

RADIO  
CONTINUITY

LUCKY STRIKE

KAY RIGBY

0795067-001

JAN. - JUNE  
1940

HAVE YOU TRIED A LUCKY  
LATELY

1/3/40

7. Miss Frances Freeman of Duluth, Minnesota says <sup>While shopping</sup> ~~that~~ before Christmas many a man was <sup>sawing</sup> ~~singing~~ (PLAY) But since the first of the month with those Christmas bills rolling in, they're probably singing now (PLAY)

At the suggestion of Postman Ben Sparks of Kossville, Indiana

8. ~~Even if you have "plenty of nothing" if you have a voice, you're a millionaire right now, because Robert Bennett of Huntington, West Virginia wants you to sing a few bars of a song you certainly heard enough in the last two weeks to know, but I bet you haven't heard it this way. You sing and when you get to the end of each line, instead of singing the word, hit the bell which I'll be holding in front of you. Lyman Paderewski Gandee will play a few bars of it for you first. ~~It's~~ called "The Bells of St. Kyser's."~~

9. Here's a beautiful song that's also a well-known theme. If it's an orchestra theme, it's Dick Stabile's. If it's a singer's theme, it's Jane Pickens'. If it's the theme of a daytime program, it's Myrt and Marge's. Listen and name the song and tell N. A. Weiss of Chicago, Illinois, whose theme it is. (PLAY)

SOUND:

(POSTMAN'S WHISTLE)

WEAF

THE AMERICAN TOBACCO CO.

Kay Kyser's College of Musical Knowledge

(PROGRAM #93)

REBROADCAST BY MILLER TAPE  
MUTUAL - N.Y. STATE - 1/4/40  
8-9 P.M.

( )  
10:00- 11:00 PM

JANUARY 3, 1940

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 .. first ~~last~~ chance in 1940 to make apple cheeks in the old classroom for fun, prizes and cornucopias of that famous "makes-you-want-to-dance" music .. Now, by land and sea, it's the time to be .. in your seats and now for the treats -- the master of slips and quips .. Your Mr. Chips -- Professor Kay Kyser!

(KYSER THEME . . . . . ORCHESTRA)

(APPLAUSE)

1/3/40

KYSER:

Evenin' folks -- how're ya all...Well, I'm certainly glad to mangle your hands in my firm but hearty clasp and note that your wavy hair has not turned grey since the turn of the year. Take off your woolen leggings... <sup>and sit a spell</sup> ~~sit up in~~ ~~your benches and~~ take a good look at our six chosen at random scholars and our \$95 in prizes - 'cause class is about to take in and before we open the question box this evening we're going to have some fudgin' and nudgin' - some luggin' and some huggin' - so come on, chillun - yes dance!

1. ("OH JOHNNY OH" . . . . . ORCHESTRA)

(SEGUE TO:)

2. ("LILACS IN THE RAIN" . . . . . SIMMS AND ORCHESTRA)

(APPLAUSE)

\* \* \* \* \* (COMMERCIAL #1) \* \* \* \* \*

1/3/40

COMMERCIAL #1:

KYSER: (HALF SINGS) The farmer in the dell - the farmer in the  
dell -

Thanks his Uncle Sam

'Cause his tobacco grows so well!

GRAUER: (AMUSED) Bravo, Professor Kyser! And what you trill is  
truth, sir! During the past several years, the  
scientific help of the United States Government has  
assisted tobacco farmers in growing the finest tobacco  
in the 300-year history of the industry.

RUYSDAEL: Yes, and as always during these better-than-ever tobacco  
years, Lucky Strike has bought the choice tobacco in the  
choice regions...the Cream of the Crop. Listen to what  
a typical down-South tobacco farmer, H. D. Hester of  
Willow Springs, North Carolina, said recently:

MAN: My crops in the past few years have turned out extra-  
special. And I thank the U. S. Government Experiment  
Station. They helped me grow the right grades of tobacco  
- the kind Lucky Strike snaps up at the auctions.

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. So  
thanks to Uncle Sam, Luckies now are 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.

(FOOTSTEP MUSIC...MYSTERIOSO)

AUDREY: Ooooooo - help -- somebody is sleeping in my bed!

POKEY: Sorry, boss!

GRAUER: Why, 1939 -- what are you doin' here - you're supposed to be dead!

POKEY: I know, boss-- but I just came back to get my music!

AUDREY: Now you're goin' to get it -- here comes the old Professor.

(BAND: . . . CHORD: "GOOD EVENING FRIENDS")

KYSER: That's all the music that's left over from last year, 1939, but seeing you reminds me that we've forgotten a few old friends and faithful servants <sup>of last year So let's</sup> -- ~~so we'll~~ dedicate our examinations tonight to the real unsung heroes of 1939 -- firefighters -- policemen...and the men who carry the mail.

(CHEERS)

KYSER: Yes suh -- so step right up, ~~my first three contesting students~~ <sup>Students</sup> and do your best <sup>first round</sup> for the honor and glory of those corresponding scholars ~~of the old school~~, whose lives are spent in the service of ourselves and our government-- the postmen! So let's start carrying the mail for some of our best <sup>first round</sup> questions come from our mail-carrying friends.

(ADD FIRST QUESTION ROUND)

1. Three nights ago this song ushered in the New Year, and now at the suggestion of ~~Mr. Arty Weil of New York City~~ <sup>mail-carrier James Brather of Cincinnati, Ohio</sup> we're going to play it to usher in one of America's best known orchestra leaders. (PLAY)

2. Speaking of orchestra leaders - if you were an orchestra leader and someone danced by and said there was a birthday in the room, ~~Miss~~ <sup>Postal clerk</sup> ~~Janet Sanders of Clinton, Iowa,~~ <sup>Paul Mc Intyre of Tulsa, Oklahoma</sup> wants to know what you'd play. And if you heard Mary Martin was present, what would you play? And what would you think appropriate to play for a wedding anniversary?

<sup>Postmistress Jane Sibley of Rochester, N. Y.</sup>  
3. ~~Gilbert Bessler of Wilmington, Delaware~~ says it's not September in the Rain or April in Paris, but Florida's theme song. (PLAY)  
Now, who was featured in the picture "Captain January?" Was it Jane Withers, Shirley Temple, Bobby Breen or Nelson Eddy?



1. Charles Lindbergh was once a mail carrier.
2. Carole Lombard built the "House of Seven Gables."
3. Rudy Vallee once played saxophone in Peter Arno's orchestra.
4. Bonnie Baker is Belle Baker's mother, and Orrin Tucker is Sophie Tucker's father.

Yes, Chillun, and speaking of Bonnie Baker and Orrin Tucker, don't forget that they join YOUR HIT PARADE next Saturday night as regular members of the show.

4. Miss Elizabeth Boyd of Raleigh, North Carolina says she's not so sure you can spell \_\_\_\_\_. Will you spell it for us, Now what do the first three letters spell? Can you name two orchestra leaders named \_\_\_\_\_, or one orchestra leader and one singer whose first names are \_\_\_\_\_?

5. Down in Florida this time of year one of the favorite pastimes on the beach is to write (PLAY) Owen Fitzgerald of Boston, Massachusetts wants you to tell us what orchestra leader uses that for his theme. Dolly Dawn is featured with his orchestra.

6. Tonight's the night to start the New Year right by not taking long to say Wrong or Right. <sup>Trailman Edgar J. Seymour of Washington, D.C.</sup> ~~Ward Constance of Fort Wayne, Indiana,~~ wants you to say Right or Wrong to the first four statements of 1940.

1. This is Leap Year.
2. Margaret Sullivan writes the newspaper column called "Hollywood!"
3. Peter Arno once played saxophone in Rudy Vallee's orchestra.
4. Carole Lombard wrote "The House of Seven Gables."
5. Policemen always have flat feet.
6. The expression "A letter carrier's holiday" means a hiking trip.
7. The Fireman's Flame is a play about a fireman's sweetheart.
8. A hook and ladder company is one that mends runs in women's stockings.
9. Parking tickets issued by policemen permit you to park indefinitely.
10. A police escort is a policeman taking out his girl.
11. Bonnie Baker is Belle Baker's mother and Orrin Tucker is Sophie Tucker's father.

1/3/40

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1. Charles Lindbergh was once a mail carrier.
2. Carole Lombard built the "House of Seven Gables."
3. Rudy Vallee once played saxophone in Peter Arno's orchestra.
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Yes, Chillun, and speaking of Bonnie Baker and Orrin Tucker, don't forget that they join YOUR HIT PARADE next Saturday night as regular members of the show.

1/3/40

*Is the first round over already, Professor*

GRAUER: ~~Postmaster Farley says the first round is over, Professor.~~

KYSER: Well, if it ain't, there ain't no ~~ham~~ <sup>air</sup> in <sup>airmail</sup> Birmingham. ~~Hold~~  
base now, because our judges have mailed in their decision  
and the postman is ready to ring...

SOUND: (HOUSE BELL)

(DOOR OPENS)

VOICE: Professor, I'm working my way through. *College*

SOUND: (DOOR SLAMS)

Kyser: *Steady, scholars, steady - the postman always rings twice - I hope*  
(BELL RINGS TWICE)

KYSER: Yes-- and now we have the decision which says that the  
winner of the first round is none other than \_\_\_\_\_.

(APPLAUSE)

KYSER: Dear \_\_\_\_\_, may neither snow nor cold nor questions  
stay you in your march to the final round. Go -- light up  
a Lucky Strike and  ~~muse upon higher musical letter carrying.~~

*While we*  
Right now, let's have gad and jollity -- let's have  
frivolity - pull up your jumpers and pull up your socks  
hilarity - come on, students - let's have frivolity --  
*for here comes the story of the little red fox.*  
~~I mean... yes dance!~~

*foxes*  
3. "GOODBYE GOODBYE" . . . . . MASON AND ORCHESTRA)

(SEGUE TO:)

4. "MY PRAYER" . . . . . BABBITT AND ORCHESTRA)

(APPLAUSE)

\* \* \* \* \* (COMMERCIAL #2) \* \* \* \* \*

Are You Smoking more  
today

1/3/40

COMMERCIAL #2:

KYSER: (USUAL COMPLIMENTS TO ORCHESTRA OR SINGERS) You know, Basil Ruysdael, I like that tune so much, I could keep on listening to it all night.

RUYSDAEL: (AMUSED) Well, Professor, most of us enjoy "encores" of good things. That's certainly true, when it comes to smoking. We smoke a cigarette...and it pleases us so much, that, pretty soon, we want another. That's why we ask: Are you smoking more today - more than you used to? Because, if you are, 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 our studio tonight know this. 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.

1/3/40

RUYSDAEL: Are you smoking more today? If your answer is "yes," 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)

(INTRODUCE KYSER THEME SOFTLY:)

GRAUER: As the strains of the old school hymn fill the hallowed halls with sweetness and light, we pause briefly for meditation about station identification.

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

(SEGUE KYSER THEME TO MARCH TEMPO)

*Our first round was dedicated to the Postman*

GRAUER: Ah yes-- a new day-- a new semester. <sup>*Salutes*</sup> This Second Round of Championship competition ~~is dedicated~~ to the smoke eaters of America -- fire fighters -- the men who guard our lives and property while we work and while we sleep. Now, our three alarmed co-eds approach the rostrum...our musical examination sent in by fire-fighting champions are ready and roaring up with horn, helmet and hose line comes the padder of the Hook and Ladder-- Chief <sup>*Chuckles*</sup> ~~Chay~~ Chyser!

SOUND: (FIRE SIREN)

KYSER: (AS ED WYNN) (GIGGLES) Listen, Graham - this will kill you. Step right into my two alarm festivities, <sup>*these*</sup> ~~my~~ three beautiful maidens, <sup>*Wave to*</sup> Here comes a little pressure to dampen your ardor. First, for \_\_\_\_\_ of \_\_\_\_\_:

(ADD SECOND QUESTION ROUND)



1. Let's doodle around with this dizzy little doodlebug from Fire Chief Ray Tiller of \_\_\_\_\_. He wants you to name the song we're about to play and tell us what orchestra leader composed it and uses it for his theme.

2. Two days ago it was "Happy New Year" but every day is "Happy Birthday". For instance, January first it was "Happy Birthday" to William Fox, <sup>Hank Greenberg and many others</sup> ~~Betty Furness~~ ~~D. W. Griffith~~, and Harry P. Hilliard of Pittsburgh says yesterday was the birthday of an amazing young miss who played the part of Maisie in a recent picture. (She's the wife of Roger Pryor - an' pardon my southern accent.) And today, besides Marion Davies, it's congratulations to a par-excellent parcel of motion picture pulchritude who says "Oh dear - oh dear". And third, a very talented Chinese actress who has been seen in many pictures. (An' don't get me \_\_\_\_\_ on this one. Das right- you're \_\_\_\_\_)

3. Here's a fiery piece of folderol sent in by Fireman <sup>Chief</sup> Samuel Pope of Boston, Mass. We're going to recite and play. You name the songs when we come to them and the result will be a be-oo-tiful poem.

Here goes:

Fireman, Fireman, save my child (PLAY)

The fireman came a-- (PLAY)

And cried chop-chop-chop-chop (PLAY)

4. Another fire-fighter, Earl A. Traeger of Minneapolis, Minnesota, wants us to try to trip you with this light fantastic fandango. He wants you to complete the names of these well-known dances. The Bunny \_\_\_\_\_, The Virginia \_\_\_\_\_, The Highland \_\_\_\_\_ and the Hesitation \_\_\_\_\_.

5. The name of this next song is a flower. It's an SAF Fraternity song and it's the theme of an orchestra leader whose last name is Key. Eileen Jacobs of Austin, Texas, wants you to tell us all about it. (PLAY)

~~6. Father Time left not one but two new born babes at the door step of the College of Musical Knowledge, so we named one Who Who and the other~~

~~What What, and Hook and ladder man W. H. Palmer of Charleston, S.C.,~~  
*holds a net within him and catch a couple of Who-whos and what-what's.*  
wants you to ~~play with them for a moment.~~

1. Who who says Good evening and what and what north -  
a what and all <sup>the</sup> ~~neutral~~ whats at what, let's what to what.
2. Uncle Who says "Give us a what on the whatte, Tommy.
3. And Who Who says "Greetings, What- let's cele-what."

7. Of course, Auld Lang Syne is identified with New Year's Eve. Miss Peggy Blair of San Diego, California, says the following three songs should remind us of other well-known occasions or holidays. In the Springtime comes this seasonal day of sentiment (PLAY). In the good old summertime, there's this, a patriotic occasion. (PLAY). And soon after winter sets in, comes a day of gratitude. (PLAY)

8. ~~Satan takes a holiday and~~ <sup>Fire-eater</sup> Ralph Scott of Los Angeles, California, says he'll ~~give you the devil~~ <sup>turn the hose on you</sup> if you can't tell us what national holidays fall on the following dates. I know you can't tell a lie about this one - February 22nd. And what about May 30th? And you won't have to labor over this one - the first Monday in September. And the first Tuesday after the first Monday in November except when Thanksgiving comes on Friday.

9. Mrs. Paul D. Addams of Shreveport, Louisiana, says a program which <sup>Give</sup> ~~gives~~ a golden opportunity to <sup>young actors actresses come</sup> ~~young thespians come~~ on the air something like this--(PLAY). What is the name of the program and who directs it? Is it Cecil B. DeMille, D. W. Griffith, Jesse L. Lasky, or Adolph Zukor?

SOUND: (SIREN AND FIRE BELL LIKE MAD)

KYSER: Hey, what's the matter, Dean Grauer-- is the round over?  
(AD LIB EXCITEMENT OFF)

GRAUER: Over? I'll say it is, Professor- the judges are upstairs  
and their beards are on fire!

KYSER: Well, come on scholars- we've got to get that decision!

POKEY: Stand back, I'm Fire Chief Burns- I'll handle this  
emergency. Hey, you <sup>fellers</sup> ~~men~~ up there- jump - don't worry- jump!  
(SLIDE WHISTLE AND FLAT CRASH)

POKEY: That's ~~right~~ <sup>a hot one</sup>---they thought I had a net!

KYSER: Anyway, we got that decision, students-- and the burning  
news of this semester is that the winner of the second  
round is none other than \_\_\_\_\_.

(APPLAUSE)

KYSER: Ah, Dear Miss \_\_\_\_\_, I chuck you under your dimpled  
chinny chin chin... ~~I shake your mitt~~ and I give you the old  
school award for valor...take this box of matches and light  
up a Lucky Strike-- and remember always strike the match  
away from you and never toward you. Like this:

(STRIKES MATCH)

The old school now gets the hot foot--so come on, chillun  
~~here's a familiar song way down in Brazil - all dressed up~~  
~~- pull up your jumpers and pull up your socks for here~~  
~~with an English lyric and a fancy full~~  
~~comes the story of the Little Red Fox.~~

*I want my theme*  
6. ("LITTLE RED FOX" . . . . . PRODUCTION)

\*\*\*\*\* (COMMERCIAL #3) \*\*\*\*\*

1/3/40

COMMERCIAL #3:

GRAUER: Professor Kyser, as Head of our College of Musical Knowledge, what would you say was the most distinctive tune on the air last year?

KYSER: Why, Dean Grauer, you should know the answer to that question. F. E. Boone, will you oblige?...

(CHANT 10 SECONDS -- "SOLD AMERICAN")

GRAUER: (AMUSED) Yes, folks, I think the Professor's right. The chant of the tobacco auctioneer continues to be one of the most unusual and distinctive sounds heard on the American radio. According to news reports, one famous Southern resort City, Asheville, North Carolina, counts on the chant and the colorful tobacco auctions to draw more visitors from all over the country. And here's what visitors will learn at these tobacco auctions, as reported by one famous auctioneer who has sold on the Asheville market...Ray Oglesby...

MAN: At every auction I've ever been to, Lucky Strike has bought the better grades of tobacco. You'll sometimes hear the warehouseman, yelling at the Lucky Strike buyers: "Come on American...it's the Cream of the Crop". So you can see why I've smoked Luckies ever since 1927.

1/3/40

RUYSDAEL: Smokers, have you tried a Lucky lately? Why not take a tip from Mr. Oglesby, who has sold at markets all over the South 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!

7. ("1939 A.D." . . . . .DUET AND ORCHESTRA)

(SEGUE TO:)

8. ("STOP IT'S WONDERFUL" . . . . .MASON AND ORCHESTRA)

(APPLAUSE)

(F A N F A R E . . . .)

1/3/40

GRAUER: The final round...we dedicate it with sentiments of deep appreciation to our good friends, the cops. Their unselfish devotion - their unending vigil - that we shall be protected and--

VOICE: Move on now--move along and don't be standing <sup>there</sup> making speeches when ~~there's decent people want to improve their minds.~~

GRAUER: But, I was only--

VOICE: Oh, resistin' an officer, eh-- come on---- I'll let you tell it to the sergeant!

(PATROL WAGON RINGS OFF)

AUDREY: Oh, professor, they took Dean Grauer to the can.

KYSER: That's fine-- that's fine..now if you two, brilliant contestants will step up, I'll give you a little goin' over with a few <sup>right sticks</sup> ~~billies~~ sent in by our friends, the cops, and I hope they won't catch you flat-footed.

(ADD FINAL ROUND)

1. We all make New Year's resolutions and we all keep them - don't we - or do we? Anyway, Police Lieutenant John S. Bergman of Portland, Oregon, suggests we devote our final round to a few musical suggestions for making 1940 full of fun and ~~fancy free~~. <sup>fancy free and</sup> First, we suggest that you (Play). At this point I planned to propound a few resolutions of priceless value, but they got kind of jumbled up in the shuffle, so see if you can straighten them out.

1. First, don't count your chickens before they cross the road.
2. Second, an apple a day would make William Tell very unhappy.
3. Third, East is East and West is West, but the twain is on the twack.
4. ~~Don't burn your bridges without a fire permit.~~

2. Always beautiful to express but sometimes hard to do, is this thought (PLAY) What's the name of that song? Now in that connection, <sup>Officer Jimmy Malis of Miami Florida</sup> ~~Sargent Steven King of Charleston, S.C.~~, asks did Andrew Carnegie write a book called "How to Win Friends and Influence People?" And who conducts the Good Will Hour on the air - is it Edgar Guest, John <sup>J.</sup> Anthony, Major Bowes, or Thomas E. Dewey?



1/3/40

3. Police Captain Charles Orr of El Paso, Texas, says blessed is the man who can (PLAY) Now what well-known singer on the air uses the word "Smiling" before his name, such as Smiling Ned Sparks? Now can you name another song that has the word Smile, Smiles or Smiling in its title?

4. Here's something we all know, but <sup>Police</sup> Lieut. Charles S. Gilligan of Detroit, Mich., says it never hurts to start the New Year with the reminder (PLAY) <sup>is reputed to have</sup> Who said, "Father, I cannot tell a lie." Now can you name two other songs that have the words, "lie, lies or lying" in their titles?

(POLICE SIREN)

GRAUER: (ON FILTER) Calling Kyser College -- calling Kyser College -- the round is over -- the round is over - that is all, Rosenquist.

(CLICK)

KYSER: Thanks, Rosie. In just one moment our judges will break their first New Year's resolution and give us a decision on time. And, a timely and wise piece of judging, dear scholars, declaring that the winner of the evening - the big money and degree scholar is none other than \_\_\_\_\_.

(APPLAUSE)

A--h - dear student - you have carried the mail, you have put out the fire and you put the arm of the law on tonight's Public Benefit Number One. Without more ado, I plaster your coffee hand with this first prize of 35 dollars .. To you, dear second placer, because fortune and fame are fickle ~~and there's many a slip twixt the saucer and the lip~~ - I enamel your mandible epidermis with this \$20 -- to the other four contestants ten dollars each and to all six - a carton of Luckies.

GRAUER: F--st, Professor - the student body beetles its brow.

KYSER: Well, smooth those frowns, chillun, for to each and every member of our student body here tonight for rollicking roars and riotous rasamataz -- a package of Lucky Strike cigarettes.

(CHEERS)

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.

~~9. ("EL RANCHO GRANDE" . . . . . ORCHESTRA)~~

segue to

~~10. ("BEER BARREL POLKA" . . . . . ORCHESTRA)~~

(APPLAUSE)

KYSER: Well, das all, chillun -- the old College's 1940 semester will be put back with the incubator babies to grow strong for next Wednesday - so brush up on your musical larnin' and don't forget to attend a laboratory session in musical appreciation at YOUR HIT PARADE, Saturday night over another 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.

(REVISED)

WEAF

THE AMERICAN TOBACCO COMPANY

1/10/40

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

#94

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

JANUARY 10, 1940

WEDNESDAY

GRAUER: Have you tried a Lucky lately? REBROADCAST BY MILLER TAPE  
MUTUAL - N.Y. STATE - 1/11/40  
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 --- 1940's highbrowed - highbindin' crusade to rescue you from the doldrums of inferior acquaintance with right answers. "Do you want to be a wallflower?" Do you want to be a head shaker in a showdown...?

AUDIENCE: Nooooooooo!

GRAUER: Well, then get in your seats -- for here comes tonight's skull drill for fun, prizes, and that famous makes-you-want-to-dance music -- students -- your old professor ....  
Kay Kyser!

("KYSER THEME".....ORCHESTRA)

(APPLAUSE)

1/10/40

KYSER: Evenin' folks - how're ya all.. Take off your overshoes and set a spell. Our chosen at random scholars<sup>are here</sup>, - our \$95 in prizes -- why, these old hands just yearn to reach into the question box right away. Why, goldurn it, if I don't improve your minds ~~right now~~, there ain't a cow in Texas. Dean Grauer - gimme a piece of chalk!

GRAUER: Pssst, professor -- (WHISPERS DOUBLE TALK)

KYSER: Well, bless my soul -- that's right, Dean Grauer - we can't have class takin in without a party. So -- come on, take off those boots, put on those silver slippers -- 'cause kids we're goin' to ankle up the aisles - so come on, yets dance!

1. ("WITH PLENTY OF MONEY AND YOU" . . . . . ORCHESTRA)

(SEGUE TO:

2. ("FAITHFUL FOREVER" . . . . . SIMMS AND ORCHESTRA)

(APPLAUSE)

(COMMERCIAL #1)

GRAUER: Professor Kyser, let me quiz you for a change.. Can you tell me what's the greatest team in the world?

KYSER: Well now, Dean Grauer, are you talking football, baseball, basketball, or ...

GRAUER: No, I'm talking tobacco, Professor, and the team I mean is composed of Uncle Sam and the tobacco farmers. Their teamwork has made the last few tobacco crops the finest in the 300-year history of the industry.

