BELL .. ESCAPING STEAM)

KYSER: Evenin' girls .. shake hands with Jack Dalton Kyser of the
Kyser College Marines. I've saved you for a fate worse than
death -- this second round of brain bustin' questions.
So step up, my proud beauties, and see if your larnin' is as
large as a locomotive.

12/27/39

1. Miss Gloria Jay Robinson of Los Angeles, California, says you'll have no trouble naming the following orchestra theme song and telling us whom it identifies, if you aren't asleep at the water-tower. (PLAY) The name of that song is _____. Now, of what part of a train does that title remind you?

2. You won't have to get up much steam to run through this one because Alex Van Praag of Decatur, Illinois, just wants you to name three kinds of conductors.

3. Here's a tale of "cross ties and toot toots" told in song titles, so name them for Theresa Wilson of Memphis, Tennessee, and let's see what we've got. Joe Blow approaches John Jive and asks (PLAY). And John replied, (PLAY). Joe says, "What doing - are you fireman, flag-man, or flat car loader?" And John replied "None of these - ~~I'm~~ a chef. I work on the (PLAY)".

ATK01 0245082

4. I'm about to pull the switch on tonight's right or wronger, and Harry Grindall of Seattle, Washington says you don't have to be well-trained to engineer a right or wronger for the following statements -- and do it on time, or the old train bell will get you.
- A. "The Great Train Robbery" was the first dramatic movie photographed in more than one scene.
 - B. "Whistle While You Work" is the engineer's theme song.
 - C. The cow-catcher on a locomotive catches cows.
 - D. A lady's train is a special train on which no men are allowed, and a mail train is vice versa.

12/27/39

4. ~~I'm about to pull the switch on tonight's Right or Wronger~~
and Harry Grindall of Seattle, Washington says you don't
have to be well-trained to engineer a Right or Wrong for the
following statements -- and do it on time or the old train
bell will get you:

1. Jeff Davis of Cincinnati, Ohio, is the king of the hoboos.
2. "Whistle while you work" is the engineer's theme song.
3. Harry James and Jesse James are cousins.
4. The cow-catcher on a train catches cows.
5. A lady's train is a special train on which no men are allowed.
6. The roadbed of the railroad is made by Pullman porters.
7. All railroad mail cars are under the supervision of the U.S. Postal Department.
8. You can train animals, you can train humans, but you can't train a gun.
9. "The Great Train Robbery" was the first dramatic movie photographed in more than one scene.

5. Let's side-track our locomotive and go into the "music goes round and round" house for a moment. Miss Nell Atkinson of Macon, Georgia wants you to name the orchestra leader the following song identifies. (PLAY) Now can you name another kind of _____. They ride the trains a lot.

6. To ^{many} most of us "Cab" means "Calloway", but to a locomotive "cab" means where the engineer and the fireman sit. Now if that's the "cab", what's the caboosie? Now Jack Davidson of Winnipeg, Canada, asks the difference between caboosie, papoosie and callaboosie.

ATX01 0245084

7. Norman Holloway of Fort Wayne, Indiana, says that while down at the depot he approached that familiar Pullman porter man and asked if his name was (PLAY) Then he said to D____D____ "Are you Albany Bound on the 5:15?" D____D____ replied: "No sir - I'm Albany bound, but not on the 5:15. I'll be ready (PLAY) Speaking of midnight ch__ch__, a party of us are leaving tomorrow night for Lake Placid where Ginny Simms and I will have the honor of being crowned Queen and King of winter: And I just bet that the moment we step off the train at Lake Placid, Ginny will say to each and every one of us (PLAY) . But you can be sure your old Professor's taking along his red flannel undies, too.

12/27/39

7.

Here's a little musical train story that Norman Holoway of Ft. Wayne, Indiana, wants us to use. He says he approached a Pullman porter in the station the other afternoon and asked him his name. The porter replied (PLAY). Mr. Holoway noticed he was packing his bag and he said, "Getting ready for your run, Dan - are you going out (PLAY)." And Dan replied, "No sir, but I'm not taking any chances - I want to be ready (PLAY)." And, by the way, a party of us are riding the midnight choo-choo tomorrow night to Lake Flacid where Ginny Simms and I will be crowned Queen and King of Winter. We feel very honored, but you can bet your last dollar the old professor is going to carry some long red flannel undies along.

8.

Some of our best known railroad lines are known by initials, and Miss Arlene Simpson of New Haven, Connecticut would like for you to tell us what three of the following sets of initials stand for: ^{I.C.} C & O, B & O, ~~N.Y.N.H.&H.~~ S P, U P, ^{and B.M.T.} D L & W. (By the way, the B & O was the first passenger railroad in the U.S. - July 4th, 1828.)