RUYSDAEL: Smokers, 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. Recently one of the largest tobacco-growers in Stokes County, North Carolina - Mr. James Walter King - said:

MAN: Over the past few years my tobacco's been finer and lighter than ever. With the kind of cooperation the United States Government Experiment Station offers us farmers, we couldn't help but grow better tobacco.

RUYSDAEL: Yes, Uncle Sam has made tobacco better than ever. And the cream of these better than ever crops, now aged from 2 to 4 years, is in Luckies today. So - thanks to Uncle Sam - Luckies are 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)

1/10/40

SOUND: (CLASS BELL RINGS)

GRAUER: Take your seats, scholars -- put down that ruler, Little Audrey -- get off that chandelier, Dean Kabibble - places, everybody, 'cause here comes the old professor!

(KYSER MARCH . . . . . ORCHESTRA)

KYSER: Ah, welcome - chillun - the wraps are off and school is now in session. Where is our Dean of Contesting Scholars?

BOBBY: (OFF) Here I am, Boss,

KYSER: How many contesting students have we for tonight?

BOBBY: Well boss, we got-a seven student,

KYSER: Seven -- we can only use six! You better <sup>get rid of one</sup> ~~do something~~ <sub>of one</sub> about it quick!

BOBBY: Okay, boss.

SOUND (GUN SHOT)

BOBBY: Now we only got-a six.

KYSER: Will you tell Miss Snood's mother she won't be home. And now we'll have a round of examinations for our men students. Mr. \_\_\_\_\_ you give me your watch and I'll give you the works.

(ADD FIRST QUESTION ROUND:)

1. Mr. Ernest Lehman of New York City wants you to start the ball rolling by naming this song and telling us what orchestra leader it identifies. (PLAY)

2. Since this is your initial question, Miss Nancy Jean Fraser of Milwaukee, Wisconsin, wants us to initiate you with a query about initials, and see if you know your a-b-c's. The last name of three prominent performers, <sup>associated with</sup> ~~on~~ the Al Pearce program begins with the letter H, and their first names begin with A, B and C. Who are they?

3. Here are a couple of well-known nursery rhymes and Joseph Mandry of New Orleans, La., wants you to tell us which is "Mary Had a Little Lamb" and which is "London Bridge is Falling Down." (PLAY) (PLAY)

4. It's tonight's "Right" or "Wronger" so move right along and just say right or wrong to the following statements submitted by Carl Watson of Atchison, Kansas.

- 1) Joan Edwards is the niece of Gus Edwards.
- 2) H. V. Kaltenborn conducts the Kindergarten of the Air.
- 3) Fritz Chrysler is ~~the name of a~~ famous foot-ball coach.
- 4) Claudette Colbert appeared in a picture called "Evening in Paris." The picture was \_\_\_\_\_ and of course everyone knows \_\_\_\_\_ is a very fine and high class line of perfumes and cosmetics.



5. Here's a theme song. If it's an orchestra theme it's Johnny Hamp, If it's a <sup>singing</sup> movie actor's theme, it's Harry Crosby, and if it's a dramatic program, it's "Big Town". Listen and tell Miss Virginia Sunderland of Los Angeles, ~~California~~, all about it. (PLAY)

6. Speaking of \_\_\_\_\_, George Sheppard of Chicago, Illinois, would like to hear you imitate him. Let's use the same song and you give us your impression of the way he ~~would~~ <sup>might</sup> sing it. (PLAY)

7. The College is about to go high-brow for a moment, but Miss Eva Rich of Columbia, S.C., feels the following operatic selection is so familiar you'll have no trouble telling her what it is. Listen. (PLAY)  
Now is that the Sextet from Lucia, the Quartet from Rigoletto, the Duet from Samson and Delilah, or the Quintet from the Dionne's of Callander, Canada?

1/10/40

8. This question has three sections. As you know, orchestras are divided into sections - so William Francis of Cleveland, Ohio, wants you to <sup>face the front</sup> listen and identify three sections of our orchestra. First, what section is this? (PLAY) and this one (PLAY) and this one (PLAY).

*Here's one from Mrs. R. B. Jeffrey of Columbus, Ohio (Columbus ad lib)*

9. ~~Miss Margaret Davis of Wilmington, Delaware,~~ <sup>she</sup> reminds us that two of radio's funniest people are ushered in each week with this song. (PLAY) Now what's the name of that song and whom does it identify?

(FILTER EFFECT:) Calling all men -- calling all men to Barney's -  
Seventh Avenue and 17th Street.....

(SOUND: (RECORD OF RUNNING GUYS--OR GUYS IN ORCHESTRA)

KYSER: Come back here, scholars -- you don't get to go until  
you pass your examinations. The round is now over and our  
judges will decide which one of you can stay here and  
take the finals -- okay, Judges? Good -- they declare  
that the winner of the first round is none other than

\_\_\_\_\_  
(APPLAUSE)

SOUND: (GONG)

KYSER: Two down, and Mr. \_\_\_\_\_ to go light up a Lucky  
Strike and take things easy until the final round. Recess  
time is here, students -- so come on and bend a joint --  
mangle a muscle -- mix a mazurka and mess with a Molly  
from Manhattan -- I mean come on you chillun -- yets  
dance!

3. ("SCATTERBRAIN".....MASON & ORCHESTRA)

(SEGUE TO --

4. ("ALL THE THINGS YOU ARE".....BABBITT & ORCHESTRA)

(APPLAUSE)

COMMERCIAL #2

KYSER: Now Basil Ruysdael's got a sneaking suspicion that you'll answer "yes" to this question....

RUYSDAEL: Folks, are you smoking more today - more than you used to? The reason I think your answer will be: "yes" is because we crowd so much more enjoyment into every hour today. And naturally that includes more smoking. So if you are smoking more, 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: The 800 people in our studio tonight know exactly why this is so. For they saw the same Lucky Strike movie which was shown to over three million people at the New York World's Fair. So they have seen what quantities of irritants and impurities, naturally present in all tobacco, are removed by Luckies' exclusive "Toasting" process. Yes, they have seen with their own eyes this removal of irritants and the added mellowing effect of the ultra-violet ray.

RUYSDAEL: Are you smoking more today? If you are, you need more than ever before a cigarette that has been mellowed by "Toasting" and the concentrated sunshine of the ultra-violet ray. Have you tried a Lucky lately?

5. ("GOODY GOODBYE" . . . . . ORCHESTRA)

(SEGUE TO:)

6. ("CHATTERBOX" . . . . . DUET AND ORCHESTRA)

(APPLAUSE)

(INTRODUCE KYSER THEME IN CHINESE MOTIF)

GRAUER: Confucius say that while chillun eat apples in old class room, radio scholars in network stations better be on job or they get caught with rompers at half mast- we pause for station identification.

(STATION BREAK)

(KYSER MARCH . . . . .)

GRAUER: Dear scholars -- these three beautiful co-eds are about to take their examinations in this second round for higher musical honors and \$95 in prizes. Before they are called they wish to greet their classmates with a little recitation. One, two, three - recite!

CO-EDS: (IN UNISON) We know the answers to this and that  
And this is where we go to bat,  
For C-A-T spells cat you know  
And that's the way you get the dough.

POKEY: Nice goin' girlies. Yes sir, yes sir  
Oh, oh..look out - here comes the old professor!

KYSER: Welcome co-eds and may Heaven help you--  
Your old perffesser is about to skelp you--  
~~Answer fast and no fair guessin' -~~  
~~If you don't talk quick, you flunk your~~  
lesson.

~~And for you, Miss \_\_\_\_\_ comes the chance to answer  
this first question!~~

(ADD SECOND QUESTION ROUND)

↓ Answer fair and answer true  
And if you don't I'm going to punish you.

1. A certain well-known orchestra leader signs off the air -- not on -- signs off the air with the following song, and Miss Ramona May of Kansas City, Mo., wants you to name it and the leader. (PLAY)

2. Now we salute some of the products which bring you famous radio personalities. Jake Piel of St. Paul, Minn. wants you to take out the names of the people in the following <sup>skit</sup> ~~question~~ and replace them with the names of the products with which they are associated. <sup>I reached through</sup> ~~He says if you~~ like lots of company, why don't you try dining with Orson Welles, John Conte, Martha Mears, The Aldrich Family, and ~~Fannie Brice and Baby Snooks.~~ <sup>I burned my tongue on my Baby Snooks.</sup>

3. Here's a pretty bit of <sup>philosophy</sup> ~~psychology~~ told in song titles. Name the following songs for Mrs. Helen Scott of Tulsa, Oklahoma and let's see what these words of wisdom add up to. When it's (PLAY). Don't let it get you down - just (PLAY). Because after all (PLAY).

4. This one is a kind of family affair. <sup>Irvin Leney</sup> ~~Joe C. Klump~~ of Newport Kentucky would like us to discuss the family name "Lucas". Here they are - Clyde, Nick and Paul, <sup>Now what do they do.</sup>

5. Lyman Gandee is about to play a well-known song on the piano and Miss Laurel Gardner of Seattle, Washington, wants you to name it and tell us what orchestra leader's theme it is. (PLAY)

6. And now we find ourselves confronted with three twisted song titles. Lester W. Swartz of York, Pa. wants you to untwist them and give us the correct names of the following songs:

1. The information formerly withheld may now be communicated.
2. A male acrobat on a rapidly moving horizontal bar suspended in mid-air.
3. I'm constantly inflating soapy liquid into globular and transparent vacuums.

*Here's one from Dr. George E. Wilson of the Will Rogers Memorial of Saranac (ad lib)*

7. ~~Miss Hazel Cannon of Ft. Worth, Texas~~ <sup>He</sup> says two well-known movie comedians, recently reunited, are identified by this theme. (PLAY) Now which is the fat one -- \_\_\_\_\_ or \_\_\_\_\_.

8. Here's a musical phrase I know all of us have heard many times and Edgar Mason of Waterbury, Conn. wants you to sing ~~two sets of~~ <sup>the</sup> words ~~to it~~ <sup>you've ever heard used with it.</sup> (PLAY) *How do you know what this musical phrase means?*

9. Name this song for Miss Jeanne Wittig of Davenport, Iowa. (PLAY) If that is \_\_\_\_\_, what is this? (PLAY)

(SOUND:..CLASS BELL)

GRAUER: The round is over, Professor.

KYSER: And das all, chillun -- our judges will have a decision in one shake of a lamb's tail.

SOUND: (RATCHET) (SHEEP BLEATS)

KYSER: One shake and ~~no~~ <sup>here's the</sup> decision -- ~~where are the judges?~~

GRAUER: ~~Ah, the old buzzards are in the corner still fighting the Civil War.~~

SOUND: (SHOTS)

(YELLS)

(BIG WIND EFFECT)

KYSER: ~~Well now the war is over but our judges are gone with the wind -- but they left behind an eighty thousand word decision which says that the winner of the second round, and Scarlett O'Hara of the old college, is none other than \_\_\_\_\_.~~ <sup>Saying that the winner</sup>

(APPLAUSE)

KYSER: Deah scholar - if I ain't proud of you-all, there ain't a ~~auto-mobile in Detroit~~ bell weevil in Georgia. Have you tried a Lucky lately -- well, gal - start puffing and take the weight off those pretty ankles till the final round.

And now children it comes time for us to play a brand new tune. It is called "Sing a Spell". In this number we both sing and spell at the same time but ~~they~~ <sup>the words</sup> are all easy three letter words. <sup>Just relax</sup> You'll see how it goes in just a moment because we are going to play, Sully will sing and then the whole band; and, after that I have three volunteers from our contestants who will take a try at it. Now you spell along with us and see if you don't have a lot of fun. Here goes for "Sing a Spell".

7. ("SING A SPELL" . . . . . PRODUCTION)

(APPLAUSE)

COMMERCIAL #3



- KYSER: Now, Dean Grauer, will you call on our three "front-seat" observers?
- GRAUER: Well, Professor, these three speak for many, many more who occupy the "front seat" at tobacco auctions. First, Henry L. Snell, operator of a large tobacco warehouse in Lexington, Kentucky, who said recently ...
- MAN #1: Lucky Strike buys the finest tobacco raised in these parts. That's why I've smoked Luckies for 10 years now.
- GRAUER: Next Mr. G.F. Tilley, independent tobacco buyer in the Carolinas.
- MAN #2: I earn my living by knowing tobacco. Over a period of years I've observed that Lucky Strike buys the finer grades. So they're my cigarette.
- GRAUER: And, third, Rayburn Rose, tobacco auctioneer of Bowling Green, Kentucky..
- MAN #3: It's known and acknowledged by most people in tobacco that Luckies get the richer, choicer grades. I've been smoking 'em 20 years.

RUYSDAEL: Smokers, have you tried a Lucky lately? The statements of the tobacco auctioneer, the buyer, and the warehouseman you just heard are typical of the men who spend their lives buying, selling, and handling tobacco. 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. Profit by their example next time you buy cigarettes. And whenever you hear this chant (CHANT 10 SECONDS - SOLD AMERICAN) Let that chant remind you always .. With men who know tobacco best, it's Luckies 2 to 1.

8. ("EL RANCHO GRANDE" . . . . . ORCHESTRA)

(SEGUE TO:)

9. ("I DIDN'T KNOW WHAT TIME IT WAS" . . . . . SIMMS & ORCHESTRA)

(APPLAUSE)

(FANFARE . . . . .)

GRAUER: The Final Round .. ~~mathematics to the right of Lem~~ ..  
~~geography to the left of Lem~~ .. ~~but~~ our two contesting  
champions never bat an eye -- they walk firmly forward to  
the old lecture platform .. ~~the \$35 first prize glitters~~  
~~in the light~~ -- our judges toss in their sleep, and then --  
without warning -- the lightning strikes ..

(BURLESQUE LIGHTNING . . . . .)

KYSER: Thank you, lightning -- if you strike again it's going to  
be too late because this is a last chance party for our two  
contestants to graduate before class is out. ~~By faculty~~  
~~decree, chillun -- this final round will test your higher~~  
~~musical knowledge of the life, times and beautiful~~  
~~operettas of our president emeritus, Victor Herbert.~~

(ADD\_FINAL\_QUESTION\_ROUND)

1. Our final round tonight is dedicated to one of America's beloved composers -- Victor Herbert. ~~Let's devote this round to him~~ and some of his beautiful operettas. To start things rolling, Bob Montgomery of Detroit says ~~besides "The Gypsy Love Song" from "The Fortune Teller"~~, this <sup>song</sup> ~~one~~ heard in Victor Herbert's operetta "Orange Blossoms" is ~~also~~ beautiful and wants to see if you can name it. (PLAY) Recently Paramount made a wonderful picture called "The Great Victor Herbert" and in that picture Walter Connolly takes the part of the composer. Do you know who plays the male and female singing roles? One is associated with "My Heart Belongs to Daddy" and the other introduced the song "Alone" in the picture "A Night at the Opera".

2. Miss Carol Weldon of Montclair, New Jersey, reminds us that ~~"I Want What I Want When I Want It"~~ and ~~also "Keekuk Culture Club"~~ are heard in the operetta "Mlle. Modiste", but perhaps the song most closely associated with the operetta <sup>Mlle. Modiste</sup> is this: (PLAY) And now let's take the name Victor Herbert apart. Can you name three people in the entertainment field whose first names are either Vic, Vickie or Victor?

3. At the suggestion of Julius Peterson of Denver, Colorado, we are going to play a famous song from Victor Herbert's operetta <sup>The Fortune Teller</sup> "~~Princess~~ Pat" and he wants you to name it. (PLAY) Now, can you name three personalities whose first or last names are Herbert.

FINAL ROUND: (CONTINUED)

4. "Babes in Toyland," "The Red Mill," "Sweethearts" are only a few of the other Victor Herbert operettas, but perhaps the best known of them all is "Naughty Marietta," and from that operetta we all remember "The Italian Street Song," "Ah Sweet Mystery of Life" and Miss Margaret Neilson of Baltimore is sure you will also know this one. (PLAY)  
Now in the movie "Naughty Marietta," can you tell us who played the leading roles.

SOUND: (CLASS BELL)

GRAUER: School's out, professor.

KYSER: And das, all chillun -- the final round is over and our judges, by unanimous decree, declare that the big winner of the evening is none other than \_\_\_\_\_  
(APPLAUSE)

KYSER: Ah dear \_\_\_\_\_ - while our gnomes prepare the triumphal arch, I drape this official scholastic arm around your shoulder....and as you smile for the newsreels, I pack your clutching fist with a little Federal upholstery -- \$35 first prize.....To you, dear second placer, because you most certainly would have won had you not swallowed your teeth, these \$20....and to each of the other four contestants ten dollars each. To all six scholars who stood for degrees a carton of Luckies to every one. Then, to each and every member of our student body here tonight -- for those old school giggles and hollers - a package of Lucky Strike cigarettes.  
(APPLAUSE)

GRAUER: Are you smoking more today ... more than you used to?  
 If you are, remember these two important facts about  
 cigarettes. One - only LUCKY STRIKE offers you the throat  
 protection of the "Roasting" process - and if you are  
 smoking more today, then naturally that process is now  
 more important to you than ever before .. and, two,  
 LUCKIES today are better than ever, because they contain  
 the cream of finer tobacco crops developed by Uncle Sam.  
 Have you tried a LUCKY lately? Remember ... with men who  
 know tobacco best, it's LUCKIES 2 to 1.

10. ("GOOD MORNING" . . . . . ORCHESTRA)

(SEGUE TO:)

11. (~~"BEER BARREL POLKA"~~ . . . . . ORCHESTRA)

(APPLAUSE)

KYSER:

Well, das all, chillun -- the old College will have a  
 light in the window for you until next Wednesday <sup>when</sup> ~~at the~~  
~~same time~~. In the meantime, brush up on your musical  
 larnin' and don't forget to attend a laboratory session  
 in musical appreciation at YOUR HIT PARADE Saturday night  
 over another 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.

*class will be in*

*session from Columbus this*

("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

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*as Broadcast*

REBROADCAST BY MILLER TAPE  
MUTUAL-N.Y. STATE - 1/18/40  
8-9 P.M.

The American Tobacco Company  
Key Kyser's College of Musical Knowledge - No. 95  
January 17, 1940

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 ... for fun, for \$95 in prizes and that famous makes-you-want-to-dance music... do you want to know an E Flat Alto from the inside of a derby hat... do you want to be the life of the party?

AUDIENCE: Yessssssss!

GRAUER: Well, then get in your seats for here's where you get wiser - here's the old boy himself - Professor Kay Kyser!

(KYSER THEME . . . . . (ORCHESTRA)

(APPLAUSE)

KYSER: Evenin' folks - how're ya all ... the old classroom is certainly decorated with some mighty handsome chillun tonight - by the way, Dean Grauer, just where does our old classroom rest this evening?

GRAUER: Why, professor - we're holding ~~History~~ class in <sup>the beautiful and</sup> ~~the~~ prosperous capitol ~~and historic city~~ of Ohio.

KYSER: Well, holy Christopher - we must be in Columbus. Bring me my maps -- bring me my history books -- bring me my Nina - my Pinta - my Santa Maria. A rat-tan... a rat-toot - a one - a two --- why, bless my soul chillun, that old rhytm has got me - yes suh, so come on, kids rap those tootsies - rumple them rompers - come on, yets dance!

1. ("OH JOHNNY OH") . . . . . ORCHESTRA)

segue to

2. ("INDIAN SUMMER" . . . . . SIMMS & ORCHESTRA)

COMMERCIAL #1

*The old Professor*

KYSER: Dean Grauer, would you mind tellin' ~~one little old country boy -~~  
~~your own Professor Kyser~~ - just what faults Uncle Sam found in the  
old-fashioned methods of tobacco growin'?

GRAUER: Well, Professor, for one thing, Government Experiment Stations  
discovered that many tobacco farmers were not rotating their crops  
right. And they weren't using the right plant foods for their soil.  
It was by furnishing such data and by discovering new and better  
methods of tobacco cultivation that Uncle Sam has helped make the  
last few tobacco crops the finest in the 300-year history of the  
industry.

RUYSDAEL: Smokers, 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. Recently, a veteran tobacco farmer, Bob Beatty of  
Fayette County, Kentucky, was speaking of this better-than-ever  
tobacco. He said:

MAN: It's a finer lighter leaf all around. I think more and more of us  
tobacco farmers are coming to realize the importance of the work  
being done by the Government Experiment Stations.

RUYSDAEL: Yes, Uncle Sam has 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 - thanks to Uncle Sam - Luckies are  
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)

(SOUND OF SAWING AND HAMMERING)

KYSER: Sa--y Dean Ginny Simms - what's going on round here?

SIMMS: Why, professor --- History is in the making.

KYSER: Well, tell 'em to put wheels on it, Dean <sup>she means</sup> ~~Ginny~~ - cause we're certainly going to take it for a ride tonight ... yes, suh --- chillun --- our six, chosen-at-random scholars are going to have to take examinations in musical American history, and ...

(ENTER HARRY AS A SOUTHERN INDIAN ... WOO WOOO ETC.)

KYSER: What's that?

GRAUER: That's an Indian, professor - he's where our history starts.

KYSER: What's your name, Indian?

HARRY: Ah'ma Sittin' Bull, Boss. How y'all?

KYSER: Oh, a Southern Indian. You get out of here, Sittin' Ferdinand, and wait for the Mayflower.

HARRY: Yes, suh, boss (GOES OUT WOO WOONG)

KYSER: Yes, chillun - now the Big White Father is going to take your beads -- so step up my first three contesting scholars and let old Pilgrim Father, Hudson-Bay Professor Kyser trade you questions for fast answers.

(ADD FIRST QUESTION ROUND.....)

1. Well, chillun, Robert Hartmann of Milwaukee agrees this is a most appropriate city to hold our little musical American history class and the name of this first song is the name of the fellow who started the whole thing (PLAY) Now when he landed on our shores, the Indians rushed up and demanded their beads, but Columbus was a poor man and looked them firmly in the eye and said "Sorry (PLAY)

2. Now, Grace Stratton of Dayton, Ohio reminds us that in 1689 a Frenchman named La Salle - after the automobiles of the same name - descended the Mississippi and he ended up (PLAY) When he walked ashore, he was greeted by the quaint Indians, dressed in their ceremonial robes who surrounded him and sang (PLAY)

3. History comes now to a touching tale of old New England. Miles Standish was a tongue-tied boy, so he got John Alden to plead his love with his gal, Priscilla. John did, but she said "Speak for yourself, John." He did, and when he did, Priscilla said (PLAY)

Now, Harold Knight of Dallas, Texas says there have been a number of movies based on our Revolution and he wonders if you can name the most recent one. The action took place in upper New York State. (Eddie Shea business if necessary)

4. Joseph Patterson of St. Louis wants to see if you can recite the first four lines of the "Star Spangled Banner". To whom are the words accredited? And that was during what war?

5. We're all familiar with such historical expressions as "Tippecanoe and Tyler too," "We have met the enemy and they are ours," and we know the famous men who said them - or do we - but \_\_\_\_\_ of Ohio State University has taken some familiar axioms of our forefathers, changed them around a bit, and wants you to unscramble them. Catch on?

1. It's always darkest before you turn on the light.
2. In one ear and gone tomorrow -- here today and out the other.
3. Fools rush in at Broadway and 42nd Street.
4. Where there's a will, there's relatives.

6. Gene Carroll of San Francisco tells us the touching tale of a Pioneer Mother. In 1849, somebody yelled "Gold" and our lady hitched up her wagon and cried (PLAY) The great rush was on and at night by the flickering camp fires our pioneer mothers would keep up their spirits by singing (PLAY) One day the pioneer mother sent her beautiful daughter to the spring for water - but the daughter didn't find the water. She found an Indian chief and she cried (PLAY) And when the mother heard that, do you know what happened - (SHOT) - another Redskin bit the dust! (CHORD)

7. Miss Betty Ericson of Charleston, S. C. wants you to name three automobiles bearing the lustrous names of men who figured in American history. (For example, - one explored the Mississippi, - one was a famous Indian, and one was a French General, one was a Spaniard and one was a President.)

8. Bill J. Kraft, of Denver, wants you to make history tonight by seeing how quickly you can say Right or Wrong to the following statements:

1. Walter Huston, Henry Fonda and Raymond Massey portrayed Abraham Lincoln in the movies.
2. Barbara Frietcher and Robert Taylor are Mr. and Mrs.
3. Sam Houston was the first President of the Republic of Texas.
4. The first American flag was made by Shirley Ross.

9. History whizzes by and here is a little trouble called "The Civil War," Mrs. Hilda Farrell of Altoona, Pennsylvania says that this song was popular on both sides (PLAY) One of the earliest and one of the most recent epics of the screen deal with the Civil War - the first was produced by D. W. Griffith and the second by David Selznick. What are they?

(ENTER HARRY WITH HIS WOO WOO)

KYSER: Grab that Indian, Dean Grauer, the round is over and in just a moment our judges will hand down a decision - (PAUSE) I said -- say, where are those judges?

HARRY: I et em boss --

KYSER: Well, if I don't get that decision, there ain't a Zeney in Zanesville -- shake that Indian, boys, and get our decision back.

(RATCHET AND GABELE OF MIXED VOICES)

KYSER: Thank you, judges, you may have been etten but I ain't frettin' 'cause we're sure gettin' the winner of the first round --- none other than Mr.

\_\_\_\_\_ of \_\_\_\_\_.

(APPLAUSE)

KYSER: Ah, dear Mr. \_\_\_\_\_, with such eerie erudition - such mighty learning you should have no trouble in finding your handsome face in a group picture ... go light up a Lucky Strike now, while the old school puts on its huntin' clothes and goes brickety-brickety over fences and <sup>rocks</sup> reads, hot on the trail of the Little Red Fox.

3. ("LITTLE RED FOX" . . . . . KYSER AND AUDREY)

segue to

4. ("CARELESS" . . . . . BABBITT AND ORCEESTRA)

(APPLAUSE)

COMMERCIAL #2



*Now chillun, ladies  
and he says*

KYSER: Basil Ruysdael ~~says~~ everything's stepped up these days.

RUYSDAEL: Yes, we do more, go more, see more, enjoy ourselves more. And as a natural result, we smoke more, too. Isn't it true, that you're smoking more today - more than you used to? If you are, it's wise to consider: The more you smoke, the more you need throat-protection. The more you smoke, the more "It's Toasted" means to you.

GRAUER: All tobacco - even the finest - contains natural irritants and impurities. <sup>re</sup> To show smokers what quantities of these undesirable elements are removed by the "Toasting" process is the purpose of the famous Lucky Strike movie. Over three million visitors saw this movie at the New York World's Fair, and the 1000 people in our studio tonight also saw this visual proof just before our broadcast ... Yes, proof that "Toasting" takes out certain harsh throat irritants naturally present in all tobacco and adds the concentrated-sunshine mellowness of the ultra violet ray. They've seen these facts with their own eyes.

RUYSDAEL: Are you smoking more today? If your answer is "yes", you need more than ever before the throat-protection of the "Toasting" process which only Lucky Strike offers you ... Have you tried a Lucky lately?

("WANG WANG BLUES" . . . . . ORCHESTRA)

(APPLAUSE)

GRAUER: We pause briefly for station identification.

-- STATION BREAK --

(SHIMMER OF CYBERALS)

GRAUER: (RKO TRAILER STYLE) A nation is born -- History in the making --

(CHORD)

GRAUER: Indians - boy scouts - bustles

(CHORD)

GRAUER: Washington, Roosevelt - Shirley Temple

(CHORD)

GRAUER: Our country - your country - hurrah

(CHORD)

GRAUER: The fleet - the flit - the house fly - and then came

(CLARINET SQUEAK)

KYSER: Evenin' folks -- this is not a moving picture - just your schoolmaster standing on this hallowed old soil of Columbus. Step up my three beautiful co-eds -- This is the Second Round and your chance to remember American history.

(ADD SECOND QUESTION ROUND)

1. Miss \_\_\_\_\_ answer true, because one of your judges tonight is Mayor Green of Columbus. DuPont sponsors a radio program which every Tuesday night brings to life a different chapter of American history. Hugo Sherman of Pawtucket, Rhode Island wants you to listen to the theme of that program and then give us the name of the show. (PLAY) There was a marvelous picture named \_\_\_\_\_. What English composer, playwright and actor wrote it?
  
2. Now let's continue our course in American history ... because Helen Bednor of Minnespolis is raring for us to talk about the days of the stage coach and the pony express. In those days the hero was (PLAY) But by 1869 their tune was changing to (PLAY) because in that year we had our first transcontinental railway.
  
3. Now Kenneth Carlson of Chicago wants you to hoesken back to the days of Lillian Russell, Diamond Jim Brady, Weber and Fields, and many others, when the whole country was singing this reigning favorite of the times - it was from "The Floradore Girl" and went like this (PLAY) And another favorite introduced in the Gay Nineties was (PLAY) Can you tell us who played Diamond Jim Brady in the picture of the same name?
  
4. In 1898 we had Rough Riders and Teddy Roosevelt and the rallying cry was "Remember the Maine" - and do you remember whether this was the patriotic song of the day (PLAY) Well, Mildred Lehman of Columbus, Ohio, wants you to tell us all about it.
  
5. Now, we're moving along fast, but we will not predict what of our era will become history, but Bud Tilton of Sioux City, Iowa thinks maybe your grandchildren will be told about the following famous expressions and wonders if you know who said them:
  1. I do not choose to run.
  2. I tank I go home now.
  3. My friends.
  4. All I know is what I read in the papers.

By the way, if you Cincinnati folks read the papers, you will discover that we're appearing there all next week at the Albee Theatre where we hope to see a lot of old friends.

6. Now that we're in the 20th century, let's concentrate on this Golden Age of the Entertainment World. For instance, in 1903 the first dramatic movie was shown, and booking agents began telling their clients (PLAY) Betty Turrentine of Memphis wants to know who is still considered the greatest male movie star of the silent days - he was simply bee-yoo-ti-ful and made all the little girls' hearts go pitty-pat, - the Sheik. In those days who was known as America's Sweetheart?

7. In 1920 came the first public radio broadcast and many of our present-day announcers and entertainers have been featured on the air a good part of the time since then. Now we're not going to ask you to name all of them but for Woodrow Downen of Lewiston, Montana - name three nationally known personalities who have ten years or more service in radio.

8. Then, in 1927, the movies began to talk. Who was the first singing star in the first talkie? What was the picture? Now, Mary Huebner of Philadelphia wants you to tell us what picture the song "Sonny Boy" was in.

9. That same year, 1927, a modest young fellow named Lindbergh got into his plane, "Spirit of St. Louis" and flew alone to Paris. Immediately says Albert Pennington of Ashland, Kentucky, all America was singing this song (PLAY) Now can you name it? What was the name of the book which Lindbergh wrote about his flight?

(CLASS BELL)

GRAUER: Recess, professor -- recess.

KYSER: Thank you, Dean Grauer -- das all, chillun - collapse while our judges step forward and in stentorian tones deliver their earth-shaking message.

(SOUND OF PITCH PIPE)

JUDGES: Our brains are mangled, our ears are bent  
They're red and pointed and look like a tent  
We've listened to Gertie, to Flo and to Mazie  
We've made our decision but it sure drove us crazy.

(THEY YELL MADLY)

KYSER: Okay, boys -- put them away.

(SHOTS)

KYSER: Thanks, Dean of Trigger-nometry -- our judges' last words were that the winner of the second round should be none other than \_\_\_\_\_.

(APPLAUSE)

KYSER: Ah, dear Miss \_\_\_\_\_ you have the resourcefulness of a Molly Pitcher, the daring of a Barbara Frietche and the determination of a Carrie Nation. Light up a Lucky Strike while we have another round of that brand new tune called "Sing A Spell." If you were listening last week, you know we both sing and spell at the same time. Once more we have three volunteers from among our contestants but first Sully and the rest of the boys will show you how it goes.

6. ("SING A SPELL" . . . . . PRODUCTION)

(APPLAUSE)

COMMERCIAL #3

KYSER: And now Dean Grauer acts as our own political commentator ...

GRAUER: When Mr. John L. Cummins of Cynthiana, Kentucky was elected a member of the Kentucky Senate, he might have started his first speech in the state legislature this way ...

(CHANT 10 SECONDS - SOLD AMERICAN)

GRAUER: Yes, John L. Cummins is a well-known tobacco auctioneer. In fact, he's been in tobacco all his life, for he was born and raised on his father's tobacco farm. Recently he said:

MAN: I think we're justified in feeling proud of the tobacco we grow here in the heart of Kentucky's Blue Grass Country. And as an auctioneer, I know that Lucky Strike buys the riper, finer grades. That's why I've been a Lucky Strike smoker myself for the last 15 years.

RUYSDAEL: Mr. Cummins speaks for the vast majority of 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 which 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 and see for yourself why ... with men who know tobacco best - it's Luckies 2 to 1.

("STOP IT'S WONDERFUL" . . . . . MASON AND ORCHESTRA)

(APPLAUSE)

~~(SOUTH OF THE BORDER . . . . . DUET AND ORCHESTRA)~~

(APPLAUSE)

(TAPS - GRADUALLY GETTING HOTTER)

GRAUER: (OVER TAPS AND WITH PATHOS)

The Final Round! ... the Pilgrims are gone ... the  
pioneers are gone ... the gold is gone ... the wind  
is gone ... and all that's left are two lone contestants  
-----but, no! ... here is something new to face...  
slowly creeping from under a packing case is a  
little lug with a funny mug ... why, could anything  
be nicer ... it's the old professor - Kay Kyser

(TAPS END IN HOT LICK)

KYSER: Well, it surely ain't Mickey Mouse chillun ... and  
now we're going to addle your brains with little  
grains of wisdom from the ancient time of 1939.



1. On the face of it, this appears easy, but Albert Barthel of South Bend, Indiana thinks you'll find it harder to remember the immediate past than the long-time long ago. We'll soon find out. Here's one of the big songs of last year. Don't name it - just tell us who sang it and in what picture. (PLAY) She became a featured star of what weekly radio program in 1939?
  
2. One of the biggest social events in many years of American history was in June 1939 when the King and Queen of England visited Washington. Doris Story of Jacksonville, Florida wants you to name two of the three soloists Mrs. Roosevelt invited there to sing for them. Did Howard Hughes make his four-day trip around the globe in 1939? Did Corrigan fly the wrong way in 1939?
  
3. From the following list of radio programs Harold Smith of Seattle, Washington wants you to name two that originated in 1939. Fitch Band Wagon, Pot of Gold, Information Please, Gang Busters. Did Orson Welles cause a radio rumpus with his famous Men from Mars in 1939?
  
4. One of the biggest cowboy movie stars of 1939 wrote this song and Ella Stewart of Kansas City, Missouri wants you to name the song and the star. (PLAY)  
There were two World's Fairs and two Thanksgivings last year, but were there "three little fishes" in 1939 or 1938? Now attention correspondence students - even though I'm asking Miss \_\_\_\_\_, I want all of you to answer this question to yourselves: What was the biggest thing that happened to you in 1939?

(ENTER HARRY WITH A WOO WOO)

KYSER: What do you want now, Sittin' Ferdinand?

HARRY: Here's your beads, Boss -- give me back the country.

KYSER: Throw him a fish, Dean Grauer.

GRAUER: Okay -- and here's the decision -- here's the decision -- here's the decision ... (FADES OFF)

KYSER: That's the way it goes -- give history half a chance and it repeats itself. But anyway our judges have decided that the big winner of the evening is none other than \_\_\_\_\_.

(APPLAUSE)

KYSER: Ah, dear dear \_\_\_\_\_ this old grey head nods with approval -- these old bi-focals moisten with emotion at so magnificent a performance ... I give you the old school handshake.

(RATCHET)

and cross your reaching hand with these Annie Oakleys to the United States mint - these \$35 first prize -- to you dear second placer - because there's many a slip between the sip and the saucer -- these 20 dollars second prize -- and to the other four contestants - ten dollars each and to all six competing scholars a carton of Luckies.

GRAUER: But, professor -- how about the boys in the back tepee.

KYSER: Why, certainly, Dean Grauer -- to each and every member of our student body here tonight for those hearty answers and cheerful nips in the nick of time - a package of Lucky Strike Cigarettes.

(APPLAUSE)

GRAUER: Are you smoking more today ... more than you used to? If you are, remember these two important facts about cigarettes. One - only Lucky Strike offers you the throat protection of the "Toasting" process - and if you are smoking more today, then naturally that process is now more important to you than ever before ... and, two, Luckies today are better than ever, because they contain the cream of finer tobacco crops developed by Uncle Sam. Have you tried a Lucky lately? Remember ... with men who know tobacco best, it's Luckies 2 to 1.

9. ("ARE YOU HAVING ANY FUN" . . . . . ORCHESTRA)

segue to

10. ("BEER BARREL POLKA" . . . . . ORCHESTRA)

(APPLAUSE)

KYSER: Well, das all, chillun -- the old College will have a light in the window for you until next Wednesday when class will be in session from Cincinnati, Ohio. In the meantime, brush up on your musical larnin' and don't forget to attend a laboratory session in musical appreciation at Your Hit Parade with Barry Wood Saturday night over another station. And now, students, remember the address for questions to the old Professor is Kay Kyser - 450 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 auctioneer heard on tonight's program was Mr. L. A.

(Speed) Riggs of Goldsboro, North Carolina.

(SONG CREDITS ... IF ANY)

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# CONTINUITY

ANNOUNCER	PRODUCTION	MUSIC	SOUND	CONTROL	CAST
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KAY KYSER'S  
 TITLE COLLEGE OF MUSICAL KNOWLEDGE CLIENT

DAY WEDNESDAY DATE JAN. 24th TIME 10:00 P.M. SCRIPT No.

WRITER

REBROADCAST BY MILLER TAPE  
 MUTUAL - N.Y. STATE - 1/25/40

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 SLED RIDE DOWN THE HILLS OF HIGHER MUSICAL KNOWLEDGE FOR FUN, FOR \$ 95.00 IN PRIZES AND FOR NICE WARM TREATMENTS OF THAT FAMOUS MAKES-YOU-WANT-TO-DANCE MUSIC..BUT NOW, KIDS, GRAB YOUR SEATS - SCHOOL'S TAKEN IN AND HERE COMES THE OLD PROFESSOR, KAY KYSER..

("KYSER THEME."..... ORCHESTRA)

(APPLAUSE)

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KYSER: EVENIN' FOLKS - HOW'RE YA ALL ... WELCOME TO THE OLD SCHOOL. (SNEAK IN STEAMBOAT) IT'S SWELL SEEIN' ALL YOUR BRIGHT, BEAMIN' -- ALL YOUR BRIGHT -- SAY - BLESS MY SOUL IF THAT DON'T SOUND LIKE A STEAMBOAT, DEAN GRAUER -

GRAUER: IT IS, PROFESSOR - IT'S THE STEAMER TOM GREENE.

KYSER: WHY, BLOW MY CALLIPEE - WHERE COULD WE BE THAT STEAMBOATS COME TO CLOSE -- EH, STUDENTS?

AUDIENCE: WAS YOU EFFER IN ZIZZINNATI?

(CHEERS)

KYSER: I SURE WAS, STUDENTS - AND I SURE AM THE OLD CLASSROOM IS HOLDIN' FORTH TONIGHT ON THE BANKS OF THE OHIO OLD IN ONE OF THE LOVELIEST AND MOST HISTORIC TOWNS IN THE COUNTRY, HOME OF THE NATIONAL LEAGUE CHAMPIONS, THE CINCINNATI REDS. SO CAST OFF THEM ROPES - BLOW THEM WHISTLES...

(SOUND: STEAMER WHISTLES)

(CHEERS)

KYSER: YES SUH, SHAG UP THE GANGPLANK, GET ON THE DECK - GRAB YOURSELF A CHICKEN - COME ON, YETS PECK - PECK - PECK

(SOUND: WHISTLE)

1. ("I'M AN OLD COWHAND".....ORCHESTRA)

SEGUE TO

2. ("FAITHFUL FOREVER".....SINGS & ORCH)  
(APPLAUSE)

KYSER: DEAN GRAUER, ONE OF OUR STUDENTS SENDS IN THIS CRYPTIC QUERY? QUOTE "WHY DO YOU SAY "LATELY"? UNQUOTE

GRAUER: LATELY, PROFESSOR? OH, YES. I GATHER THAT HIS QUESTION IS ABOUT OUR QUESTION TO SMOKERS EVERYWHERE: HAVE YOU TRIED A LUCKY LATELY?...WELL, THAT "LATELY" IS EASILY EXPLAINED. YOU SEE, DURING THE PAST SEVERAL YEARS UNCLE SAM HAS HELPED THE FARMERS GROW THE FINEST TOBACCO IN HISTORY. THE CREAM OF THIS BETTER THAN EVER TOBACCO HAS BEEN THOROUGHLY AGED AND NOW IT'S IN LUCKIES. So - THANKS TO UNCLE SAM - LUCKIES ARE NOW BETTER THAN EVER.

RUYSDAEL: AND, PROFESSOR KYSER, IF YOUR STUDENT WANTS FURTHER INFORMATION, LET <sup>them</sup> ~~HIM~~ TALK TO THE TOBACCO FARMERS THEMSELVES. HERE'S WHAT A TYPICAL ONE - "MAC" McCONNEL OF ROUTE 6, LEXINGTON, KENTUCKY WILL TELL HIM....

MAN: THOSE BOYS AT THE UNITED STATES GOVERNMENT EXPERIMENT STATION REALLY KNOW TOBACCO. THEY'VE TOLD ME ABOUT PLANTING AND TOPPING AND A HEAP OF OTHER THINGS I NEEDED TO KNOW. THEY HAVEN'T FAILED ME YET IN HELPING ME GROW BETTER TOBACCO.

RUYSDAEL: YES, UNCLE SAM HAS MADE TOBACCO BETTER THAN EVER. LUCKY STRIKE AS ALWAYS HAS BOUGHT THE CREAM OF THE CROP. AGED AND MELLOWED FROM 2 TO 4 YEARS THESE FINER LIGHTER TOBACCOS ARE IN LUCKIES TODAY. HAVE YOU TRIED A LUCKY LATELY? IF YOU HAVEN'T, MAYBE YOU'VE BEEN MISSING SOMETHING. NEXT TIME ASK FOR LUCKY STRIKE AND FIND OUT HOW TRULY FINE A MODERN CIGARETTE CAN BE - THANKS TO UNCLE SAM.

("LUCKY DAY".....INTRODUCTION TO KAY KYSER)

(ENTER GRAUER WITH CLASS BELL)

(SOUND: RUNNING FEET AND VOICES)

AUDREY: HURRY UP, GINNY - WE'LL BE LATE.

GINNY: I'M COMING, AUDREY - GIVE ME MY SLATE.

GRAUER: SCHOOL'S IN, CHILLUN - TAKE YOUR SEATS. OUR SIX  
CHOSEN AT RANDOM SCHOLARS ARE SITTING ON THE OLD  
LECTURE PLATFORM,... OUR JUDGES ARE IN THEIR BENCHES -  
THE BLACKBOARDS ARE CLEAN. SO HATS OFF, KIDS, HERE  
COMES THE WIZARD - THAT OLD GIZZARD... PROFESSOR KAY  
KIZZARD.

(KYSER MARCH.....ORCHESTRA)

KYSER: WELCOME, MY DEAR CONTESTING SCHOLARS - BEFORE YOU TAKE  
YOUR EXAMINATIONS, YOU GOT TO PASS THE OLD SCHOOL  
APTITUDE TEST - SOUND YOUR 'A', STUDENTS.

AUDIENCE: AHHHHH

KYSER: MY GOODNESS, WHAT PRETTY RED TONGUES YOU GOT. JUST  
KEEP THEM IN YOUR CHEEKS, SCHOLARS, WHILE OUR FIRST  
THREE CANDIDATES FOR DEGREES STEP FORWARD HERE ON THE  
OLD LECTURE PLATFORM...AND EARN THEIR WAY THROUGH THE  
OLD COLLEGE.

(FIRST QUESTION ROUND)

1. MISS JANE FREEMAN OF CINCINNATI, OHIO THINKS IT IS APPROPRIATE TO START OUR CINCINNATI CLASS SESSION BY FIRST DETERMINING THE GEOGRAPHICAL LOCATION OF THIS CITY. NOW IS IT ON (PLAY) THEN IS IT (PLAY) WELL, HOW ABOUT ON THE (PLAY)
  
2. SEVEN PRESIDENTS OF THE UNITED STATES WERE BORN IN OHIO AND SOME OF THEM HAVE THE SAME LAST NAME AS POPULAR STARS OF STAGE AND SCREEN. NOW, I'LL NAME THEM AND MISS MARGARET FELL OF NEWPORT NEWS, VIRGINIA WANTS YOU TO NAME AT LEAST THREE OF THE STARS: ULYSSES S. GRANT, BENJAMIN HARRISON, RUTHERFORD B. HAYES, WILLIAM MCKINLEY, JAMES A. GARFIELD, WILLIAM HOWARD TAFT, WARREN G. HARDING.
  
3. HERE IS A WELL KNOWN ORCHESTRA THEME SONG. ROY L. RIES OF PHILADELPHIA, PENNSYLVANIA WANTS YOU TO TELL US WHOM IT IDENTIFIES. (PLAY) TELL US WHAT POPULAR RADIO PROGRAM HE IS NOW ASSOCIATED WITH.
  
4. THIS DOESN'T COUNT, BUT CAN YOU TELL US WHAT STATE CONTAINS ONLY THREE LETTERS OF THE ALPHABET IN ITS NAME? NOW MISS JENNIE DEERING OF DEBUQUE, MONTANA WANTS YOU TO NAME A SONG WHICH STARTS WITH EACH LETTER IN OHIO.  
  
BY THE WAY, TOMORROW NIGHT WE PLAY THE ST. XAVIER UNIVERSITY HUNDRETH ANNIVERSARY DANCE, AND FRIDAY NIGHT THE ONE HUNDRED AND THIRTY-FIFTH ~~UNIVERSITY OF OHIO~~ ANNIVERSARY DANCE, *of Ohio University*



P. 6.

5. (MEDICINE SHOW EFFECT, FADING FOR:) NOW THE SETTING IS A MEDICINE SHOW. OLD DOC SOUR-ROOT IS ONE THE PLATFORM WITH A BOTTLE IN HIS HAND, INDIAN CHIEF KICKAPOO ON HIS RIGHT, AND A BIG DRUM BEHIND HIM. HE LOOKS OUT INTO THE CROWD AND SAYS, "THERE'S AN OLD FELLER WHO LOOKS LIKE HE HAD THE BENDS. WHAT'S THE MATTER WITH YOU, MY FRIEND?" AND THE OLD MAN REPLIES (PLAY) THE BARKER SAYS "THAT'S CERTAINLY TOO BAD - BY THE WAY, WHAT'S YOUR NAME, MY <sup>Good</sup> POOR MAN?" HE ANSWERS, "I'M MOON MULLINS' PAPPY." THE BARKER SAYS, "OM, FULL-MOON MULLINS. IT SURE LOOKS AS IF (PLAY) THEN OLD DOC SOUR-ROOT SAYS, "HERE, TAKE A SWIG OF THIS MAGIC ELIXIR - GOOD FOR MAN OR BEAST (GURGLE-GURGLE) I SAID SWIG - NOT THE WHOLE BOTTLE. THAT'S IT - THAT'S IT - WHY, YOU LOOK BETTER ALREADY. TELL THE FOLKS HOW YOU FEEL NOW." AND MOON SAYS, "YA-HOO (PLAY)"

6. THIS ONE HAS NOTHING TO DO WITH OHIO PARTICULARLY - IT'S JUST A LITTLE PEARL SUGGESTED BY MISS HARRIET COOLMAN OF PORTLAND, MAINE. SHE SAYS THAT PEARL IS EITHER THE FIRST OR LAST NAME OF A COMEDIAN, AN ORCHESTRA LEADER, AN AUTHOR, AND A FAMOUS HEROINE OF THE SILENT MOVIES. SEE IF YOU CAN NAME ANY THREE OF THEM. IN OTHER WORDS, KNIT TWO, PEARL THREE, AND DROP ONE.  
SOUND: CLANK.

P. 6-A.

7. I THINK WE WILL ALL AGREE THAT THE NEXT SONG IS ONE OF THE MOST BEAUTIFUL WE HAVE HAD FOR SOME TIME, AND DR. JAMES COOLEY OF BROOKLYN, NEW YORK WANTS YOU TO NAME IT. (PLAY) NOW DID JESSE OWENS WRITE THAT AND DOES HE USE IT AS HIS ORCHESTRA THEME? IF NOT, WHO DOES?

8. NOW LET'S DEVOTE THIS NEXT QUESTION TO SOME OF AMERICA'S GIRL BAND LEADERS, ~~BLESS THEIR HEARTS!~~ W.A. WESLEY OF WICHITA, KANSAS SAYS THE NAME OF THE FOLLOWING SONG IS ALSO THE NAME OF THE GIRL WHO USES IT AS HER THEME. (PLAY) WHAT NEGRO GIRL BAND LEADER IS ASSOCIATED WITH THIS SONG? (PLAY) (LEON AND EDDIE'S)

9. IF YOUR MEMORY IS NINETY-NINE AND FORTY-FOUR ONE-HUNDREDTHS PER CENT PURE, *J. A. Jones of Jackson, Missouri.* ~~W.A. WESLEY OF WICHITA, KANSAS,~~ SAYS YOU WILL FLOAT THROUGH THIS QUESTION WITH THE GREATEST OF EASE. NOW MIND YOUR P'S AND G'S AND TELL US THE NAME OF THIS THEME WHICH *sponsored by Jerry Soap.* IDENTIFIES THE O'NEILLS, (PLAY) NOW HERE'S A MARCH THAT WAS COMPOSED ESPECIALLY FOR A MAGAZINE NATIONALLY KNOWN IN THE AMUSEMENT WORLD THAT'S PUBLISHED RIGHT HERE IN CINCINNATI. SEE IF YOU CAN NAME IT. (PLAY)

SOUND: ENTER GRAUER WITH BELL.