ATX01 0245086

And now, students, the old College of Musical Knowledge has a special gift for our contesting scholars - a souvenir of our course tonight in Railroadology .. to each of you scholars I now award some genuine, part, portion or fragment of a railroad engine - made to scale. This will start you off on a new hobby of building or acquiring scale model trains. Now all you have to do is spend five thousand dollars and read ten volumes of instructions, and you'll have a complete model railroad of your own and Junior won't dare touch it. Cheap, huh?

9. N.B.Reis of Kansas City, Kansas says the Atlantic Coast Line, Seaboard Air Line, Florida East Coast Line and Richmond-Fredericks & Potomac Railroad will all be busy taking taking football enthusiasts to Miami New Year's Day for the Orange Bowl Game between (PLAY) and the boys from Columbia, Mo. (PLAY)

(LOCOMOTIVE BELL .. TRAIN IN MOTION)

Besides the Cotton Bowl & Orange Bowl games this New Year's there are of course the Sugar Bowl game between _____
Rose Bowl
Sun Bowl
and the East West game - all star game at S. F. and many others

12/27/39

GRAUER: We just passed Tooterville, Professor.

KYSER: Swell, Dean Grauer - how was Mayor Higgins?

GRAUER: Fine!

KYSER: Well then, we'll call off the second round .. Das all, scholars - our judges have debated the merits of your answers and they are about to announce the winner. Who is it, Judges?

POKEY: (CHAMBER EFFECT) Miss _____ of _____ on track 12. *One*

(APPLAUSE)

KYSER: And, may your whistle never break into a scream, dear Miss _____, for with such musical education as you possess, you can ride the rods to riches. Go - light up a Lucky Strike, while I call all students to pay tribute to the bird of the week -- the turkey. Mr. T. has had his day, scholars - both Thanksgiving and Christmas and New Year's Day dead ahead with gravy -- so now let's shake hands with our musical turkeys -- come on, yet's gobble gobble here and gobble gobble there -- come on, one - two --

6. ("TURKEY MEDLEY" PRODUCTION)

- COMMERCIAL #3 -

12/27/39

KYSER: Here's Dean Grauer to tell you how a son is getting an early start following in his father's footsteps.

GRAUER: Yes. The little son of the famous tobacco auctioneer, Billie Branch, can already do a good job of imitating his father's chant .. so let's listen to the Branch's, father and son

BOONE: (CHANT - 10 SECONDS - SOLD AMERICAN)

CHILD VOICE: (IMITATE AS NEAR AS POSSIBLE - 5 SECONDS)

(APPLAUSE)

GRAUER: (AMUSED) Well, let's hope Billie Branch's son grows up to be as fine a tobacco auctioneer as his father. For Mr. Billie Branch of Greenville, North Carolina, after auctioneering for 21 years, is known to tobacco-men everywhere as one of the fairest and most impartial judges of tobacco in the country. So I think every smoker will be interested in what this veteran tobacco auctioneer said recently about cigarettes.

MAN: At 2,000 tobacco auctions, I've seen the tobacco all the companies buy and, in my judgment, Lucky Strike buys the finer grades. So I've smoked Luckies for 15 years.

ATX01 0245089

12/27/39

RUYSDAEL: Smokers, Billie Branch speaks for the vast majority of independent tobacco experts - auctioneers, buyers, and warehousemen, not connected with any cigarette company. Among these independent experts Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined. This fact is established by sworn records which anyone may examine .. Have you tried a Lucky lately? Take a tip from the men who spend their lives buying, selling, and handling tobacco. Try Luckies for a week and see for yourself why .. with men who know tobacco best it's Luckies 2 to 1!

7. ("I DIDN'T KNOW WHAT TIME IT WAS" SIMMS & ORCHESTRA)

segue to

~~8. ("STOP IT'S WONDERFUL" MASON & ORCHESTRA)~~

(APPLAUSE)

(TRAIN IN MOTION)

(FANFARE)

ATX01 0245090

GRAUER: The Final Round .. our two final contestants are ready for the steep grade ahead .. ~~our judges are curled in their upper berth hammocks .. the \$35 first prize is riding the plush .. and as hill and dale, town and countryside speeds.~~ ^{riding the rails is the old Professor,} ~~single track~~ ^{for Kyser} by the windows of our old school train, Dean Kabibble opens the compartment door and out comes ...

POKEY: ~~Have you heard the one about the traveling salesman ...~~

GRAUER: ~~(INTERRUPTS) Wrong door ... wrong door. (CLEARS THROAT)~~
~~Dean Kabibble opens the compartment door and out comes ...~~

~~(HEARTY AD LIB LAUGHTER BY ONE AND ALL)~~

KYSER: ~~Yes, and out comes Professor Kyser. All right, I'll get over with you .. come on, you two contesting students.~~

Yes - Here's where I side-track you with a few nifty little switches .. so, you think you'll make the grade-crossing?
All right - here it comes.