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GRAUER: RECESS, PROFESSOR - THE ROUND IS OVER.

KYSER: THANK YOU, DEAN GRAUER...AND DAS ALL, CHILLUM. OUR  
JUDGES WILL HAVE A DECISION IN THE TWINKLE OF AN EYE.

(SOUND: BIG CLASS CRASH)

KYSER: THANK YOU, TWINKLE OF A GLASS EYE - OUR JUDGES HAVE  
DECIDED THAT THE WINNER OF THE FIRST ROUND IS NONE

OTHER THAN \_\_\_\_\_.

(APPLAUSE)

KYSER: AH, DEAR MR. \_\_\_\_\_, YOUR LEARNING ADDS ANOTHER  
SHINING SUMMIT TO CINCINNATI'S SEVEN PROUD HILLS...  
LIKE THAT ANCIENT ROMAN, CINCINNATUS, GO LIGHT UP A  
LUCKY STRIKE NOW AND BEAT YOUR PICCOLOS INTO PLOUGHSHARES  
AND WHILE THE ELVES EDGE AROUND EDEN PARK...YET'S  
FUDGE AROUND THE FOUNTAIN - ROMP ROUND THE RIVER --  
ZAZ - ZU - ZAZ AROUND THE ZAZ - ZOO - ZOO - YETS DANCE.

3. ("CONFUCIUS SAY"..... MASON & ORCHESTRA)

SEGUE TO

4. ("CHATTERBOX..... DUET 3 ORCHESTRA)

(APPLAUSE)

COMMERCIAL #2

KYSER: NOW HERE'S THAT INQUIRIN' FELLOW, BASIL RUYSDAEL. HE WANTS TO ASK ALL YOU STUDENTS A QUESTION.

RUYSDAEL: FOLKS, ARE YOU SMOKING MORE TODAY THAN YOU USED TO? CHANCES ARE: YOUR ANSWER WILL BE "YES". FOR IT'S IN TUNE WITH THE TIMES, WITH THIS MODERN EXCITING AGE WE LIVE IN. SO IT'S TIMELY, TOO, TO CONSIDER THE FACTS ABOUT LUCKY STRIKE'S EXCLUSIVE PROCESS "IT'S TOASTED". FOR SURELY THE MORE YOU SMOKE, THE MORE YOU NEED THROAT-PROTECTION.

GRAUER: AND THROAT-PROTECTION IS WHAT "TOASTING" OFFERS YOU, AS THE 2500 PEOPLE IN OUR STUDIO TONIGHT CAN TELL YOU. JUST BEFORE OUR BROADCAST, THEY SAW THE SAME LUCKY STRIKE MOVIE WHICH WAS SHOWN TO OVER 3 MILLION PEOPLE AT THE NEW YORK WORLD'S FAIR. YES, THEY SAW HOW "TOASTING" TAKES OUT CERTAIN THROAT-IRRITANTS FOUND IN ALL TOBACCO. THERE WAS ACTUALLY A CLOSE-UP OF THOSE IMPURITIES PUFFING OUT THROUGH A GREAT VENT ABOVE THE "TOASTING" CHAMBERS. THEN THEY SAW THE ULTRA VIOLET RAY MACHINE...WITH THE TOBACCO BEING MELLOWED BY THAT CONCENTRATED SUNSHINE. THEY'VE EYE-WITNESSED ALL THESE FACTS.

RUYSDAEL: ARE YOU SMOKING MORE TODAY? IF YOU ARE, YOU NEED MORE THAN EVER BEFORE A CIGARETTE THAT OFFERS YOU THE THROAT-PROTECTION OF THE EXCLUSIVE PROCESS "IT'S TOASTED." ONLY LUCKY STRIKE GIVES YOU THESE BENEFITS. HAVE YOU TRIED A LUCKY LATELY?

~~("SCATTERBRAIN".....ORCHESTRA)~~

(APPLAUSE)

(ALL THE THINGS YOU ARE..... DABBITT & ORCH)

(APPLAUSE)

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AUDREY: (WEEPS)

I LIKE COLUMBUS, CLEVELAND AND CINCINNATI  
CAUSE FOLKS ARE SWELL AND WE'RE SO BATTY.  
I LIKE MY SCHOOLMATES, HERE AND ALL ACROSS THE NATION,  
BUT NOW WE GOT TO GO AWAY AND IDENTIFY EACH STATION.

(BAND: WEEPS COPIOUSLY)

GRAUER: YES, KIDS - HERE'S WHERE WE PAUSE FOR STATION IDENTIFICATIO

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

(AUDIENCE IS HEARD SINGING "SCHOOL DAYS" TO BIG FINISH

GRAUER: Psssst! .... HEY, KIDS...CHEESE IT...

(CROWD EXCITEMENT)

GRAUER: GIT IN YOUR SEATS, QUICK...

(NIPS IN RAPID SUCCESSION ON SLIDE WHISTLE)

GRAUER: SH - SH - THAT'S IT - CAUSE HERE COMES THE OLD PROFESSOR.

(SOUND : DOOR OPEN & CLOSE)

KYSER: AH, HOW QUIET AND ORDERLY YOU ARE TONIGHT. ARE YOU  
WAITING FOR THE SECOND ROUND TO BEGIN, MY LITTLE WELL-  
BEHAVED SCHOLARS?

AUDIENCE: YES - TEACHER!

KYSER: ALL RIGHT CHILLUN - HERE IS THE FLOWER OF CINCINNATI  
CONTESTING STUDENTS - THREE QUEEN CITY QUEENS. THEY  
SAID CINCINNATUS WENT HOME TO HIS PLOW, BUT SEEIN'  
THESE GALS YOUR OLD PROFESSOR KNOWS BETTER. - AND HOW!  
(POKEY: WOW) YES SUH, CHILLUN - SO STEP UP, MY THREE  
BEAUTIFUL CO-EDS AND GIVE OUR CO-OPS SOMETHING TO  
WORRY ABOUT.

SECOND QUESTION ROUND.

## SECOND QUESTION ROUND

1. MARTIN FAYE OF DAYTON, OHIO REMINDS US A CERTAIN NATIONALLY KNOWN ORCHESTRA LEADER IS USHERED ON THE AIR IN A MANNER SIMILAR TO THIS. (PLAY) WHAT'S THE NAME OF THAT SONG? WHO IS THE BAND LEADER?
2. THE FOLLOWING ARE A FEW TOWNS IN OHIO FAMOUS AS THE HOME PLACES OF VERY DISTINGUISHED PEOPLE, AND HAROLD O'DONNELL OF NEW HAVEN, CONNECTICUT FEELS YOU SHOULD BE ABLE TO ASSOCIATE THEM IMMEDIATELY:

DAYTON, OHIO - THEY GAVE US THE AIRPLANE.  
 CIRCLEVILLE, OHIO - HE SAYS - "IS EVERYBODY HAPPY?"  
 MILAN, OHIO - HE GAVE US THE ELECTRIC LIGHT.  
 CADIZ, OHIO - HAS A LEADING ROLE IN "GONE WITH THE WIND."

3

3. HARRIET BEECHER STOWE, THE AUTHOR OF UNCLE TOM'S CABIN, LIVED IN CINCINNATI FOR MANY YEARS, AND CHARLES F. SELLMAN OF BALTIMORE WONDERS IF THE FOLLOWING SONG WAS THE THEME OF THAT PLAY. (PLAY) NOW, CAN YOU NAME TWO CHARACTERS IN THAT PLAY?

4. J. E. FISHEL OF WASHINGTON, D.C. REMINDS US THAT SOME OF RADIO'S MOST POPULAR SHOWS ARE 15-MINUTE PROGRAMS WHICH FEATURE TEAMS OF TWO PEOPLE, SUCH AS HAM & EGGS, PROCTOR & GAMBLE, JACK AND JILL, SEARS & ROEBUCK - AND HE WANTS YOU TO NAME THREE OF THEM.

5. NEXT TUESDAY WE ARE PLAYING THE OFFICIAL PRESIDENT'S BIRTHDAY BALL AT THE MAYFLOWER HOTEL IN WASHINGTON, D.C., AND IN ADDITION, GINNY AND I ARE VERY HONORED TO HAVE THE PRIVILEGE OF ACCOMPANYING MRS. ROOSEVELT TO THE VARIOUS OTHER FUNCTIONS TO BE HELD IN WASHINGTON THAT NIGHT, AND WE CERTAINLY HOPE TO SEE OUR WASHINGTON FRIENDS AT ONE PLACE OR ANOTHER. NOW, WE ALL KNOW AND APPROVE <sup>the</sup> ~~OF THIS~~ <sup>in conjunction with the President's ~~birthday~~ birthday.</sup> DRIVE TO HELP THE DOCTORS IN THEIR FIGHT AGAINST ONE OF THE MOST DREAD ENEMIES OF MANKIND, AND THE COMMITTEE IN CHARGE HAS CHOSEN THIS SONG FOR ITS THEME. (PLAY) NOW, FOR <sup>Frank</sup> JANE <sup>Mantulla, of San Francisco</sup> LINDBERMAN OF PORTLAND, OREGON, CAN YOU NAME TWO OTHER SONGS WITH \_\_\_\_\_, \_\_\_\_\_, OR \_\_\_\_\_ IN THEIR TITLES?

NOW THERE'S A GOOD REASON WHY THIS WORTHY CAMPAIGN HAS ADOPTED \_\_\_\_\_, FOR A THEME: IF EVERYONE SENT IN A CONTRIBUTION OF TEN CENTS, ADDRESSED TO THE PRESIDENT, WHITE HOUSE, WASHINGTON, D.C., YOU CAN SEE HOW MUCH GOOD IT WOULD DO. WELL, I THINK THAT PRETTY NEARLY ALL OF US CAN SPARE A DIME OR MAYBE MORE, SO LET'S LEND OUR WHOLE-HEARTED SUPPORT TO THE "MARCH OF DIMES."



6. COMES TIME IN OUR SIZZLING CINCINNATI CLASS SESSION FOR THE RIGHT OR WRONGERS. ARTHUR LAUER OF CHICAGO, ILLINOIS JUST WANTS YOU TO SAY RIGHT OR WRONG TO THE FOLLOWING STATEMENTS:

1. THE MILLS BROTHERS ARE ACTUALLY THREE BROTHERS AND THEIR FATHER.
2. SNOW-WHITE, GULLIVER'S TRAVELS, AND PINNOCHIO WERE ALL PRODUCED BY WALT DISNEY.
3. WARNER BAXTER, TYRONE POWER, HARRY RICHMAN, AND JOE E. BROWN, ARE ALL FROM BEAUTIFUL OHIO.
4. EDNA MAE OLIVER IS KNOWN AS THE "OOMPH GIRL".

*Now, Miss Mary Jeanne Mc. Cullough of Cincinnati*

7. THE NEXT QUESTION FOR EACH OF YOU THREE GIRLS IS TO SING-A-  
8. SPELL. IN OTHER WORDS, YOU SING AND SPELL AT THE SAME TIME.  
9. SULLY MASON AND I WILL SHOW YOU HOW THE SONG GOES AND THEN I'LL ASK EACH OF YOU TO TAKE A CRACK AT IT.

(SOUND: CLASS BELL)

GRAUER: RECESS, PROFESSOR - THE ROUND IS OVER.

KYSER: THANK YOU, DEAN GRAUER - AND DAS ALL, CHILLUN. DRAG YOUR FEET NOW WHILE OUR JUDGES DELIVER A DECISION AND PROCLAIM A WINNER.

SOUND: TWANG AND SOCK

KYSER: DOGGONE YOU, SCHOLARS - WHO HIT ME WITH THAT BUCKEYE?

IF I DON'T TAN YOUR HIDES FOR THIS, THERE AIN'T A  
*been in Boston*  
~~RACE HORSE IN KENTUCKY.~~ (DOES HIS ABBADABBA)

GRAUER: PSSST - PROFESSOR - THAT WASN'T A BUCKEYE -- THE JUDGES JUST CAME THROUGH WITH A DECISION.

KYSER: WELL, THANK YOU, JUDGES - YOU HIT THE ANSWER RIGHT ON THE NOSE -- MY NOSE. BUT YOU PROCLAIM THE WINNER OF THE SECOND ROUND TO BE NONE OTHER THAN \_\_\_\_\_.

(APPLAUSE)

KYSER: AH, DEAR MISS \_\_\_\_\_, WITH SUCH SILVERY TONGUED ERUDITION YOU COULD PLAY A HARMONICA IN A SYMPHONY ORCHESTRA. GO - LIGHT UP A LUCKY STRIKE AND REST TILL THE FINAL ROUND. FOR THIS IS RECESS TIME COMING UP AND CHILLUN, TAKE A TIP FROM PAPA - GRAB A JACK AND GRAB A JILL - HERE'S A GOODY FROM OLD BRAZIL -- "I WANT MY MAMA." YES SUH, CHILLUN - YES DANCE.

7. ("I WANT MY MAMA" .....PRODUCTION)

(APPLAUSE)

COMMERCIAL #3

P. 13

KYSER:

DEAN GRAUER WONDERS IF YOU'D GET A LITTLE SLOW ON THE JOB IF YOU DID THIS FOR 33 YEARS...

(CHANT 10 SECONDS - SOLD AMERICAN)

GRAUER:

WELL - CHANTING TOBACCO AT AUCTIONS IS NO EASY JOB. IT REQUIRES NOT ONLY A READY TONGUE BUT A QUICK WIT, AN EAGLE EYE, AND A SURE AND CERTAIN KNOWLEDGE OF TOBACCO. IN SPITE OF THE CONSTANT PRESSURE, A VETERAN OF 33 YEARS AS AN AUCTIONEER CAN STILL RATE "TOPS" IN THIS FIELD. THAT'S THE ENVIABLE RECORD OF JIM EDWARDS WHO SELLS AT MONK'S TOBACCO WAREHOUSE IN FARMVILLE, NORTH CAROLINA. MR. EDWARDS SAID RECENTLY:

MAN:

JUST TO PUT IT ON RECORD THAT I'M NOT GETTING RUSTY, THE OTHER DAY I SOLD 489,000 POUNDS OF TOBACCO IN 6 1/2 HOURS.

GRAUER:

SPEAKING OF THE CIGARETTE COMPANIES WHO BUY THE TOBACCO HE SELLS, MR. EDWARDS ADDED:

MAN:

I'VE SEEN LUCKY STRIKE "CREAM THE MARKET" AT AUCTION AFTER AUCTION. AND BY "CREAMING THE MARKET," I MEAN SKIMMING OFF THE BEST TOBACCO. THAT'S WHY I'VE SMOKED LUCKIES EVER SINCE 1917.

RUYSDAEL:

SMOKERS, MR. EDWARDS SPEAKS FOR THE VAST MAJORITY OF 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 WHICH 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 AND SEE FOR YOURSELF WHY .. WITH MEN WHO KNOW TOBACCO BEST - IT'S LUCKIES 2 TO 1.

~~("MA HE'S MAKING EYES AT ME".....MASON & ORCHESTRA)~~

(APPLAUSE)

8. ("MA HE'S MAKING EYES AT ME".....MASON & ORCH)

SEGUE TO

9. ("LILACS IN THE RAIN" .....SIMMS & ORCH)

(APPLAUSE)

(FANFARE.....)

P. 15

GRAUER:

THE FINAL ROUND! THE OLD SCHOOL BOOKS ARE PUT AWAY -  
THE BEARDED JUDGES HAVE HIT THE HAY .. AND OUR TWO  
CHAMPION STUDENTS STAND BEFORE THE OLD LECTURE  
PLATFORM READY TO TAKE THEIR FINAL EXAMINATIONS FOR  
TOP DEGREES AND FINANCIAL SECURITY - THE LIGHTS DARKEN  
AND THE MOMENT IS TENSE - CINCINNATI, IS JITTERY --  
OHIO IS AGOG -- FOR HERE COMES THAT NABOB OF  
NITWITTERY -- THAT BUMP ON A LOG....

SOUND: WHISTLE AND SOCK ON WOOD

KOKEY: OUCH!

KYSER: THANK YOU, BUMP -- SORRY, LOG -- AND STEP UP, MY  
CHAMPION SCHOLARS... YOUR OLD PROFESSOR IS ABOUT TO  
MAKE THINGS TOUGH FOR YOU AND BARK YOUR SHINS WITH  
A LITTLE EXCLUSIVE LEARNING.

FINAL QUESTION ROUND

FINAL QUESTION ROUND

1. LISTEN CLOSELY NOW, BECAUSE WE ARE GOING TO PLAY TWO SONGS I AM SURE YOU ARE FAMILIAR WITH, BUT MISS MYRTLE SIMPSON OF COLUMBIA, MISSISSIPPI WONDERS IF YOU WILL BE ABLE TO TELL US WHICH IS "TRAUMEREI" AND WHICH IS "LIEBESTRAUM."
  
2. WHAT THREE CITIES IN OHIO ARE KNOWN AS THE 3 C'S? NOW MISS LUCIA E. HARDING OF CHARLOTTE, NORTH CAROLINA WANTS TO KNOW WHAT THREE CLASSICAL COMPOSERS ARE KNOWN AS THE 3 B'S? WHEN YOU SEE THREE A'S ON THE FRONT OF A CAR, WHAT DO THEY STAND FOR?
  
3. MR. W. H. DUNING OF CINCINNATI, WONDERS IF YOU KNOW WHAT TWO CITIES OF THE 3 C'S HAVE SYMPHONIES. GOING FROM THE SUBLIME TO THE RIDICULOUS, CAN YOU TELL US WHAT COMEDY TEAM ARE ASSOCIATED WITH THE EXPRESSION O-H-10. ~~BUT SPEAKING OF SYMPHONIES, CINCINNATI, WITH ITS ORCHESTRA DIRECTED BY EUGENE GOUSSENS, THE CELEBRATED MAY FESTIVAL, AND ITS CONSERVATORY AND MUSICAL COLLEGE, IS ONE OF AMERICA'S FOREMOST MUSICAL CENTERS.~~
  
4. WE'RE GOING TO PLAY TWO FAMILIAR MELODIES. ONE IS AN OLD GERMAN FOLK SONG, AND THE OTHER IS MY HERO. MISS DOROTHY QUIMBY OF BENNINGTON, VERMONT, WANTS YOU TO TELL US WHICH IS MY HERO. (PLAY) (PLAY) NOW, WHAT'S MY HERO FROM, BLOSSOM TIME, THE MERRY WIDOW, THE CHOCOLATE SOLDIER, OR THE CANDY KID. (ENTER GRAUER RINGING BELL)

P.

P. 17

GRAUER: IT'S ALL OVER BUT THE SHOOTING, PROFESSOR!

SOUND: MACHINE GUN... ETC

KYSER: WELL, THERE'S THE SHOOTING, CHILLUN, AND DAS ALL UNTIL OUR JUDGES COME THROUGH WITH A DECISION - YES -- THE DECISION IS HERE AND IT SAYS THAT THE WINNER OF THE FINAL ROUND -- THE BIG ESSAY AND ENDOWMENT WINNER OF THE EVENING IS NONE OTHER THAN \_\_\_\_\_.

(APPLAUSE)

AH, DEAR \_\_\_\_\_, YOU HAVE THE BRAINS OF A BOSWELL AND THE TONGUE OF A BRYAN .. I AWARD YOU THE CAMPUS, THE KITTY AND CARESS YOUR CLUTCHING FINGERS WITH THIS FINANCIAL INDEPENDENCE OF \$35 FIRST PRIZE. TO YOU, DEAR SECOND PLACER, BECAUSE IT WAS ONLY AN ILL WIND AND A FAST TIME CHIME WHICH PREVENTED YOU FROM WALKING AWAY WITH TOP HONORS, I AWARD THIS SECOND PRIZE OF \$20 .. TO THE OTHER FOUR CONTESTING STUDENTS, TEN DOLLARS EACH, AND TO ALL SIX A CARTON OF LUCKIES, *and*  
~~I GUESS THAT'S ALL SAVE THE SHOOTING.~~

AUDIENCE: ~~NOOOOOOOO!~~

KYSER: ~~THAT'S RIGHT - YOU'RE RIGHT~~ .. TO EACH AND EVERY MEMBER OF OUR STUDENT BODY HERE TONIGHT - FOR THOSE HEARTY CHEERS AND THOSE VOLUNTEER ANSWERS, A PACKAGE OF LUCKY STRIKE CIGARETTES TO EACH AND EVERY ONE.

(APPLAUSE)

GRAUER:

ARE YOU SMOKING MORE TODAY .. MORE THAN YOU USED TO?  
 IF YOU ARE, REMEMBER THESE TWO IMPORTANT FACTS ABOUT  
 CIGARETTES. ONE - ONLY LUCKY STRIKE OFFERS YOU THE  
 THROAT PROTECTION OF THE "TOASTING" PROCESS -- AND IF  
 YOU ARE SMOKING MORE TODAY, THEN NATURALLY THAT PROCESS  
 IS NOW MORE IMPORTANT TO YOU THAN EVER BEFORE .. AND,  
 TWO, LUCKIES TODAY ARE BETTER THAN EVER, BECAUSE THEY  
 CONTAIN THE CREAM OF FINER TOBACCO CROPS DEVELOPED  
 BY UNCLE SAM. HAVE YOU TRIED A LUCKY LATELY? R<sub>E</sub>MEMBER..  
 WITH MEN WHO KNOW TOBACCO BEST, IT'S LUCKIES 2 TO 1.

10. ("GOODY GOODBYE" .....ORCHESTRA)

SEGUE TO

1. ("BEER BARREL POLKA" .....ORCHESTRA)

(APPLAUSE)

KYSER:

WELL, DAS ALL, CHILLUN -- THE OLD COLLEGE WILL HAVE  
 A LIGHT IN THE WINDOW FOR YOU UNTIL NEXT WEDNESDAY  
 WHEN CLASS WILL BE IN SESSION AT THE OLD NEW YORK  
 SCHOOL HOUSE. IN THE MEANTIME, BRUSH UP ON YOUR MUSICAL  
 LARNIN' BY LENDING YOUR EARS TO YOUR HIT PARADE WITH  
 BARRY WOOD SATURDAY NIGHT OVER ANOTHER 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  
 BEIN' WITH US .. AND .. SO LONG, EVERYBODY.



P. 18 - (CONT'D)

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

GRAUER: 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

*re Broadcast* 1/31/40

REBROADCAST BY MILLER TAPE  
MUTUAL - NEW YORK STATE  
2/1/40 - 8-9 P.M.

W E A F

THE AMERICAN TOBACCO COMPANY

Kay Kyser's College of Musical Knowledge - #97

( ) ( )  
10:00 - 11:00 PM

JANUARY 31, 1940

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 cake walk for culture to that famous makes-you-want-to-dance music~~ for fun - for prizes and for all shapes and sizes .. do you want to be a dummy or a hummy? Do you want to sing and dance and have a big romance?

AUDIENCE: ~~Yes - oh!~~ *And how*

GRAUER: Well then - get in your chairs or we'll get in your hair\* .. for now down the stairs as if anyone cares comes the old Professor .. Kay Kyser!

(APPLAUSE)

(KYSER THEME . . . . .)

KYSER: Evenin' folks .. how're ya all .. welcome to the old school. Two weeks ago we were in Columbus, last week in Cincinnati, and now it's certainly nice to see all your beaming faces.

(ELEVATED GOES BY)

KYSER: I say - I'm glad to see ...

(FIFTH AVENUE TRAFFIC WAILS AND SCREAMS)

KYSER: ...glad to see --

(SUBWAY ROARS ALONG)

KYSER: ... see your beaming faces ....

(BLEND THEM ALL TOGETHER AND MAKE DIXIE)

*(Sound) tinblute*  
~~VOICE: Hey - Pinkey - look out for teacher!~~

KYSER: Well, scuttle my subway -- tickle my Times Square -- the old college must be back home in New York. Well, well -- our six chosen-at-random scholars are quivering with anticipation -- our \$95 in prizes is ready to split up and go home with them. But before we have class, we're goin' to have jass and ~~before we have jass we're goin' to have ice cream and candy and everything dandy~~ .. So come, you kids -- East Side - West Side - all around the town .. up with your up beat and wait for the down -- I mean - yots dance!

1. ("I DOUBLE DARE YOU" . . . . . ORCHESTRA)

(SEGUE TO:)

2. ("INDIAN SUMMER" . . . . . SIMMS & ORCHESTRA)

(APPLAUSE)

- 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, 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 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 Boonville, North Carolina said recently:

MAN: Uncle Sam sure helps us farmers grow better tobacco. It's a finer, lighter, more fragrant leaf .. 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?

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

(SNORES)

GRAUER: What's the matter? Where's the Old Professor?

ISH: He fell asleep.

GRAUER: Well, class is ready for examination -- wake him up.

ISE: Okay - we'll try.

ISH & AUDREY: Oh lazy professor, will you get up --  
Will you get up, will you get up --  
Oh lazy professor will you get up  
So early in the evening.

(SNORES)

ISH: Looks like the old Professor is dead likely.

*Harry*  
~~AUDREY:~~ Oh, I know what'll get him up. Professor!

(SNORE STOPS AND CONTINUES)

*Harry*  
~~AUDREY:~~ Professor -- Hedy LaMarr is here.

(WHISTLE NIPS)

KYSER: Eh? Uh? What's that? --STUDENTS?

AUDIENCE: Evenin' folks - how're y'all?

KYSER: Oh, fooled again, eh? Well, just for that if I don't make  
school tough for you kids there ain't a <sup>blossom</sup> busted light bulb  
on Broadway. Step up, my first three contesting students,  
while your old professor fits in his ferocious store teeth  
and takes big bites out of you a little bit at a time.

ROUND NUMBER ONE.

1. Roger Frank of Cincinnati sent this nonsensical little query. See if you can name the hot dog song - it goes like this. (PLAY) He also wants to know if you can name the vacuum cleaner's song - like this. (PLAY) Now, he says if Hiawatha or Pocahontas were hitchhiking or thumbing a ride along the highway, what song would it remind you of. Roger says it would be (PLAY)

2. Miss Vida Eaton of Des Moines, Iowa, says most radio entertainers are associated with either a salutation or some familiar expression and wants you to give us your impression of Major Bowes who has made a national byword out of the phrase "All right - all right" - here's the gong, now go ahead. (SOUND: GONG) Now we want you to imitate Walter Winchell who says "Good evening Mr. and Mrs. America and all the ships at sea. Let's go to press." Ready, here's the flash. (SOUND EFFECT) Now, what does Baby Snooks say and how does she say it?

3. Artie Weil of New York City would like for you to tell him what orchestra leader's theme this is. (PLAY) Now tell me at least one song that he composed.

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QUESTION ROUND NUMBER ONE:(CONTINUED)

4. Speaking of orchestra leaders Saul Herschberg of Melford Mass reminds us that lots of them have first names with only three letters; such as Guy Lombardo - G U Y; Can you name three others with first names of only three letters.

5. Now, Miss Katharine Gallagher of Norfolk, Va., wants us to black up and go back to an old time minstrel show.

Gentlemen, be seated.

(CHORD IN G:.....)

KYSER: Permit me to introduce our silver voiced tenor, Mr. \_\_\_\_\_  
singing for your approval (PLAY)

KYSER: Presenting those foremost exponents of the art of soft  
shoe dancing in their famous specialty dance to the  
strains of (PLAY)

KYSER: Our entire cast and company numbering 75 musicians,  
vocalists and specialty artists join in the grand finale  
(PLAY).

1/31/40

6. Let's keep going with our Minstrel Show and A. F. Runkel of Elkhart, Indiana wants you, Mr. Saul Hirschberg of Medford, Mass. to take part in the show with me. I'll be the interlocutor and you be Mr. Bones, the end man. I have two or three chestnuts written out ~~Here~~ <sup>Here's your copy</sup> so let's see how well we can tell them. The idea is, I will say "who was that lady I <sup>seen</sup> ~~seen~~ you with last night". And you say "that was no lady that was my wife." That's the idea, now let's see what kind of an end man you would make. Mr. Bones, I understand you have a goat down at your place that has no nose.

MR.BONES: Das right--Mistuh Intulocutuh.

INTERLOCUTOR: Then how does he smell?

MR.BONES: Terrible.

INTERLOCUTOR: Mr. Bones, do you know why a chicken crosses the road?

MR. BONES: Yes, Mr. Interlocutor, he wants to get away from Kay Kyser.

~~KYSER: Hey! Stick to your lines, boy---~~

*(Ground Hog Observation)*

7. Name this song for the Phi Kappa Alpha Fraternity of Lexington, Kentucky...(PLAY) Now tell us what orchestra leader wrote it and uses it for his theme. He has a very unusual combination of instruments and is now featured at the Beachcomber in New York.



ROUND NUMBER ONE: (CONTINUED)

8. Now for tonight's right or wrongers Jane Carlson of Los Angeles, California wants you to say right or wrong to the following statements:

1. *Paul Robeson is a Phi Beta Kappa man, and former All American football star.*
2. The Philharmonic Orchestra is filled ~~with~~ <sup>an ensemble of</sup> harmonicas ~~led by~~ <sup>Sovak Munnvitch</sup>
3. Phil Spitalny leads an all-girl orchestra.
4. Ina Ray Hutton now leads an all boy orchestra.

9. Here's a good old standard song. Andrew Lawrence of Cleveland wants you to name it (PLAY) Now can you tell us in what city Limehouse is located.

SOUND: (GRAUER RINGING BELL)

1/31/40

GRAUER: There's weeping in Weehawken, Professor- there's heavy breathing in Brooklyn, and there's blubbering in the Bronx, for our judges have climbed into the thermometer to keep warm, and it just went down below zero.

KYSER: I'll holler down and see if I can get a decision.  
(ECHO CHAMBER) Hello, down there, judges.

POKEY: (SUB ZERO) It's cold down here, boss.

KYSER: Well, light a match and send up a decision.

SOUND: (SLIDE WHISTLE..ENDING WITH GLASS CRASH)

KYSER: Thank you, mercury-- one more degree and you would be *doctor of chilblains.* ~~de-centrigated.~~ But you have declared the winner of the first round to be none other than Mr. \_\_\_\_\_.

(APPLAUSE)

Ah, dear Mr. \_\_\_\_\_ - with your non-scatterbrain and glib tongue you could ~~trap mink in the subway.~~ *sell the Brooklyn Bridge to Brooklyn.* Go light up a Lucky Strike, for right now we're about to decorate our recess time with a little hoofin' time-- so bang them brogans, lads-- slap them slippers, gals -- and come on, chillun-- yets dance.

*Oh Johnny* *(Mason & Jack)*  
3. ("LITTLE RED FOX" . . . . . KAY AND AUDREY)

(SEGUE TO:)

4. ("CARELESS" . . . . . BABBITT & ORCHESTRA)

(APPLAUSE)

(C O M M E R C I A L #2)

1/31/40

COMMERCIAL: #2

KYSER: Now, chillun...Basil Ruysdael wants you to do a little mental 'rithmetic..all right, Basil, pop that question.

RUYSDAEL: Folks, are you smoking more today than you used to? Just do a little figuring and you'll probably find that, along with all the other pleasant things you're doing today, more smoking is included. Now isn't it reasonable that the more you smoke, the more you need throat-protection? The more you smoke, the more "It's Toasted" means to you.

GRAUER: Ask any of the 800 people in our studio tonight and they'll tell you that they saw the "Toasting" process with their own eyes. Just before tonight's broadcast, the same Lucky Strike movie was shown to them, which was shown to over 3 million people at the New York World's Fair. Yes, they saw how "Toasting" takes out certain throat-irritants found in all tobacco. There was actually a close-up of those impurities puffing out through a great vent above the "Toasting" chambers. Then they saw the ultra violet ray machine, too - with the golden tobacco turning and tossing in that concentrated sunshine. They've eye-witnessed all these facts.

RUYSDAEL: Are you smoking more today? If you are, you need more than ever before a cigarette that has been mellowed by the exclusive process "It's Toasted". Only Lucky Strike offers you these benefits. Have you tried a Lucky lately?

(LUCKY DAY . . . . . ORCHESTRA)

*Little Tapes*

*Kay & Harry*

5. ("~~OH JOHNNY OH~~" . . . . . ~~MASON AND ORCHESTRA~~)

(SEGUE TO:)

6. ("\_\_\_\_\_")

(APPLAUSE)

ANNOUNCER: We pause for station identification.

(S T A T I O N    B R E A K)

(THEME IN MARCH TEMPO)

1/31/40

SOUND: (CITY SCENE)

LEM: Hey Clem- seein's we're in the big city, let's go ~~in~~ ~~to the Swam~~ here and have our fortunes told.

CLEM: Don't care if I do. Why, there's <sup>a place</sup> ~~one~~ over there.

(SOUND: (CYMBAL SHIMMER)

GRAUER: Ah, customers- I mean - gentlemen -- I see you come from afar. Sit down -- one dollar each...leave by that door, - thank you.

CLEM: Hold on thar- where's our fortune.

GRAUER: Oh yes- of course-- ah, I see in the crystal - I see three beautiful maidens- they are in school...no, don't laugh - it's not that kind of school -- it's worse. There's money -- big money-- there's questions and judges and the second round. Why I'll be horntipped, boys-- take your money back -- it's ~~nothing but~~ the old Professor - Kay Kyser.

*Applause*  
KYSER: ~~That's silly, isn't it? Well, this is even sillier -- have you heard the one about the traveling salesman who went-~~

SOUND: ~~(THUNDER)~~

PUKEY: ~~Help - I'm being kidnaped.~~

SOUND: ~~(DESCENDING ZYLOPHONE...BASS DRUM POP)~~

KYSER: ~~Aw, somebody's always stealing my thunder, so just for that, girls, I'm going to cloud up and rain all over you, ~~so~~ step right up ~~here on the old lecture platform~~ so I can ~~beat~~ <sup>whip</sup> you down into a thick gravy, for I'm asking...~~

(ADD SECOND QUESTION ROUND)

1. Miss Doris Oberstein of Brooklyn, New York, believes it's fair to ask you to name this orchestra's theme and also give us the name of the leader.

2. If you read the funny papers, this one will be a cinch, and even if you don't, Jack Davis of Kansas City, Missouri, is quite sure you are familiar enough with the following comic strips to complete their names:

Mutt and \_\_\_\_\_

Tillie the \_\_\_\_\_

Bringing Up \_\_\_\_\_

The Katzenjammer \_\_\_\_\_

Toots and \_\_\_\_\_

3. (PIANO INTRODUCTION...SUSPENSE CHORDS) Here's <sup>an old-fashioned</sup> ~~a little~~

<sup>three reel</sup>  
1 drama ~~in three parts~~ called "A Woman's Minute" or "Wilfred Waits Again."

~~This question is devoted to the only space of time which no one has been able to measure - a woman's minute.~~ Miss Marian Robertson of Minneapolis,

Minnesota says ~~the following songs will tell of a predicament I'm sure~~

~~will hit home with almost any of our male students.~~ It is Saturday night

~~- the best date night in the week,~~ and Wilfred has a date with his

favorite girl. ~~He's hurrying because she told him to be there at (PLAY)~~

He arrived right on the dot but she called down "I'm not quite ready

because (PLAY)". She said "I'll be down in a minute" -- so after listening

to the Hit Parade he read Life, Time, Pic, ~~and the National Geographic~~

~~- now guess what time it is - it's (PLAY) (PIANO...RUMBLE MUSIC) End of~~

~~reel~~ <sup>reel</sup> one - there will be a short wait to change <sup>reels</sup> ~~pictures.~~

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4. In the meantime, answer this question, Miss\_\_\_\_\_.

Here are three famous trios that are no longer together; however, Cecil G. King of Washington, D.C., wants you to tell us which member of each trio is still a featured soloist on the air. First, which Boswell sister is still singing- Connie, Vet or Martha? Which Pickens sister- Jane, Patti or Helen? And which of the original Rhythm boys is heard weekly on one of radio's top programs?

5. Here's a theme song-- if it's an orchestra leader's, it's Henry King's - if it's a comedian's, it's Milton Berle's. If it's a singer's, it's Lanny Ross'. Listen and tell Miss Connie Brookshire of Atlanta, Georgia which it is. (PLAY)

*Last night we had the honor of playing The Presidents*

6. ~~Lots of America's best known products are known by a familiar slogan. I will quote a few of them and Lewis Jones of Philadelphia, Pennsylvania wants you to name the products they are associated with.~~ *Ball at the Mayflower in Washington. Lots of movie stars were there for the occasion, so Sully Moon suggests that you name a few. I'll give you some clues, and you name 3 of them -*  
~~"Good to the last drop" -- Ask the man who owns one" -- Annabellas husband - Strong - Hopalong Cassidy, Melanie of~~

*Gone with the Wind - Judge Hardy's son - The Singing Cowboy and Stars of Big Town (Tribute spot)*

7. (PIANO INTRODUCTION) And now here's reel two of that stirring melodrama, "A Woman's Minute" -- when we left Wilfred, our handsome hero, it was 11:30 Saturday night-- since then his sweetheart has said: "I'll be down in a minute" some eight or ten times. He has looked through the family album twice, played with the ~~cat~~<sup>dog</sup> and looked at all the pictures on the walls-- and now guess what time it is. (PLAY) <sup>By this time</sup>  
~~his going round in circles humming~~  
~~and the only date that's showed up for Wilfred is~~ (PLAY) (PIANO CHORD)  
 End of reel two. Reel three follows shortly.

8. As suggested by Miss Jane Reinsma of Grand Rapids, Michigan, we are going to see how well you can sing and spell at the same time- the song is "Sing a Spell," the words are all three letter words and first Sully and I will show you how it goes. (PLAY) Step up, Miss \_\_\_\_\_, and try your luck at singing and spelling at the same time. (PLAY) (She is given three sets of words)

9. (PIANO INTRODUCTION) The third and final reel of the great time mystery, "A Woman's Minute!" The last time we heard from our hero it was "Three O'Clock in the Morning" - since then Wilfred has read "Gone With the Wind," made out his ~~expense account~~<sup>income tax</sup> for the week, written a ~~short essay on the importance of being on time for all dates,~~ and in a very exhausted voice he feebly calls ~~to her~~<sup>his girl</sup> (PLAY). And now, believe it or not, he hears footsteps on the stairs and like a dream come true, his date is descending, and who should it be but (PLAY). ~~The fade-out shows our hero tearing his hair and jumping up and down on his top hat shouting (PLAY)~~

*Finishing Chord*  
 (CLASS BELL)



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GRAUER: There's a man with a law book here, Professor- says there's a law against cruelty to co-eds.

KYSER: Well, laws, in-laws and outlaws- they're all about the same! ~~If you will kindly~~ collapse in a clean corner, scholars, our judges <sup>come through with</sup> will run a decision into ~~five figures.~~

~~SOUND:~~ (SOCK, RATTLE AND BELL)

KYSER: Thank you, judges- ~~you rang the bell again,~~ and the winner of the second round is none other than \_\_\_\_\_.

(APPLAUSE)

Dear Miss \_\_\_\_\_ -- I congratulate you. Go - light up a Lucky Strike and sit in the shade of the old lecture platform until the final round. <sup>still be havin an extension</sup> ~~Now the old school is gain' course Friday & Saturday for all the chillun at the Washington rempin' chillun, cause your old Professor is mighty and Lee University, where we play the Fancy Dress Ball, honored by the news that Friday night he is playing the And in honor of the occasion we'd like to dash off a few famous Promenade at the University of Washington and Lee - musical impressions of the Washington and Lee swing. so we're givin' all you co-eds and co-ops a heaping helping of that famous makes-you-want-to-dance music with a rockin', ridin', hoofin' rendition of the famous Washington and Lee Swing - so swing, kids, swing.~~

7. ("WASHINGTON AND LEE SWING" . . . . . PRODUCTION)

(APPLAUSE)

(C O M M E R C I A L #3)

KYSER: Chillun, how well do you know your multiplication table?  
Do you know that toodle oodle plus leeman - eaman equals  
file-fila?

GRAUER: Professor, you should explain that that's tobacco  
auctioneer's English you're speaking. What you just said  
was 2 plus 3 equals 5..Right, Speed Riggs?

RIGGS: Right, Dean Grauer! You see, we tobacco auctioneers chant  
so fast that we streamline the words and make 'em fit into  
rhythm... One is (CHANTS) One da - one da - (ETC.) Two  
is toodle-doodle-doodle (ETC.) Three is leemen-leemen-  
(ETC.)

GRAUER: It's the Morse code of Tobaccoland, isn't it?

RIGGS: Yes and tobacco-men understand every word of even the  
fastest chant! You see, it developed naturally as sales at  
tobacco auctions grew faster. In the old days auctioneers  
just talked the bids like this...At 15 dollars, bid...15...  
15.....I hear 16....16....16....Who'll say 17?...But then  
as the sales went faster, the chant got faster, too, and  
developed its own special rhythm like this...  
(CHANTS SLOW TO FAST - SOLD AMERICAN)

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COMMERCIAL #3:(CONTINUED)

RUYSDAEL: Folks, there you have the inside story of the famous Chant of the Tobacco Auctioneer. And for the inside story of who buys what at the auctions, you will naturally ask those same independent tobacco experts- auctioneers, buyers and warehousemen...Here's their answer, as recorded by their own personal smoking preferences. 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.

8. ("BLUEBIRDS IN THE MOONLIGHT" . . . . . BABBITT AND ORCHESTRA)

(SEGUE TO:)

9. ("THIS CHANGING WORLD" . . . . . SIMMS AND ORCHESTRA)

(APPLAUSE)

(FANFARE . . . . .)

GRAUER: The Final Round...~~what has hai lai got that education ain't got?~~ What has the Roman Circus got that the old college hasn't got? What has the United States Mint got that our prizes haven't got? What has the old college got that Vassar, Harvard, Yale or Princeton haven't got?

AUDIENCE: Kay Kyser!

KYSER: Well, step up, my contesting champions and tell me-- what's your old Professor got that you haven't got?

CONTESTANTS: The answers!

KYSER: Well, they sure can be had, students, and if you don't get your chance to find them right now there ~~ain't two one-eyed jacks in a card game.~~

(ADD FINAL QUESTION ROUND)

1. Our final round this evening is dedicated to one of America's best loved composers, Stephen Foster. The following song is one which we think will live on and on. See if you can name it. (PLAY) Now, that was an easy one but Roy Rushing of Monroe, Louisiana, thinks he will stick you with this one. (PLAY)

2. Now here is a Stephen Foster melody that's a little bit different from those you just heard. See if you can name it. (PLAY)  
*from Stephen Foster collection given to the*  
J. K. Lilly ~~has built a shrine to~~ Stephen Foster, <sup>Alabama</sup> in Foster's home town and from the following list Hope Ferris of Miami Beach, Florida, wants you to pick out what city that is: Louisville, Ky., Chicago, Illinois - Tallahassee, Florida, Pittsburgh, Pa., Possum Trot, Tennessee.

3. I guess everyone has one Stephen Foster song which is his favorite and Mr. Pat Sullivan of Pittsburgh, Pa., says that this is the one he likes best. (PLAY) One of the current musical motion pictures is "Swanee River" which tells the story of part of Stephen Foster's life and we wonder if you can name two of the stars in that picture.

4. Alice Waite of Seattle, Washington, says she can't make up her mind which of the following two songs by Stephen Foster she likes the best. They are "Beautiful Dreamer" and <sup>I Dream of</sup> "Jeannie With the Light Brown Hair". We are going to play them for you and you tell us which is which. (PLAY) (PLAY) Now, which one do you like best. Why?

SOUND: (GRAUER RINGING BELL)

GRAUER: This tired old hand rings this tired old bell-- ding dong  
doggone- give up, Professor - give up.

KYSER: *All right* ~~But~~ *Give up, the contestant give up and the* Dean Grauer- I feel just as fresh as a daisy.

~~But~~ *Judge give up - with a decision that says* Well, I'm a daisy and I don't feel fresh.

KYSER: ~~Well, you are fresh- and I don't like you 'cause daises~~  
~~never tell. But I'd like our judges if they'd tell. Come~~  
~~on, judgy wudgies - who won?~~

~~CHORUS: (VOICES OF CONFUSION)~~

KYSER: ~~That's a nice judges-- they say-~~ the big winner of the evening is none other than \_\_\_\_\_.

(APPLAUSE)

Ah - oh and me oh my, dear \_\_\_\_\_ - your head should be on the backs of silver dollars. What a performance - what a thrill! I put round your shoulders the scarf of wisdom and into your south paw this token of \$35 first prize-- if money could talk I wonder what it would say---

SULLY: Save your money, sport!

KYSER: Yes, and to you, dear second placer- ~~knowing full well that~~  
~~it was only the cold, the classroom and the state of the~~  
~~nation which prevented you from nipping off with first honors~~  
-- I award this second prize of \$20 -- to the other four contestants because they fought valiantly and well, ten dollars each and to all six contestants a carton of Luckies. Then to each and every member of our student body here tonight, for those cheerful one-arm tackles, those magnificent bellows from the back room - a package of Lucky Strike cigarettes.

(APPLAUSE)

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GRAUER: Are you smoking more today..more than you used to? If you are, remember these two important facts about cigarettes One - only Lucky Strike offers you the throat protection of the "Roasting" process-- and if you are smoking more today, then naturally that process is now more important to you than ever before. And, two, Luckies today are better than ever, because they contain the cream of finer tobacco crops developed by Uncle Sam. Have you tried a Lucky lately? Remember...with men who know tobacco best, it's Luckies two to one.

10. ("STOP IT'S WONDERFUL" . . . . . ORCHESTRA)

(SEGUE TO:)

11. ("~~BEER BARREL POLKA~~" . . . . . ORCHESTRA)

(APPLAUSE)

KYSER: Well, das all, chillun-- the old College will be bundled away until next week when we will unwrap another session of higher musical education <sup>in Miami, Florida</sup> In the meantime, brush up on your musical larnin' by lending your ears to YOUR HIT PARADE with Barry Wood Saturday night over another 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 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)

jgs-wjh  
1/31/40

THIS IS THE NATIONAL BROADCASTING COMPANY.





The American Tobacco Company  
Kay Kyser's College of Musical Knowledge - #98  
Wednesday, February 7th, 1940

REBROADCAST BY MILLER TAPE  
MUTUAL - N.Y. STATE 2/8/40  
8-9 P.M.

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 ...  
Wednesday night - class night - time to hear "That's right - you're right" for fun, for prizes and for plenty of that famous makes-you-want-to-dance music. The doors are closed - ~~the class is in order~~ and now is the time to give the Old Professor a line and a bit of knowledge on the whereabouts tonight of the old musical college. <sup>Where are we</sup> ~~What do you say~~ (CHORD) students?

AUDIENCE: ( SINGS ) "ON MIAMI SHORES"  
(APPLAUSE)

*(Applaud them) Yes, sir*

KYSER: Evenin' folks - how're ya all? *snag* ~~Way~~, bait me a line and ~~hook~~ me a sailfish  
 if the old college hasn't landed tonight, *in the Lerone Theatre in magnificent*  
 way in Florida. Your Old Professor is certainly glad to bask in the warmth  
 of your smiles, students, and to greet our six chosen-at-random scholars who  
 will take examinations tonight for culture, degrees and \$95 in prizes. *So*  
~~it~~ *chillun*  
~~certainly looks like a fine night for fishing for fun and finance, chillun,~~  
~~we~~ wind up your pigtails - put on your glass slippers and pick out your  
 Prince Charming, ~~for the old school reception is about to roll along.~~ Come  
 on, kids - yets grunt around the Gulf Stream -- *bounce* ~~band~~ around Biscayne Bay ...  
 I mean to say, kids - come on, yets dance.

1. ("I KNOW THAT YOU KNOW" . . . . .ORCHESTRA)

segue to

2. ("FAITHFUL FOREVER" . . . . .SIMMS & ORCHESTRA)

(APPLAUSE)

COMMERCIAL #1

KYSER: You know, ohillun, down here in this State of Florida, they grow lots of good things besides oranges and bathing beauties. Some of the country's finest tobaccos are grown right here in sunny Florida.

(APPLAUSE)

GRAUER: And, Professor, you might add that, in Florida, as in all the other tobacco-growing states, Uncle Sam's research in methods of planting, cultivating and curing tobacco, has helped farmers grow better than ever tobacco crops during the past several years. Lucky Strike, as always, bought the Cream of the Crop. As a result, the Cream of the finest tobaccos in 300 years is in Luckies today. That's why we ask: Have you tried a Lucky lately?