1. Back in 1903 before the Wreck of the Old '97, that old demon engine which used to make such a terrific run between Danville and Lynchburg, folks all along the line used to say (PLAY) But comes now Glen Cornish of Cedar Rapids, Iowa, asking if you think those new up-to-the-minute Pullman sleepers shouldn't be called a (PLAY)

2. This question comes in two sections. W.L. Stanton of Portland, Maine, reminds us that years ago there were several thrilling serials in which trains played an important part and in which a movie actress was the heroine and principal character. From the following list, pick two of them. ^{*Spirits of Elaine*} ~~Adventures of Helen Holmes~~, The Dangers of Doris Dalton, The Perils of Pauline, and The Mysterious Mac Murray. Recently the English director, Alfred Hitchcock, gave us a four star mystery thriller, most of the action of which took place on a train. Was it The Dame Disappears, The Lady Vanishes, The Woman Walks Out, or The Skirt Skidoos?

3. Here's a transcontinental teaser from Miss Joyce Terry of Butte, Montana. What baseball player who holds the all-time record for consecutive ^{games played} ~~no hit - no run games~~ is known as the Iron Horse? Was it Babe Ruth, Walter Johnson, Lou Gehrig, Ty Cobb, or ^{Joe J. Berra} ~~Bing Crosby~~? Which one was known as the Big Train?

4. Certainly one of the most colorful characters identified with the freight train is the hobo, and Miss Selma Hall of New York City advises that the following hobo songs ~~are~~ ^{are} well enough known to ask you to identify ^{them}. ~~Here's the first.~~
 (PLAY) ~~And here's the second. (PLAY)~~

(TRAIN WHISTLE AND LET IT SCREAM)

Is Jeff Davis commonly known as King of the Hoboes? Is there a newspaper called The Hobo News? Do all Hoboes come from Hoboken?

12/27/39

GRAUER: End of the line, Professor -- everybody out!

KYSER: And das it, scholars - grab for your hats while our judges help us on with a decision.

VOICE: Brush you off, boss?

KYSER: No suh, judges - you can't brush us off - - we got your decision, which says that the big winner of the evening is none other than _____

(APPLAUSE)

KYSER: Ah, dear _____, you have choo choo'd Chicago .. you have Foo Foo'd Cincinnati and now you have filched away the finances of our old school. I oil your mitt with this \$35 first prize ... so now you can ride home atop the Toonerville Trolley. To you, dear second placer, because you were flagged down at Poughkeepsie, this award of twenty dollars - good for a round trip to the First National. To the other four scholars .. ten dollars each .. and to all contesting students .. a carton of Luckies.

GRAUER: Don't forget the boys in the caboose, Professor.

KYSER: No suh ^{Besides a Pullman towel} to each and every member of our student body here tonight .. for heavin' that coal. And comin' round that mountain - a package of Lucky Strike Cigarettes.

(APPLAUSE)

ATX01 0245094

GRAUER: Smokers, next time you buy cigarettes, remember these two facts about Luckies .. one, only Lucky Strike offers you the throat-protection of the "Toasting" process .. and, two, Luckies today contain better-than-ever tobacco .. the Cream of the Crop. Have you tried a Lucky lately? If you haven't, maybe you've been missing something. With men who know tobacco best, it's Luckies two to one.

Stop It's wonderful

~~9. ("EL RANCHO GRANDE" ORCHESTRA)~~

segue to

~~10. ("BEER BARREL POLKA" ORCHESTRA)~~

(APPLAUSE)

12/27/39

KYSER:

(ON CUE) Well das all, chillun - school is out for 1939 and will take up next Wednesday in 1940. And the best advice I can leave you is to be sure and take your post-graduate work on Saturday night at YOUR HIT PARADE heard over another station.

Now I want to thank all correspondent scholars who came through like nobody's business with all those thousands and thousands of Christmas Seals. All you chillun can sure sleep soundly ever after, for you know that you did a lot to help a really worthwhile cause. *and as the New Year approaches, I want to thank all you students for rooting for the* ~~(ADD KYSER'S PERSONAL THANKS FOR SUPPORT TO PROGRAM DURING 1939)~~

College in 1937 and the old professor promises we are going to do our utmost to deserve your continued support throughout 1940. From all of us to all of you thanks a lot and Happy New Year.

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

GRAUER:

The famous tobacco auctioneers heard on tonight's program were Mr. L.A. (Speed) Riggs of Goldsboro, North Carolina and Mr. F.E. Boone of Lexington, Kentucky, who impersonated the chant of Billie Branch, Sr. Tommy Donnelly imitated the chant of Billie Branch's son.

(SONG CREDITS .. IF ANY)

THIS IS THE NATIONAL BROADCASTING COMPANY.

jgs/wjh
12/26/39

ATX01 0245096