RUYSDAEL: Yes, we ask that question because Luckies today are better than ever. Talk to the tobacco farmers themselves here in Florida - or way out in Kentucky or Tennessee - and they'll tell you the same: Uncle Sam has made tobacco better than ever. And 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 - thanks to Uncle Sam - Luckies are better than ever. Have you tried a Lucky lately?

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

(SOUND: CLASSROOM CONFUSION)

(SOUND: GRAUER RAPS WITH GAVEL)

GRAUER:               Scholars, scholars, stop your hollers -  
                      Now's the time to grab those dollars.  
                      Time for readin' 'ritin' and 'rithmetic -  
                      So get to your benches and get there quick.  
                      Here comes questions right out of the books  
                      Here comes teacher's sassy looks.

KYSER:    I'm teacher.

POKEY:    I'm looks.

HARRY:    (STEPAN FETCHIT) I'm Sassy -- ~~yah yah yah yah yah~~

(SOUND: THREE RATCHETS)

KYSER:    Get away, Sassy Looks, and let these first three scholars tackle my books,  
                      and if you don't <sup>be a scatterhead</sup> ~~answer fast and true~~ I'm going to whittle you down from a  
                      dry goods store to a spool of thread -- yes suh -- so listen to me.

(ADD FIRST QUESTION ROUND)

FIRST QUESTION ROUND

1. Right off the bat, here is a fish story from Mary Jean Andrews of Miami Beach and it is fishy as you'll see. Ben Grauer suggested we go deep sea fishing, but I said "nothing doing" it is fresh water for me and I'll start when (PLAY) and I'll fish (PLAY). So I did -- and guess what I caught (PLAY) and to top it off, I took 'em home and cooked 'em myself -- don't laugh -- I am really quite at (PLAY)
  
2. Does Bing Crosby have five daughters: Who has? Donald Levine of Pittsburgh, Pa. says Papa Dionne has an "excursion of girls" too and wants you to name three of the five quintts.
  
3. Here is an orchestra theme that Miss Jacqueline Miller of Tampa, Florida says is very familiar, so she wants you to tell us what orchestra leader it identifies (PLAY) Does he still direct his orchestra? But the band has remained intact and is now playing at the \_\_\_\_\_ directed by its new leader \_\_\_\_\_.
  
4. Now let's get back to those "coveys of females" we were talking about. Charles McKinley of Chicago reminds us there has recently been a series of pictures dealing with four girls who have the same mother. Can you name the three pictures? ~~The mother is Fay Bainter.~~ Who are the daughters?
  
5. We've taken just a tiny bit of the number one, two, and three songs on last Saturday's Hit Parade and jumbled them up. Beatrice Beely of Dorchester, Mass. wants you to listen, then unjumble them and tell us which you think was number one.
  
6. It's time to sing a spell. Jack Myers of Minneapolis wants to see how good you are at singing and spelling at the same time, ~~so here goes~~ But first Sully Mason and I will show you how it goes. They are all three letter words so don't get frightened. (PLAY)

7. You know, chillun, last week we had the privilege of playing for the Washington and Lee Fancy Dress Ball, and it certainly was a colorful occasion. It was a re-enactment of the Ball that took place after the first running of the Kentucky Derby in 1875. The gymnasium was decorated to represent ~~the home~~ of Colonel Rowan<sup>home</sup> which served as Stephen Foster's inspiration for "My Old Kentucky Home". All the W. & L. students and their guests from Sweetbriar, Mary Baldwin, Randolph Macon and lots of other girls schools and colleges came dressed in authentic costumes of the period. It sure was a wonderful sight seein' the chillun doin' the Polka, the Rhumba, and the Shag in peg-top trousers and hoop skirts, <sup>and bustles</sup> and it reminded some of the members of the O K D Fraternity there that in this next song, written a long time ago by Irving Berlin, everybody was doing a certain dance. Listen and tell us the name of the song and the name of the dance. (PLAY)

8. We had so much fun with the funny papers last week that Marjorie Magee of Baton Rouge, La. wants us to see how well you follow the funnies. Whether you do or not, he feels you should be able to complete the names of the following:

Donald \_\_\_\_\_  
Flash \_\_\_\_\_  
Tim Tyler's \_\_\_\_\_  
Mickey \_\_\_\_\_  
Ella \_\_\_\_\_

9. Here is a melody which has two or three names. We are going to play it and Ella Coulter of Stamford, Conn. wonders what you know it as (PLAY). That song was sung <sup>Allen Jones</sup> by Nelson Eddy in either Girl of the Golden West, Firefly, or Naughty Marietta.

SOUND: ENTER GRAUER RINGING BELL

GRAUER: Our scholars have gone out of season, Professor -- the round is over.

KYSER: Well, <sup>Dean Grauer</sup> throw them back in, ~~Dean Grauer~~.

(SOUND: SERIES OF SPLASHES)

KYSER: Thank you - and now while our tired contestants tread water our judges will come through -- say, where are our judges?

GRAUER: Why, Professor - they followed a bathing beauty over to the post office.

*and*  
~~Yes~~ - they are writing us a letter *from there*

AUDREY: ~~(GIGGLES) Make it funny, judge.~~  
*Heres a pen judge.*

POKEY: <sup>Thank You Honey</sup> (WRITING) (SOUND OF ELABORATE SCRATCHING) Dear Professor -- we have decided that -- blot -- blot -- we have decided that the winner -- blot -- blot -- the winner -- blot -- blot -- blot -- blot-- (RISING TO HYSTERIA) blot-- blot -- (MANIACAL YELL... LOON LAUGH ~~AND CRASH OF GLASS~~)

KYSER: Thank you, judges -- Post Office pens being what they are, we sympathize with you and decipher your decision to read that the winner of the first round is none other than \_\_\_\_\_.

(APPLAUSE)

Ah, dear Mr. \_\_\_\_\_, the old school salutes you - Florida is proud of you - and your mother, wife or sweetheart is already planning what to do with your prize money. Go - light up a Lucky Strike and sit under a royal palm until the final round, cause right now recess rears its happy head and we got to edge around the everglades ... we got to tangle at an angle -- we got to mingle with a jingle. I mean -- come on, chillun -- yets dance.

3. ("IN THE MOOD" . . . . . .ORCHESTRA)

segue to

4. ("ALL THE THINGS YOU ARE" . . . . . .BABBITT & ORCHESTRA)

(APPLAUSE)

*amazement*

KYSER: Chillun - just for my own ~~interest~~ - I've been asking a lot of the folks I meet, a question and nearly every one of them answers it: "yes" ... Basil Ruysdael, will you ask that same question of all the people listening in...

*Certainly Ray*  
RUYSDAEL: Here it is ... Folks, are you smoking more today than you used to? Chances are: your answer, too, will be "yes". For it's in tune with the times - with this modern exciting age we live in. Well, good sense says, the more you smoke, the more you need throat-protection. That's why Luckies' exclusive process "It's Toasted" is more important than ever today. And that's why we're showing a movie of "Toasting" to our studio audiences before each radio program. This movie, which was seen by over 3 million people at the New York World's Fair, makes clear the following facts ...

GRAUER: First, "Toasting" makes Luckies easier on your throat. It removes certain harsh throat irritants and impurities naturally present in all tobacco. Second, "Toasting", through the use of Ultra Violet Rays, adds an extra sunshine mellowness to Luckies that is found in no other cigarette.

RUYSDAEL: Are you smoking more today - more than you used to? If you are, you need more than ever before the benefits - the throat protection - of the "Toasting" process which only Lucky Strike offers you. Have you tried a Lucky lately?

5. ("PLAYMATES" . . . . . MASON & TRIO)  
segue to

6. (THIS CHANGING WORLD . . . . . SIMMS & ORCH.)  
(APPLAUSE)

(ON MIAMI SHORE - soft, and fade for ann.)



*Indian Creek*

GRAUER: (OVER MUSIC) As the graceful palm trees sway beside ~~Biscayne Bay~~ - as the students walk arm in arm under the heavy, yellow, Florida moon, the Old Professor is beaming upon one and all, and the college pauses briefly for station identification.

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

(KYSER MARCH . . . . . ORCHESTRA)

(~~SFX~~) (*Class Bell*)

(CROWD EXCITEMENT...RUNNING FEET)

GRAUER: Hurry - hurry - hurry - the old school is taking in and the second round of Kyser College is about to teach a goon a tune on a dune ... our second three sunburned scholars are <sup>ready</sup> ~~making their way to the old lecture platform -- the ninety-five dollars in prizes are safe...~~ our judges are on hand and without a word of warning barracudas blanch...porpoises pale...cocoanuts cringe and the Gulf Stream gulps, for down from Dixie comes that educational pixie - the old Sarasota splicer -- your Professor Kay Kyser.

(CHEERS)

KYSER: Evenin', girls - how's tricks?...Put on your shoes and come right up here. Pulchritude and beauty won't save you 'cause education and larnin are goin to rumple your permanents. Speak up smartly and if you don't tell me the truth you got brass legs and I hope the lightning strikes ~~em~~ <sup>at</sup> ---yes, suh --- you gitchey gitchey goo --- you beautiful Florida fashion flowers --- come to papa.

(ADD SECOND ROUND)

SECOND QUESTION ROUND

1. You know, Miss \_\_\_\_\_, I've often wondered what girls talk about when they meet for lunch - do they gossip, compare their Romances, or are they chiefly concerned with ~~quenching~~ their appetites. Bill Crawford of Des Moines says it is usually a combination of all three. So let's cut in on an imaginary luncheon where a trio of buzzing beauties is going to town. We hear the first girl saying:

Ginny: You know, Doris, he's tall and so handsome, and oh what eyes! Why  
(PLAY) It is "fluttering heart #2's" turn and she says:

Ginny: Well mine isn't handsome - he's irresponsible, he treats me mean  
but (PLAY)

But Queen Number 3, isn't interested in boys. She's too busy stowing away the food, and just pauses long enough between gulps to say:

Ginny: Why don't you cut out the gab, kids, and (PLAY)

2. I can just look into your eyes and tell you're a faithful radio follower, so Virginia Kathman of Cincinnati wants you to give us your impression of the three following <sup>three</sup> very popular radio personalities - Kate Smith - you don't have to sing, just approximate her salutation. It's "Hello everybody". And now Lew Lehr, who says "Monkeys is the craziest people." And Gracie Allen, who says <sup>Oh George</sup> "I bet you tell that to all the <sup>girls</sup> ~~boys~~."

3. A fellow who is a composer, piano stylist, and orchestra leader is identified by this song and H. E. Jennings of Raleigh, North Carolina wants you to name him and the song (PLAY) Is he ~~really little?~~ <sup>known as the King of the Ivorys, the Magic Fingers of Radio</sup>

4. What president's birthday is celebrated February 12th? Now tell Mary Enslow of Omaha, who played the part of \_\_\_\_\_ in the picture \_\_\_\_\_ and who plays the part of \_\_\_\_\_ in the current picture \_\_\_\_\_. He played the same part in the stage production in New York. Speaking of anniversaries, this Thursday is the thirtieth anniversary of the Boy Scouts of America and the beginning of Boy Scout Week for 1940. I know all our listeners join me in extending congratulations and best wishes to this wonderful organization of American boys and the men who are devoting their time in guiding them to clean living and good citizenship.

5. M. Donovan of Baltimore just nudged me by remote control and said there are three strange musicians in the class room tonight. I understand they can't talk, so let's ask them to play their instruments and see if we can't find out who they are.

Hey, Buddie - who are you (PLAY)

And pray, my good man, what's your name? (PLAY)

And the one with the mustache, who are you? (PLAY)

6. It is tonight's Right or Wronger, and for Walter Johnson of Beverly Hills, Calif.

just say right or wrong to the following statements:

1. Jean Hersholt is Young Dr. Kildare.
2. A clarinet is a wood wind instrument.
3. The Merry-Macks are a ~~trio~~ <sup>quartet</sup> of two boys and a girl.
4. Lily Fons, Gladys Swarthout and Helen Jepson sang "Minnie the Moocher" at the Metropolitan Opera House.

7. Here is the theme song of one of radio's very unique programs and Sam E. Adams of Louisville, Ky. says that even the kiddies in kindergarten should be able to name it

(PLAY) What famous news commentator has a similar name?

8. Here is an old "slogan song" in new dress. Harry Babbit will sing a few lines of it, and Mrs. Adelaide Riley of Indianapolis wants you to name three of the products identified with the slogans you hear Harry sing.

*For instance we all know "It's Toasted  
(PLAY) is Lucky Strike and -  
ask the man who owns one - is Packard*

9. Wm. W. Cleary of New York City asks the name of this song (PLAY) if that is \_\_\_\_\_  
what is this (PLAY)

SOUND: ENTER GRAUER RINGING BELL

GRAUER: You gotta quit, Professor -- the northern newspapers want these beautiful maidens for the rotogravure sections.

KYSER: *all right folks* Why certainly, ~~Dean Grauer~~ *and repose too* Pose and repose, ~~girls~~ *with a bang (Bang)*, while our judges come through with the winner. Yes - here it comes -- ~~what do you say, judges?~~  
~~What's the biggest news since the Florida boom?~~

(SOUND: ~~BOOM BOOM ON DRUM~~)

POKEY: ~~Two booms~~

KYSER: *Oh, you say the one with the bang?*  
~~That's right, you're right -- and two booms make a bang which tells us~~  
~~that the winner of the second round is none other than - Miss \_\_\_\_\_.~~

(APPLAUSE)

Dear Miss \_\_\_\_\_, if brains were batter you would have an apron full of biscuits. I congratulate you -- go, light up a Lucky Strike and totter down the Tamiami trail and then head west where men are men ~~and women are~~ ~~still women~~, and where south of the border lies --

7. ("EL RANCHO GRANDE" . . . . . PRODUCTION)

(APPLAUSE)

COMMERCIAL #3

KYSER: Chillun, did you know that, in one tobacco-growing section of Africa, they sell tobacco, this good old American way ...

(CHANT 10 SECONDS - NO SOLD AMERICAN)

GRAUER: That's right, isn't it, F. E. Boone? ... American tobacco auctioneers sell tobacco in Africa?

BOONE: Yes, in the Southern part of Africa where tobacco is grown they've got a regular American tobacco auction system set up. Though of course they <sup>do not</sup> ~~don't~~ sell to any American companies.

GRAUER: Why do they send all the way to this country for their auctioneers?

BOONE: Well, I guess it's because American tobacco men in general are rated tops in their business. Our buyers and warehousemen, too, have a world-wide reputation for knowing tobacco from A to Z!

GRAUER: Do you know any tobacco men who've sold in Africa?

BOONE: Why, Joe Cuthrell has an offer to go over there this year. I don't know whether he's accepted or not. But he's one of the finest auctioneers we have.

RUYSDAEL: Joe Cuthrell?... That's interesting, F. E. Because Joe has often complimented Lucky Strike on the kind of tobacco that's "Sold American" at the auctions. He's been a Lucky Strike smoker himself for over 7 years now. And, in this, he's typical of the vast majority of independent tobacco experts - auctioneers, buyers, and warehousemen. 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.

8. ("STOP - IT'S WONDERFUL" . . . . . MASON & ORCHESTRA)

segue to

9. ("ISLE O' MAY" . . . . . DUET & ORCHESTRA)

(APPLAUSE)

(FANFARE . . . . .)

GRAUER: The Final Round! Our two champion contestants truck towards the rostrum ... our \$35 first prize walks up and down wringing its hands -- ~~our judges~~ ~~are waiting~~ ... and all is ready for the terrific trial for foibles and finances. The scene is perfect for foul play and without more ado there is foul play.

(BAND PLAYS SOMETHING FOUL)

KYSER: Thank you, Foul Play, and step right into my study, students, while your Old Professor puts a permanent on your brain waves with a few of these premium-paying questions.

(ADD FINAL ROUND)

FINAL ROUND

1. Our final round is devoted to "streets" but we'll try not to be "indistreet". The green light's on and this is a school zone, so be careful when you name this street song for Miss Ann Dowling of Denver, Colorado. (PLAY) Now here's the theme of "The Street Singer - listen and tell us who he is (PLAY). ~~What is the name of his theme?~~
  
2. Here's a world famous street song. Tell John R. Fireng of El Paso, Texas what it is (PLAY). Is it from the operetta "Streets of Paris"? ~~Who wrote it?~~
  
3. Here's a dream of a song - the theme of orchestra leader, Johnny Long, now "killing 'em" at the good old Wm. Penn Hotel in Pittsburgh. Evelyn Bishop of Milwaukee wants you to name it. (PLAY) Are Main Street, Ptomaine Street and Gabby Street all three books? ~~Who wrote them?~~
  
4. Harold Saltzman of Portland, Oregon has asked us a dozen times to run you ragged with this one (PLAY). Were movies made of "Back Street", "Street Scene" and "Barrets of Wimpole Street"? Name a star of any one of them.

(SOUND - TRAFFIC BELL)



GRAUER: There's the red light Professor.

KYSER: Okay - I'll stop. It's wonderful. Keep a stiff upper lip now contestants, for our judges are deciding the winner and the decision is coming in. Are you in, decision?

ISH: I'm in - I'm out - I'm in - I'm -----

KYSER: I didn't say indecision! I said that the big winner of the evening is none other than \_\_\_\_\_.

(APPLAUSE)

Ah, dear \_\_\_\_\_, I congratulate you -- I chuck you under your dimpled chin -- with such brains, such erudition, such downright cleverness, you are like a sweet toot on the tuba.

(SOUND: TUBA TOOT)

KYSER: Yes -- and I fill your bonnet with shiny pieces of eight -- these thirty-five dollars first prize. Then to you, dear second placer, because it was nothing less than the bad old witch who put the finger on you and kept you from taking top honors, I grace your pink little palm with this \$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 good old Miami maneuvers and Florida fandangoes -- a package of Lucky Strike cigarettes.

(APPLAUSE)

GRAUER: Are you smoking more today ... more than you used to? If you are, remember these two important facts about cigarettes. One - only Lucky Strike offers you the throat protection of the "Toasting" process -- and if you are smoking more today, then naturally that process is now more important to you than ever before. And, two, Luckies today are better than ever, because they contain the Cream of finer tobacco Crops developed by Uncle Sam. Have you tried a Lucky lately? Remember ... with men who know tobacco best, it's Luckies two to one.

10. ("SCATTERBRAIN" . . . . .ORCHESTRA)

segue to

11. ("BEER BARREL POLKA" . . . . .ORCHESTRA)

(APPLAUSE)

KYSER: Well, das all, chillun -- the old College will be bundled away until next week when we will unwrap another session of higher musical education. In the meantime, brush up on your musical larnin' by lending your ears to YOUR HIT PARADE with Barry Wood Saturday night over another 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 bein' with us ... and ... so long, everybody.

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

GRAUER: 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 - #99  
Wednesday, February 14th, 1940

REBROADCAST BY MILLER TAPE  
MUTUAL - N.Y. STATE - 2/15/40  
8-9 P.M.

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 installment of higher learning in dance time for fun and \$95 in prizes. School has taken in 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 ... it makes my heart go pittypat to see your pink pans poppin' at me here on the professional podium, and right away I want you to meet our six chosen-at-random scholars who will take examinations tonight for higher musical honors. I want you to meet your faculty and I want you to meet each other. Shake hands, folks - come on - all of you - not only the student body, but you corresponding students at home too <sup>why this is St. Valentine's day</sup> that's it ~~now~~ <sup>Kiss each other make love</sup>

~~I want~~ ... / Everybody Kisses!

(BAND: FIDDLES START "FLIGHT OF THE BUMBLE BEE" WITH VARIATIONS)

KYSER: Now I want -- say -- Dean Grauer, would you mind swatting that bug -- get it out of here!

GRAUER: But, Professor - I can't -- that's the Love Bug! This is St. Valentine's Day.

KYSER: (TOUGH) St. Val - Love Bug, eh? Well, I'll tear off his wings -- I'll mutilate him!

(SOUND - BEE business up)

POKEY: Oh, no you don't - I'm going to bite you, Professor! - I'm gonna bite you - bite, bite, bite -- sting -- yah!

(SOUND: FADE OUT BEE BUSINESS)

KYSER: (SIGHS GREATLY) A-----h ... a-----h ... Love is the sweetest thing -- Aint' love grand --- goo, you beautiful students! goo -

AUDIENCE: Gooooo! Professor -

KYSER: Ah, shucks - yets dance, lovers -- yets dance.

1. ("OH JOHNNY OH" . . . . . ORCHESTRA)

segue to

2. ("INDIAN SUMMER" . . . . . SIMMS & ORCHESTRA)

(APPLAUSE)

KYSER: Chillun, I don't know what kind of job you all hold. But how would you like to have an assistant - someone always workin' to help you get better results? Well, as Dean Grauer will tell you, tobacco farmers have just that kind of assistant.

GRAUER: Yes, and his name is Uncle Sam. That's the reason behind our question to smokers everywhere...Have you tried a Lucky lately? Uncle Sam's hand on the plow, Uncle Sam's work at the seed-bed, Uncle Sam's scientific knowledge of every phase of tobacco-growing have brought the finest tobacco crops in 300 years. And, as always, Lucky Strike has bought the Cream of the Crop. So- thanks to Uncle Sam, Luckies are better than ever. A typical tobacco farmer, Benjamin Horton Hawks of Norlina, North Carolina, said recently: READS) The cooperation of the Government Experiment Stations has helped us farmers grow better than ever tobacco the past few years. It's lighter, finer .. better-tasting ... more fragrant.

RUYSDAEL: Smokers, have you tried a Lucky lately? Remember: Uncle Sam has made tobacco better than ever. And the cream of these finer, lighter, more fragrant tobaccos, now aged and mellowed from 2 to 4 years, is in Luckies today. So if you haven't tried a Lucky lately - ~~well~~ - maybe you've been missing something. Next time ask for Lucky Strike and find out how truly fine a modern cigarette can be - thanks to Uncle Sam.

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

(SOUND: SCHOOL BELL)

GRAUER: Class is now in session, but before we expose these first three handsome contestants to the rigors of query and quiz, we must give them a brief entrance examination. Attention - <sup>Who is he</sup> ~~What's my name~~ - <sup>He's</sup> ~~I'm~~ the little man who wasn't there - <sup>He has</sup> ~~I have~~ <sup>he</sup> ~~have~~ a curl but <sup>he</sup> ~~I~~ haven't any hair ... <sup>He's</sup> ~~I'm~~ the kid in the three cornered pants ... <sup>He's</sup> ~~I~~ got a pink little tummy but <sup>he</sup> ~~I~~ haven't any mummy - <sup>He</sup> ~~I~~ never shot a sparrow with my bow and arrow - <sup>He</sup> ~~I~~ just toss <sup>Who is he?</sup> ~~my~~ darts at lonely hearts - ~~WHAT'S MY NAME?~~ ?

<sup>Gay</sup>  
POKEY: TONY GALENTO

GRAUER: No.

<sup>Harry</sup>  
ISH: Mickey Mouse.

GRAUER: No --- STUDENTS?

AUDIENCE: DAN CUPID KYSER

GRAUER: That's right - you're right, and here he comes now.

<sup>Let me call you Sweetheart</sup>  
(~~LOVE IS THE SWEETEST THING~~ . . . . . IN MARCH TEMPO)

KYSER: Students - ~~We all love America and all Americans are lovers-~~  
~~we~~ as one Casanova to another try this Valentine on your  
lover - "Flee with me in my gondola and I'll plant a kiss  
neath your schnozola" - <sup>Some poet</sup> ~~That's - stinkola~~ - eh, kids, - so  
step up Mr. \_\_\_\_\_ Here's your first question -----

1. Since this is St. Valentine's Day, I'm going to ask all of you contestants to (Play). Yes, sir, as Warren Williams of Richmond, Virginia, says tonight's the night for (Play). In other words - our class session is dedicated to Dan Cupid,<sup>as Ben said he's</sup> the Little Man Who Wasn't There - And by the way - ~~this doesn't count, but did you know that according to~~ Walter Winchell,<sup>says</sup> a mirage is where the Little Man Who Wasn't There keeps his car ? (Laugh) It's a five passenger phantom.
2. Since we're discussing our sweethearts tonight, Miss Florence Ehlers of San Francisco, Calif., wants you to name three songs that have the word "Sweetheart" in their titles. ~~By the way who's your sweetheart?~~
3. Here's a honey from Hartford, Conn. Leonard Mort says every time Leo Reisman comes on the air his theme song asks this question. (Play). Ray Noble answered by writing (Play). "But love make mouse out of man and don't mean Mickey - at least that's what (Play).
4. Here's a lovey dovey sweetheart of a question. Miss Sylvia Rothstein of Cincinnati, Ohio, wants you to name at least three people whose last names are Love, Dove, Sweet, Hart, ~~Scheffner & Marx.~~
5. We're about to play "Loyal Sons of Rutgers." It's the theme song of an orchestra leader who opened at the Blackhawk in Chicago <sup>tonight</sup> ~~the 12th~~ of ~~February.~~ Listen and name the orchestra for Mr. M. Miller of El Paso, Texas (Play). Does Jimmy Valentine sing with Ozzie Nelson? Is he police commissioner of the City of New York, or a gentleman crook? (~~Gentleman Crook~~).

6. All thru history love has played important roles so Helen Harris of Providence R.I., wants you to complete the names of the following immortal love birds. Romeo and \_\_\_\_\_. Anthony and \_\_\_\_\_. Napoleon and \_\_\_\_\_. Samson and \_\_\_\_\_. Popeye and \_\_\_\_\_.
7. In olden days, lots of formality was required to woo a gal and it took time, too, but all this has changed. Why, H. D. Rainey of Atlanta, Georgia says the other day a fellow was introduced to a girl and the first thing he said was (Play). In the next breath he asked (Play). And by the third breath he was off looking for a new love because this lassie happened to be Mary Martin, who told him (Play).
8. Dan Cupid could even take well-known slogans or trade marks and put them together so they "spoke of love." Harry Babbitt will sing a few lines of our slogan song and Miss Ruth Rugenbeck of Chicago, Ill., wants you to name three of the products the slogans identify. (Play).
9. Most lovers hearts are stronger than their heads but Melvin Cornell of Baltimore, Maryland, reminds us there's one kind of lover whose pocketbook is stronger than either - he's (Play). A \_\_\_\_\_ task is a tedious one and when they get weary of wooing wealthy widows, they welcome a week-end or a week away from woo when they can shout "yoo-hoo" (Play).

(SOUND - CLASS BELL)



GRAUER: Time out for love, Stupid - I mean - Cupid.

KYSER: Okay Confusion - I mean - Confuscious.

GRAUER: And here's a lace Valentine from the Judgie-wudgies.

KYSER: Goody-Goody - Teacher just loves mash-notes. It says "sweet spirits of terpentine," <sup>say</sup> Kyser's ~~just~~ a comic-valentine. P.S. the winner of the first round is Mr. \_\_\_\_\_

(APPLAUSE)

Ah, dear Mr. \_\_\_\_\_ to perfectly portray your palpitatin' performance I, <sup>say</sup> ~~quote from Alice in Wonderland -- As Lewis Carroll, the first double talker said, "Twas brillig and the slithy toves did gyre and gimble in the wabe - all mimsy were the borogroves and the mome raths outgrabe."~~ In other words, like ~~Alice in Wonderland~~, you went places and did things - so light up a Lucky Strike, ~~and~~ <sup>and</sup> Dream of love until the final round. <sup>While</sup> ~~Now,~~ I declare moonin' and spoonin' - Lovin' and dovin' - change partners, cuddle up a little closer and come on kids, yet's dance -- And I don't mean with tears in your eyes.

3. ("LITTLE RED FOX" . . . . . KYSER & AUDREY)

Segue to

4. ("CARELESS" . . . . . BABBITT & ORCHESTRA)

(APPLAUSE)

KYSER: Now Basil Ruysdael has a question to ask you and it isn't:  
Will you be my Valentine?

RUYSDAEL: No. But it's a question just as timely, Kay! Here it is...  
Folks, are you smoking more today than you used to? Chances  
are: you'll answer "Yes". For, in this modern exciting age,  
we're doing more of everything that's pleasureable. Now, if  
you are smoking more today - more than you used to - here is  
one thing it's good sense to remember ....

GRAUER: You want to make sure that the cigarette you smoke is  
genuinely easy on your throat. For obviously, the more you  
smoke, the more you need throat-protection.

RUYSDAEL: That's why Luckies' exclusive process, "It's Toasted" is more  
than ever important to smokers today. For this process takes  
out certain harsh throat irritants and impurities naturally  
present in all tobacco. It also adds an extra sunshine  
mellowness to the tobacco through the use of ultra violet  
rays - a rich "toning up" no other cigarette gets. The 1,000  
people in our studio audience tonight <sup>saw a movie</sup> ~~can tell you the facts~~  
of this process. ~~For~~ <sup>Just</sup> before this broadcast they saw the  
same Lucky Strike movie which was shown to over 3 million  
people at the New York World's Fair. They saw how "Toasting"  
works. Now let me ask <sup>you</sup> again: Are you smoking more today  
than you used to? If your answer is "yes", you need more  
than ever before the throat-protection of the "Toasting"  
process which only Lucky Strike offers you. Have you tried  
a Lucky lately?

(DO I LOVE YOU . . . . .SIMMS & ORCHESTRA)  
segue to

(LOVE YOUR MAGIC SPELL IS EVERYWHERE . . . . .ORCHESTRA)  
Fade for announcement

GRAUER: (NOSTALGIC) While love holds sway on Kyser campus -- while the gentle passion bills and coos -- this St. Valentine Day's session of the College of Musical Knowledge pauses briefly for station identification.

STATION BREAK

(KYSER MARCH - ENDING ON 14th BAR)

(SOUND: ECHO CHAMBER - HEART BEAT AMPLIFIED)

(HOLD THROUGH SCENE)

ISH: Say, what's that, Dean Grauer ?

GRAUER: Sounds like the old professor's heart beating, Ish Kabibble - Awfully slow - isn't it ?

ISH: Yeah, guess it's cause the old professor don't love nobody.

GRAUER: Don't love nobody on St. Valentine's Day? ... why even California loves Florida on St. Valentine's Day.

ISH: ~~Sounds like it's gonna stop~~ - we better tell him something to perk <sup>his heart</sup> ~~him~~ up - Love's got to go on.

GRAUER: Okay, - Hey, ... Professor -- it's time for the second round.

(HEART SLOWS DOWN)

ISH: Oh - Oh - *its getting slower*

GRAUER: We got \$95 in prizes.

(HEART PICKS UP TEMPO)

ISH: Now - we're gettin' somewhere tell him about the dames.

GRAUER: Professor -- we got -- three beautiful, sumptuous -- sun-tanned, ~~dimple-checked~~ co-eds in class right now, just waitin' for you.

~~(HEART TEMPO GOES FASTER AND FASTER, SWITCHES TO SNARE DRUM BREAKDOWN AND INTO "LET ME CALL YOU SWEETHEART MARCH")~~

KYSER: Well chart my cardiograph and tabulate my ticker! Co-eds,  
You got this tired heart banging around inside these barbecued  
ribs like loaded dice in a parchesi box ... ~~as I stand before~~  
~~you, - I say to myself - "professor, if these gals ain't pretty,~~  
~~there ain't a cow in Texas."~~ So if I can balance my blood-  
pressure we'll get goin' with the questions.

(ADD SECOND ROUND)

1. Since this is Leap Year, I'm going to use this Valentine session to show you gals how to get your man, ~~and if my hints you'll mix, you'll find you can fix your man so he won't say "nix"~~. Now first of all - after you've met the man you've decided to marry, be patient - wait until the second date before you ask him for a kiss. He may be shy and say (Play). If <sup>he's so silly he only wants to kiss your hand</sup> ~~that's all he wants~~ be coy and say (Play). Remember, faint heart never won buxom brute. He'll catch on sooner or later and after the first kiss, the rest is easy, but - it might be good to subtly let him know your family is well fixed by absent-mindedly humming (Play). Of course, after you put the words of proposal in his mouth, you must say - What ?

2. There are several sub-deb movie starlets who sing, who are at the Valentine age, but we're sure haven't reached the Leap Year stage. I'll give you the first names of a few and Miss Alma Zeller of Philadelphia, Pa., wants you to give their last names. Deanna, Judy, Jane, Linda, Gloria, and (Baby Sandy).

3. Getting your man is one thing, <sup>but</sup> ~~and~~ Mrs. Margaret Longstreet of New York City, says holding him is something else. Now if you would hold your man, ~~my suggestion is to give him (Play). And then, my dear,~~ be sure to look your best at all times - because to a man (Play).  
*And then, my dear, never fail to give him (play)*

4. Billy Weeks of Wilmington, North Carolina, wants me to give further advice to you Leap-Year lovers, but in order to do so, you'll have to complete some well-known axioms. (1) Be romantic at all times because "All the world loves a \_\_\_\_\_." (2) Be brave, remember "It's better to have loved and lost than \_\_\_\_\_." (3) And be a good provider for . "When poverty walks in the door, love \_\_\_\_\_."

- In a well known expression - What is the way to a man's heart*  
5. ~~They say the way to a man's heart is thru his stomach so~~ Herbert Russ of Detroit, Michigan says, "~~you~~ feed him well - if you don't <sup>you'll</sup> ~~he'll~~ be saying (Play). ~~Yes sir, you'll be (Play).~~"

6. Let's take time-out from leap-year advice long enough to ask you to say right or wrong to the following statements for Miss Edythe Blackmore of Denver, Colorado. (1) Heart Balm is an ointment used by sunburned sweethearts. (2) Andy, the great lover of Amos and Andy, Charles Correll in real life, is a papa now. (3) ~~St. Valentine's Day~~ <sup>Lana Turner is</sup> ~~now Mrs. Anita Shrew.~~ (4) William Powell is a single man. ~~is also known as old-Candlemas.~~

7. Now, let's discuss indifference. Edward Oka of Miami Beach, Florida says if you're to hold your man, you must use indifference with the greatest of care. You take your life in your own hands when you say (Play). If he loves you, you're okay, but if he leaves you, you'll know (Play).

8. Mrs. Kathryn Smith, of Indianapolis, Ind., says the love-bug also takes big bites out of royalty. For instance, a head of a royal family abdicated his throne to marry the woman he loved. Who is he ? What member of the Royal Family of the Theatre, <sup>is said to have</sup> spanked his wife too hard and broke her heart.
9. Morris Alderman of New Haven, Conn., says true love never runs smoothly, so ~~now to you doting young brides,~~ the "Old Professor" says don't be a nagging wife and don't fight back. If he tells you to shut up, ~~calls you a liar,~~ <sup>and</sup> beats you up - don't say "you brute, I'm going right home to mama" - just look at him with understanding eyes, and tenderly say (Play). And if ~~you've had dinner waiting an hour and~~ he phones and says he's been detained at the office, don't jump to conclusions and be (Play). And if he says I'm going out with that old gang of mine and I won't be home until morning, just say "All right, dear;" put out his robe and his slippers, ~~have a snack in the ice box and a pot of coffee on the stove,~~ and then when he gets home, it's ten to one he'll say "Darling (Play).

(SOUND - CLASS BELL)

GRAUER: Leap year's over, Professor,

KYSER: Okay - have the judges leap yere with a decision.

SOUND: (~~Trump leaping~~) / *Slide Whistle + Pops*

KYSER: Nice leaping, Lena - the judges declare that the winner of the second round is none other than \_\_\_\_\_

(APPLAUSE)

KYSER: ~~Ah, dear Miss \_\_\_\_\_ if brains were Valentines you could send one to every man in the Navy.~~ *congratulations Miss \_\_\_\_\_. Like a true valentine your answers come from the heart.*

BAND: (~~ON NAVY DOWN THE FIELD~~)

KYSER: ~~Thanks, Navy, and you Miss-\_\_\_\_\_~~, Light up a Lucky Strike and relax. Right now it's Valentine dancin' time, with ice cream and candy and everything dandy, so grab your gals and grab your pals, and if you ain't got love - you got friendship. So come on, chillun -- yet's dance.

("FRIENDSHIP" . . . . . PRODUCTION)

(APPLAUSE)



KYSER: Chillun, guess who's visitin' us down here in Sunny Florida?  
F. E. Boone, come over here and introduce that "chip off the  
old block."

BOONE: Well, folks, this is my son, John Boone.

KYSER: Has he started auctioneerin' yet, F.E.?

BOONE: No, but after he finishes college, I hope he's going to follow  
in my footsteps.

GRAUER: John, how about chanting for us? Last time you visited your  
dad on this program, you did a mighty good job of proving that  
you are "a chip off the old block."

JOHN: Well - I'm afraid I've still got a lot to learn.

BOONE: Never mind that, son. Show them what you can do. I'll chant  
one short sale to start you off, then you carry on.

(BOONE CHANTS 6 SECONDS - SOLD AMERICAN)

JOHN: All right, Dad. Here goes (CHANT 10 SECONDS - SOLD AMERICAN)  
(APPLAUSE)

GRAUER: Good work, John Boone! ... And F. E., we hope he does follow in  
your footsteps. For it's one of the finest traditions of  
tobacco-land that so many tobacco-men are tobacco-born, tobacco-  
bred. They know the leaf from A to Z. That's why this fact  
means so much to every smoker ...

RUYSDAEL: 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? Try them for a week and profit by the example of the men who spend their lives, buying, selling and handling tobacco. Remember... with men who know tobacco best, it's Luckies 2 to 1.

(7) → ("MA - HE'S MAKING EYES AT ME" . . . . . MASON

Segue to

(8) → ("SOUTH OF THE BORDER" . . . . . DUET AND ORCHESTRA

(APPLAUSE)

(FANFARE . . . . .)

GRAUER: The final round - love is everywhere - upstairs - downstairs  
and in the old professor's <sup>study.</sup> ~~chamber.~~

~~(SOUND OF LOVE BUG)~~

KYSER: ~~Who's that?~~

POKEY: ~~It's me again - Love Bug!~~

KYSER: ~~(TOUGH) Oh, yeah - well now I'm going to bite you!~~

~~SOUND --- (RATCHET AND WHISTLE NIPS)~~

~~POKEY: Ouch - lemme go - lemme go.~~

KYSER: ~~Now, Love Bug - what you got to say?~~

<sup>GINNY</sup>  
~~POKEY~~ (BURLESQUE SWEET) Oh, professor - you wonderful man.

KYSER: Casanova Kyser - that's me. Step right up my contesting  
champions while your old professor gives you the works.

1. Lots of Valentines are love letters in the sand, but time and tide wash some of them away, so out to Reno we go to listen to them tell it to the judge. Mary Ellen Sparks of Des Moines, Iowa says one woman wants a divorce because her husband is a (Play). The next one because he's a (Play). Another jilted Juliet says "My hubby is (Play).
  
2. Now Miss \_\_\_\_\_ court is still in session and George Cranston of Toronto, Canada, says one after another they file past "His Honor" and invariably they say (Play). The judge says he'd fall over in a faint if just one of those divorce-getters would step up and say (Play).
  
3. Miss Fay Crimminger of Jacksonville, Florida, says there may be divorces, but more times than not, old Dan Cupid's arrow stays where he shoots it - and many, many, years after that first Valentine, you can hear the lover who sent it singing (Play). By the way what metal symbolizes the 25th wedding anniversary - and what is the 50th anniversary - and the first ?
  
4. Valentine's day is a day when new loves start and old loves reminisce. Harry Blumbert of Boston, Mass., bets many a silver-haired Romeo has turned to his faithful Juliet and said "remember that first Valentine- that was (Play). But, past, present or future, today's class session is dedicated to (Play).  
Miss \_\_\_\_\_ What's the most popular expression on St. Valentine's Day ? (Reply) Yoo-hoo- will I! Class is out students.

GRAUER: Not so fast - just a minute stupid - I mean cupid -

KYSER: What's the matter Sour - I mean Grauer.

GRAUER: The judges have to name the winner.

KYSER: So they do, and pierce my heart and pound my pulse if they don't say that it's \_\_\_\_\_

(APPLAUSE)

KYSER: Oh-me-o my, dear \_\_\_\_\_ For your glorious performance I gazette you with the order of the candy heart and ~~cross your palm with~~ *hand you three love notes from Mrs. Valentin* this \$35 first prize ... to you dear second placer, because it was only by a whisker that you lost first place, I award you this consolation of \$20 - to the other four contestants ten dollars each and to all six a carton of Luckies. Then -- to our student body here tonight for their hugs and kisses and shouts at the misses - a package of Lucky Strike Cigarettes to each and everyone.

(CHEERS ... RIOTING ... STAMPEDING ... GLAD CRIES).

GRAUER: Are you smoking more today ... more than you used to ? If you are, remember these two important facts about cigarettes. One- only Lucky Strike offers you the throat protection of the "Toasting" process -- and if you are smoking more today, then naturally that process is now more important to you than ever before. And two- Luckies are better than ever, because they contain the cream of finer tobacco crops developed by Uncle Sam. Have you tried a Lucky lately ? Remember .... with men who know tobacco best, it's Luckies two to one.

10. ~~("BLUEBIRDS IN THE MOONLIGHT" . . . . . ORCHESTRA)~~

Segue to

11. ~~("BEER BARREL POLKA" . . . . . ORCHESTRA)~~

(APPLAUSE)

GRAUER: Well, chillun, although St. Valentine's Day won't be back again for another year, you only have to wait a week till the next session of your College of Musical Knowledge - Isn't that so, Professor *Kyser*

KYSER: That is so, Dean Grauer, and ~~while you're waitin'~~ brush up on ~~your musical larnin'~~ by lending your ears to ~~YOUR HIT PARADE~~ with ~~Berry Wood Saturday night~~ ~~over another station.~~ And now, <sup>*school's out until next week*</sup> 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 bein' with us .. and ... so long everybody.

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

GRAUER: 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.

Revised - Page 1.

The American Tobacco Co.  
Kay Kyser's College of Musical Knowledge - #100  
Feb. 21, 1940

REBROADCAST BY MILLER TAPE  
MUTUAL - N.Y. STATE 2/22/40  
8-9 P.M.

GRAUER: Have you tried a Lucky lately?

AUCTIONEER: (LONG CHANT...ENDING WITH "SOLD AMERICAN")

GRAUER: Sold American means fine tobacco for your Lucky Strikes.  
That's why with independent tobacco experts -- men who  
spend their lives buying, selling and handling tobacco --  
with men who know tobacco best -- it's Luckies two to one.

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

GRAUER: 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 College of Musical Knowledge under the Miami palms. To-night our chosen ~~Contestants include~~ <sup>Contestants include</sup> ~~out of state~~ <sup>out of state</sup> at-random scholars, ~~and three visiting~~ <sup>and three visiting</sup> gentlemen to this mecca ~~of the sun~~ who will pit their brains and skill against three beautiful ~~native girls~~ <sup>southern belles</sup> - born and bred 'neath the stars of Florida. <sup>all six of them chosen at random from our student body.</sup> Our \$95 in prizes are jingling with anticipation - ~~our judges are bobbing and weaving,~~ but before we have examinations we're going to have dancopation - yes suh - what I mean is, chillun, - ~~hang up the moon and we'll do a ragadon~~ - yes, dance!

1. (NOBODY'S SWEETHEART" . . . . . ORCHESTRA)  
segue to
2. ("DARN THAT DREAM" . . . . . SIMMS AND ORCHESTRA)  
(APPLAUSE)

COMMERCIAL #1



GRAUER: Professor Kyser! ... say, Professor, here's a question you ought to try on your students. *Ben Grauer*

KYSER: Well, let's hear it, my good Dean, and the answer, too.

GRAUER: The question is: what great contribution did Uncle Sam make to American smokers in the past few years? The answer - and it's to be found in every Lucky Strike cigarette - is: the finest tobacco in 300 years.

RUYSDAEL: Smokers, that's why we ask: Have you tried a Lucky lately? United States Government methods of scientific tobacco growing have helped make the last few tobacco crops better than ever in quality. And, as always, Lucky Strike has bought the Cream of the Crop. Exactly how much does this mean to you, as a smoker? Listen to what was said recently by a typical down-South tobacco farmer, John L. Skinner of Littleton, North Carolina.

MAN: The tobacco we're growing today is lighter, finer, brighter... a real cigarette type. And I reckon any farmer will tell you that plenty of credit is due the Government for our better tobacco.

RUYSDAEL: Yes, Uncle Sam has 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. So - thanks to Uncle Sam - Luckies are 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)

SOUND: (SCHOOL BELL) (CROWD EXCITEMENT, ETC.)

GRAUER: There goes the bell, students - class is now taking in.  
From North and East and West, <sup>they've come to the South.</sup> ~~come~~ our first three contesting  
scholars - three sturdy furriners - trapped by culture -  
overwhelmed by larnin they meet to fight it out for the honor  
of competing with the champion native girl in the final round -  
a thousand eager scholars hang on their every word and before  
you can say, "make mine the same" - or blush with shame -  
there's a burst of flame and out pops a guy by the name of --  
Professor Kay Kyser

(KYSER MARCH . . . . .)

KYSER: Aha - my fine three visiting firemen - don't be alarmed - ~~but~~  
~~here's where your old professor burns you up with a few little~~  
~~brain bashes.~~ List to my edict and erupt with erudition as I  
elicit eager essays from your enobled esophogi. *or should I say*  
(ADD FIRST QUESTION ROUND) *epiglottides?*

1. In honor of a certain approaching occasion, we're going to play a bit of three songs. Miss Helen Gilmore of Des Moines, Iowa, wants you to name the songs and then tell us what they call to mind (Play).
  
2. Here's a looney from Altuni, Pennsylvania. \_\_\_\_\_ wants us to discuss a family name - not Mooney or Gooney, but Rooney. Is Pat Rooney Mickey Rooney's father ? Who is Pat Rooney ? Is little Annie Rooney Mickey Rooney's sister ? Who is Little Annie Rooney ? By the way Mickey does have a brother named Mac - you know - \_\_\_\_\_.
  
3. Richard Hickey of Indianapolis, Ind. says if you take a composer, a piano stylist, a unique singer and an orchestra leader - roll them all into one - that man is identified by the following song (Play). What's the name of the song ? Is he really little ?
  
4. A very popular course here on the college campus has been Elementary titular detection No. 101A- in other words the what what's. Mrs. Charles Buchan of Perth Amboy, New Jersey is our guest professor tonight and she wants you to take the word "What" out of the following song titles and give us the correct names of the songs.  
(1) What didn't What What What it Was. (2) Whatless. (3) I What a What What Like the What that Whatted What old What.
  
5. Here's a very popular song - in fact it was number three last week on your Hit Parade survey and Eddie Spafford of Glendale, California, wants you to name it. (Play). Now what is a Ballalika.

6. Here come the Right or Wrongers and at the Ballalika or wherever you may be Miss Adeline Polillo of Baltimore, Md., says the following statements are either right or wrong. (1) Peter Van Steden's orchestra is featured on the Fred Allen, <sup>and George Jessel</sup> program. (2) Flash Gordon says I'll be back in a flash with a flash-light. (3) The Natural Bridge in Virginia was surveyed by George Washington and his initials are still visible on its face. (4) Boxing-champion Joe Lewis is known as the King of the Night Clubs.

7. Here's a song called "Bye-Lo Lullaby". When you hear it John H. Hoover of Phoenix, Arizona, says you should be able to tell us what very popular orchestra is identified with it. (Play). Which of these two is a featured vocalist with him - Terry Shan or Smiling Bill Stoker ?

8. Miss Laurabelle Leo of Seattle, Washington wants to see how good you are at impersonating a few well-known radio personalities. Here's a bit of paper with Jerry Colona's well-known salutation on it. Now give us your impression of him as he comes on the air. And here is Ben Bernie's way of saying hello. So let's imitate the old Maestro. When Andy Devine comes on Jack Benny's program, what does he say ?

9. James Feathers of Chicago says when February twenty-second rolls around, we all know what holiday that is, and <sup>in Cuba when</sup> ~~if a business man's~~ <sup>they celebrate it's called (Play)</sup> ~~Girl Friday spends Friday, Saturday and Sunday in Cuba, we know~~ that's (Play). And if old Mephisto quits throwing temptation in peoples paths for twenty-four hours, we know that's ~~when~~ (Play).

~~(CLASS BELL)~~

GRAUER: Speaking of Satan taking a holiday, how about yourself, Professor.

KYSER: So I will - <sup>Pluto</sup> ~~you little devil~~, Dean Grauer. And now our faculty will decide which of you handsome <sup>visiting</sup> gentlemen shall have the honor of meeting that native gal in the final round -- the faculty has decided - the decision is coming in fast -- it leads with a long, looping left ~~and~~ --

SOUND: (SLIDE WHISTLE AND BOFF)  
(BELL)

KYSER: And smacks your old professor right on the kisser, but I still got enough teeth to say that ~~the faculty have decided that~~ the winner of the first round is none other than \_\_\_\_\_.  
(APPLAUSE)

KYSER: Dear Mr. \_\_\_\_\_, in the vernacular of the old school you are a dormitory daddy or Night Rat. Go, light up a Lucky Strike while recess romps into the old hall --

(CHEERS AND GLAD CRIES)

Yes, <sup>sin - mates</sup> chillun - ~~put down your books~~ - put down your slates - grab your dates and swing me around again Willy to a mess of that <sup>hopes</sup> ~~makes-you-want-to-dance~~ <sup>wiggle</sup> music - come on, chillun - yet's dance.

3. <sup>Pale Moon</sup> ~~(AT THE BALALAIKA"~~ . . . . . <sup>Duet</sup> .ORCHESTRA)

segue to

4. ("IN AN OLD DUTCH GARDEN" . . . . . .BABBITT AND ORCHESTRA)  
(APPLAUSE)

KYSER: And now students, information please! (ROOSTER CROWS' AS ON "INFORMATION PLEASE" PROGRAM)

RUYSDAEL: Thanks, Kay ... but this "Information, Please", won't stump anyone. For our question is simply: Are you smoking more today - more than you used to? Now it's a very easy question to answer but a pretty important one, too. For, it's worth while remembering ... The more you smoke, the more you need throat-protection. The more you smoke, the more "It's Toasted" means to you.

GRAUER: You may ask: just what does "Toasting" do? The answer is known by the 1,000 people here in our studio audience tonight. For just before this broadcast they saw the same Lucky Strike movie which was shown to over <sup>3</sup> million people at the New York World's Fair. They saw how "Toasting" takes out certain harsh throat irritants found in all tobacco ... and how the concentrated sunshine of the ultra violet ray adds an extra mellowness found only in Lucky Strikes.

RUYSDAEL: Are you smoking more today than you used to? If your answer is "yes", you need more than ever before the benefits - the throat-protection - of the "Toasting" process which makes Luckies easy on your throat. Have you tried a Lucky lately?

~~5. (PALE MOON . . . . . DUET AND ORCHESTRA)~~

6. (FAITHFUL FOREVER . . . . . SIMMS AND ORCHESTRA)

KYSER THEME

(Fade for announcement)

GRAUER: While cap and gown mingle with town and frown ... while co-eds and co-ops cross the old campus, class is changed, ~~the soft music plays~~ and the old college takes a brief pause for station identification.

STATION BREAK

(RETURN WITH THEME IN MARCH TIME)

*Round the lecture platform*

GRAUER: *The time has come for* The second semester of Kyser College ~~opens with~~ *are* three comely and calm damosels, neatly arranged in attitudes becoming ~~round the lecture platform.~~ They are the pride of Florida -- selected by the hand of chance to prove to the nation in the final round that they possess more brains per kurl and killowatt than the visiting gentlemen. And now - the old question box is opened with a clang and out with a bang comes that dangerous Dan with pan of tan - that also-ran Kay Kyser.

(RKO FANFARE . . . . .)

KYSER: *Thank you, thank you - If you* ~~Look out there, faculty - I knew a fellow once who lost a hand tryin to mute a strange trumpet - beware of the brass, - boys and beware of the~~ (TAKE) Well, my goodness -- what gorgeous females -- gals if you ain't beautiful, there ain't a bun in a cow in Texas - no suh - *step up cuties and lets* (ADD SECOND ROUND) *cuddle - I mean cudgel*

1. Eddie McKinley of Cleveland says George Washington had many sterling attributes, one of which was his unimpeachable veracity - he wouldn't tolerate prevarication. He had absolutely no use for (PLAY) - Not even (PLAY). He would shake his finger and say, "ah-ah- (PLAY).
  
2. Miss Sally Latham of Washington, D. C. wants you to pick out the names of four comedians from the following sentence. "I lost lots of Jack, flippin' Bennies with Fred - and that made my blood boil so I told him "I Hope your House burns."
  
3. Here's one of Vincent Youman's most beautiful compositions from the show "Hit the Deck" - It's used as a theme song by a well-known orchestra. For Ray Anderson, Kalamazoo, Mich., name the song and the orchestra it identifies. (PLAY). And speaking of being happy - we're happy to say that we're appearing in Orlando <sup>Coming</sup> this Friday and Jacksonville on Saturday, and we're looking forward to seeing lots of old and new friends at both places.
  
4. No matter how good the feature is, Mrs. Geraldine Holmes of Philadelphia says a trip to the picture show is never complete without a cartoon. There're so many well-known ones she is sure you can name three.



5. And speaking of pictures, Ben Bernie and Walter Winchell were once on speaking terms <sup>a couple of times</sup> - long enough to make <sup>two</sup> a swell picture <sup>one of them was</sup> ~~called~~ Wake Up and Live. Now here are a couple of hit songs from that picture and Daniel Raymond of West Hartford, Conn., wants you to name them. (PLAY) (PLAY).

6. Here's one from Miss Marjorie McKinnell of Manitoba, Canada. She says if your memory's not void you won't be annoyed when I ask the difference between Harold Lloyd, Tabloid, and Lloyd's-of-London.

7. James Taylor of New York City says the way a certain trumpet player plays the following song made him and the song very popular. See if you can name both. (PLAY)

8. Harry Babbitt is going to sing a few lines of our slogan song. Listen and tell Miss Hazel Harris of La Crosse, Wisconsin the names of three of the products identified with the slogans you hear. (PLAY)

9. What's the name of this song asks Roy Chinn of New Orleans, La. (PLAY). A certain orchestra leader has broken records with his recording of "O, Johnny O" - Who is he. And who's singing of it has been such a sensation? They are now featured on your Hit Parade.

(CLASS BELL)

das all

Right now here's something of a surprise. To-night we're gonna let the contestants sit on the side-lines, while we turn the tables on the members of the band with Sing-A-Spell. We're going to put em on the spot with words they haven't seen or rehearsed--Oh boy, let's go.

GRAUER: Put down your lamp, Diogenes - the round is over.

KYSER: Thank you Aristotle Grauer - das all chillun -- hold every-  
thing and our faculty will mark the examinations -- yes, here  
comes the tally and the ~~faculty~~ declares that the winner of  
the second round is none other than -----

(APPLAUSE)

KYSER: Ah, dear Miss \_\_\_\_\_, *you were so enthralling as Socrates*  
~~that was a stellar performance.~~ Light  
up a Lucky Strike and twinkle until the final round when you  
tackle the champion visiting butter and egg man for the honor  
of the state and the slate. ~~Right now I hear the sound of~~  
~~a distant drum ... the beginnings of a hum -- why, bless my~~  
~~soul -- here comes something awfully swell -- we're gonna turn~~  
~~the tables on the contestants and test the members of the~~  
~~band with Sing-a-Spell.~~

7. (SING-A-SPELL. . . . . PRODUCTION)

COMMERCIAL #3

GRAUER: Put down your lamp, Diogenes - the round is over.

KYSER: Thank you Aristotle Grauer - das all chillun -- hold every-  
thing and our faculty will mark the examinations -- yes, here  
comes the tally and the ~~faculty~~ declares that the winner of  
the second round is none other than -----

(APPLAUSE)

KYSER: Ah, dear Miss \_\_\_\_\_, *you were so titillating as Sonata*  
that was a stellar performance. Light  
up a Lucky Strike and twinkle until the final round when you  
tackle the champion visiting butter and egg man for the honor  
of the state and the slate. ~~Right now I hear the sound of~~  
~~Right now here's something of a surprise. To-night we're gonna let the~~  
~~contestants sit on the side-lines, while we turn the tables on the members~~  
~~of the band with Sing-A-Spell. We're going to put em on the spot with words~~  
~~they haven't seen or rehearsed--Oh boy, let's go.~~

7. (SING-A-SPELL. . . . . PRODUCTION)

COMMERCIAL #3

KYSER: You've heard of "the house that Jack built" - now Dean Grauer's going to tell you about the houses that are built by this ...  
(CHANT - 10 SECONDS - SOLD AMERICAN)

GRAUER: The tobacco warehouses in which that chant echoes are the real centers of the tobacco industry. Farmers bring in their tobacco to these warehouses. Buyers representing the different cigarette companies are there to bid. And the auctioneer makes the sales to the highest bidder. Everything's above board. It's been called the fairest system of selling in the world and the success of any tobacco warehouse depends upon the absolute impartiality of its operator. So let's question a typical warehouseman about cigarettes. Mr. C. A. Webster of Durham, North Carolina, gave this answer recently:

MAN: In my two warehouses in Durham, North Carolina, and Loris, South Carolina, I see Luckies buy the finest line of tobacco that's offered. And their high standards never vary day after day, year after year. So is it any wonder I've smoked Luckies myself - ever since 1917?

RUYSDAEL: Smokers, have you tried a Lucky lately? Remember: among independent tobacco experts like Mr. Webster - warehousemen, auctioneers, and buyers - 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 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. (~~"IN THE MOOD". . . . . ORCHESTRA~~)

segue to

9. ("ALL THE THINGS YOU ARE" . . . . . BABBITT AND ORCHESTRA)

(APPLAUSE)

FANFARE. . . . .

GRAUER: The final round! ...

(CHEERS)

GRAUER: No-no-- this is no time for cheering -- this is grim and gruesome -- this is the final examination of this lovely little Florida Floradora - and this - this handsome traveling man when one must face an awful fate - losing out on the dough. Oh, weep with me, dear scholars. Weep and take a peep ... for there he is - that dilapidated diz with a fiz like a quiz -- the question kid - Kay Kyser.

(HORSES HOOPS)

KYSER: One furlong to go scholars - we're in the stretch-neck and neck, pounding down the home alley -- 'cause for our final round the Marx Brothers suggest a day at the races. So step up and see which of you can boot home a winner.

1. Ben Willeford of Atlanta, Ga., says our Florida residents and visitors alike know about horses so for our final round let's take a musical trip to the track - let's "high away to Hialeah". "What a sight - beautiful track surrounded by <sup>stately royal palace - with</sup> ~~flowers, shrubs and trees~~ a colorful crowd - excitement and everywhere we look there's (PLAY) Seated right in front of us is a cute couple known as (PLAY). They're all upset - don't know which horse to root for - they ask me - it's my first trip too, so I advise them first to (PLAY)

2. Time flies! 'the sixth race is over, and while we're waiting for the big race of the day, the <sup>Bluefoot</sup> ~~Hayfoot~~ Handicap, Anna Finlay of Miami Beach wants you to say Right or Wrong to these statements.

- 1) The Ritz Brothers were the stars of "Three Men on a Horse."
- 2) Rudolph Valentino's first big part was in the "Four Horsemen of the Apocalypse."
- 3) The book, "Black Beauty" is the autobiography of a horse.
- 4) Sorrell and Son was a popular horse opera featuring ~~Man 'o' War~~ and Tony the wonder-horse.
- 5) ~~Helen of Troy was a famous clothes horse from Troy, N.Y.~~
- 6) ~~The Trojans of Southern California ride to each game in a wooden house.~~



3. (TRUMPET FANFARE) It's the call to the post for the big race and while the ponies are parading, I'll pop a perplexing little protest from Miss Edith Bride of San Antonio, Texas. Can you name one picture which deals with race horses or horse-racing. From the following list of wrong names see if you can give us the correct names of 3 well-known race horses. Woman of War, Dog Biscuit, Gallant Nya Nya, Zeb, Kodac the 2nd, Johnstown Flood, Minnie Oma-ha-ha and Peace, General.

4. Miss Betty Thompson of Fort Lauderdale says they're ready to run the big race - and this is Clem McKyser speaking. <sup>The horses are at the post</sup> Cactus Plant is in the <sup>post</sup> ~~number one~~ position, Corrigan is second, Jimmy Durante is third, Gray Nightmare, the heavy favorite is fourth, and Barney Google's Spark Plug, the long shot, is <sup>on the outside</sup> ~~in fifth position~~. (SOUND-BELL) They're off! (YELLS) They round the first turn, - they're in the back stretch - Durante is ahead by a nose- hey, look - what's happening? Cactus Plant got a thorn in his side, Corrigan is running the wrong way, and the long shot - Spark Plug, is really firin' he's way ahead and you can hear him singing (PLAY) Why, he just romped in, folks, and now, five minutes later, the favorite, Gray Nightmare comes strolling in, singing (PLAY) Yes, sir, it looks like (PLAY).

GRAUER: Time to give the winner his hay. Professor.

KYSER: Yes, and it's a photo finish -- who will be the winner? The visitor or the home body -- Mr. \_\_\_\_\_ of \_\_\_\_\_ or Miss \_\_\_\_\_ of Miami? ... Hush....here comes the picture-which contestant is out in front -- why -- none other than \_\_\_\_\_.

(APPLAUSE)

KYSER: Ah \_\_\_\_\_ ~~the fight is over,~~ the race has run its course and ~~this old white beard has never quivered in the wash of a~~ stronger wind <sup>have</sup> as when you whizzed under the wire a winner -- with these trembling hands I decorate you with the horseshoe of flowers -- pour into your feed-bag these \$35 first prize <sup>and that aint hay</sup> ~~then I turn and place this old arm~~ around your shoulder, dear second placer -- because I, too, have been delayed from a fast finish by the dust of a longer-legged adversary -- accept this place money of \$20 - to you other four contestants for running a dead heat to show - ten dollars each and to all six of you a carton of Luckies. Then, to each and every member of our student body here tonight -- for that swell school spirit and sassy talk - a package of <sup>better than ever</sup> Lucky Strike cigarettes, ~~to each and every one.~~

(APPLAUSE)

GRAUER: Are you smoking more today ... more than you used to? ~~If you~~  
~~then~~ are, remember these two important ~~facts~~ <sup>cigarette facts,</sup> ~~about~~ cigarettes. One -  
 only Lucky Strike offers you the throat protection of the  
 "Toasting" process - and if you are ~~smoking more today,~~ then  
 naturally that process is now more important to you than ever  
~~before.~~ And, two, Luckies ~~today~~ are better than ever, ~~because~~  
~~They~~ contain the Cream of <sup>better than ever</sup> ~~finer~~ tobacco Crops developed by  
 Uncle Sam. Have you tried a Lucky lately? Remember... with  
 men who know tobacco best, it's Luckies two to one.

*In the mood*  
 10. (~~"SCATTER RAIN" . . . . . ORCHESTRA~~)

segue to

11. (~~"BEER BARREL POLKA" . . . . . ORCHESTRA~~)

(APPLAUSE)

KYSER: Well, das all, chillun -- ~~the old College will be bundled away~~  
 until next week <sup>Wednesday, school is out</sup> ~~when we will unwrap another session of higher~~  
~~musical education.~~ <sup>Between now & then</sup> In the meantime, brush up on your <sup>popular</sup> ~~musical~~  
~~songs~~ <sup>songs</sup> ~~learn~~ by lending your ears to YOUR HIT PARADE with Barry  
 Wood Saturday night over another station. And now, students,  
 remember the address for questions to the old Professor is *still*  
 Kay Kyser - 48) Lexington Avenue, New York City. So until  
 next Wednesday, we'll be thinkin' 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 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 Co.  
Kay Kyser's College of Musical Knowledge - #101  
February 28, 1940

REBROADCAST BY MILLER TAPE  
MUTUAL -N.Y.STATE 2/29/40  
8-9 P.M.

GRAUER: Have you tried a Lucky lately?

AUCTIONEER: (ONE LONG SALE ENDING "SOLD AMERICAN")

GRAUER: Sold American means fine tobacco for your Lucky Strikes.

That's why with independent tobacco experts - ~~men who~~ *buyers*  
*warehousemen and Auctioneers*  
~~spend their lives buying, selling, and handling tobacco -~~

with men who know tobacco best - it's Luckies 2 to 1.

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

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

(KYSER THEME. . . . .)

KYSER: Evenin' folks, how're ya all?

AUDIENCE: Fine -- how're you?

KYSER: Fine, ~~and candy~~ <sup>thank you, so</sup> ... where's our six chosen at random scholars?

CONTESTANTS: Here we are.

KYSER: Well, get your noses in them books, chillun 'cause <sup>pretty</sup> soon we we're going to mow you down with examinations for \$95 in prizes ... now, where's my faculty?

BAND: Here!

POKEY: Present!

KYSER: Well, everybody on time and in their places -- so, Dean Grauer lock up the old door -- shine up the dancin' floor - hang out the moon -- pass out the cookies and lokey, <sup>lokey, lokey</sup> kids, <sup>its dance time</sup> ~~come on out here and yet's dance, chillun~~ - yet's dance.

1. ("OH JOHNNY OH" . . . . .ORCHESTRA)  
segue to

2. ("STARLIT HOUR" . . . . .SIMMS & ORCHESTRA)  
(APPLAUSE)

COMMERCIAL #1

KYSER: Chillun, if you like people who bear good news, you ought to talk to tobacco farmers like H. D. Hester of Willow Springs in my own home state of North Carolina. Here's what he'd tell you ...

MAN: Uncle Sam is doing some wonderful things for tobacco! Government ideas have helped my tobacco crops in the last few years to turn out "extra special"!

GRAUER: And here's the best news for Lucky Strike smokers! The cream of the Government-improved tobacco crops from Dixie has now been thoroughly aged and mellowed. It's in Luckies today... the finest tobacco in 300 years. That's why we ask: Have you tried a Lucky lately?

RUYSDAEL: You see, Lucky Strike has always prided itself on the quality of its tobacco. Always, we have bought the Cream of the Crop. But in the last few years, thanks to United States Government Experiment Stations and their teamwork with the tobacco farmers, crops have been so much better that we can now offer you a cigarette with the best tobacco in history. Yes, these finer lighter tobaccos, now aged and mellowed from 2 to 4 years, are in Luckies today. So - thanks to Uncle Sam, Luckies are better than ever. Have you tried a Lucky lately? If you haven't, maybe you've been missing something. See how truly fine a modern cigarette can be. Next time ask for Lucky Strike.

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

ORCHESTRA (Morning - Bird & Twitter Music)

GRAUER: Aha - the powerful arc lights in the old classroom have fooled our scholars - in this artificial dawn, they arise - they look bright - they are alive! Yes - so now get ready you first three contestants and stand here near the old lecture platform - the faculty will be judging you - the ears of the nation are upon you, and without fuss or muss a strange man comes into your lives - he isn't Clark Gable...he isn't Donald Duck - he's nobody but your old professor - Kay Kyser!

(CHEERS)

(KYSER MARCH. . . . .)

KYSER: Welcome, scholars, to this big bad world. Hearken to my words and <sup>lets</sup> maybe you will climb this musical ladder to success. ~~of~~  
~~you, Mr. \_\_\_\_\_ I'm asking the first question.~~

1. ~~We're going to describe musically the experience of~~ A tourist who drove into Miami, and went to a hotel in search of a room. Jim Carroll of Miami Beach wants you to name ~~the~~ <sup>these</sup> songs ~~as we go along~~ <sup>which will describe his experience</sup>. First the hotel manager ~~shows~~ <sup>showed</sup> the tourist his (PLAY). He ~~says~~ <sup>said</sup> "I don't like it <sup>and besides</sup> - it's not a Blue Room - it's a (PLAY). The Manager says "I know it's a Blue Room, but the customer's always right, ~~so~~ if you say it's a Rose Room, then it's a Rose Room. So let's look at another one. Here's a room with a view. The tourist replied, "The view is okay, but I don't like the pink walls." <sup>this is a (Play)</sup> The manager <sup>said</sup> says "The walls are yellow, but if you say <sup>it's a Rose room</sup> they're pink, then <sup>it's a</sup> they're <sup>Rose room</sup> pink." At that the tourist exclaims, "I'm very sorry - you're right - I forgot to take off my sunglasses and I've been (PLAY)
2. At the suggestion of Miss Beverly Wood of Los Angeles, Calif., let's "us guys" talk about "the Janes." We want you to name three personalities, past or present, whose first names are "Jane."
3. A certain piano playing orchestra leader, who composed such songs as "I never Knew", "Three On A Match", "King For A Day" etc - uses the following number for his theme. Listen and name him and the song for Walter McCarthy of Dearborn, Michigan. (PLAY) ~~Did he compose his theme song?~~



4. ~~Isn't Ish Kabibble silly - he thinks "The Little Man Who Wasn't There" <sup>Come here little man and let's discuss the Little Man who</sup> <sup>Wasn't There,</sup> is the theme song of the picture "The Women".~~ Well Miss Mary

Stephenson of Baltimore, ~~MD~~, says there were several motion pictures "where the little man was there, but still he wasn't there", and she wants you to name three - catch on?

5. We're just going to play a few bars of a well-known song and Lewis Tompkins of Akron, Ohio, wants you to quickly tell us the name of it and what singer made it famous. (PLAY)

6. Here come the "What What's", so Mrs. Mildred Hackworth of Denver, Colorado, wants you to take out the word "what" in the following song titles and replace them with the correct words. (1) There's a What in the What of Whattyland With a What What be Whats to What. (2) Between the What and the What What What. (3) Everybody What's My Whatty, ~~What~~ <sup>but</sup> My Whatty Don't What No Whatty, but What.

7. A nationally known orchestra but featured mostly in the middle west, comes on the air like this. (PLAY). Tell Clifford Howell of Wheeling, West Virginia, what his name is and what the orchestra was named several years ago when he had a partner.

8  
9. Tonight we're inaugurating a "musical geography course" here in the College of Musical Knowledge and for the next few weeks, we'll play various well-known songs, the titles of which take us to foreign places. Tonight Ted Simpson of Omaha, Nebraska, wants us to go to (PLAY). Now where is \_\_\_\_\_? <sup>Does it make you think of</sup> ~~Is it another name for~~ Algiers, India, Persia or Peoria?

8. Harry Babbitt is "standing by" to sing a few bars of our slogan song and Miss Patricia Dorhan of New Haven, Conn., wants you to listen and then name 3 of the nationally-known products that are identified with the slogans you're about to hear. "Sing Harry" - (PLAY).

(CLASS BELL)

Shots

WOMAN: Yipeeeee! .. osey wow wow!

KYSER: Dear me, Dean Grauer -- what, might I ask is going on here?

GRAUER: Just Leap Year, professor, and one of our co-eds in the back row got her man.

KYSER: Well, bless my soul, Dean Grauer - issue everyone of our men students an extra round of ammunition and let's hang together, lads, <sup>and defend the student whom</sup> ~~with~~ our faculty ~~go into a huddle to decide who has the~~ best marks.

~~(HUDDLE OF MIMBO JUMBO VOICES)~~

SOUND: ~~(BELL CLANGS)~~

KYSER: ~~Thank you, faculty -- some huddle -- the winner of the first~~ <sup>is the</sup> round ~~and~~ most likely victim for leap year, <sup>Why its</sup> none other than \_\_\_\_\_

(APPLAUSE)

KYSER: Ah, dear Mr. \_\_\_\_\_ take this pass to the final round - this belt of ammunition - this old squirrel rifle and barricade yourself in the domestic science lab -- Light up a Lucky Strike and prepare to defend your honor to the death. Right now recess time is here -- so while books collect dust -- the old school will dance or bust - so, students -- grab, grunt and gyrate - I mean to state - come on, kids, yes dance.

3. <sup>Digger Digger Do.</sup> ~~("LITTLE RED FOX")~~ . . . . .DUET & ORCHESTRA)

segue to

4. ("CARELESS". . . . .BABBITT & ORCHESTRA)

(APPLAUSE)

KYSER: You know, Basil Ruysdael, if I ~~every have to retire from the College of Musical Knowledge~~, I think I'll come down here to Miami and open up a cigarette store. Folks sho do do a lot of smoking down here!

RUYSDAEL: Well, it's the same everywhere these days. We're having more fun out of life, so we're smoking more. Folks, just ask yourself this question: Are you smoking more today - more than you used to? If you are, here's one thing it's good sense to remember: The more you smoke, the more you need throat-protection. That's why Luckies' exclusive process "It's Toasted" is more important than ever today. And that's why we're showing a movie of "Toasting" to our studio audience before each radio broadcast. This movie, which was seen by over 3 million people at the New York World's Fair, makes clear the following facts...

GRAUER: First, "Toasting" makes Luckies easier on your throat, by removing certain harsh throat irritants and impurities naturally present in all tobacco. Second, "Toasting", through the use of Ultra Violet Rays, adds an extra sunshine mellowness to Luckies - a rich "toning up" that is found in no other cigarette.

RUYSDAEL: Are you smoking more today - more than you used to? Then,  
to really enjoy your smoking, you need more than ever before  
the throat protection of the "Toasting" process which only

Lucky Strike offers you. Have you tried a Lucky lately?  
*Little Red Fox*  
(~~"DISCA DIGGA DO"~~ . . . . .ORCHESTRA)

segue to

("INDIAN SUMMER" . . . . .SIMMS & ORCHESTRA)

(APPLAUSE)

*Old By Road*  
(~~KYSER THEME~~ . . . . .FADE FOR ANNOUNCEMENT)

GRAUER: While the flying fishes play ... the moon shines down - the campus teems with tottering tots in caps and gowns ... the old college purrs with joy and we pause briefly for station identification

station break

(PLANES IN FLIGHT.....SOUND)

POKEY: Ooh, Looky - air - a - planes .... air-a-planes!

GRAUER: Pokey ... we have no time for airplanes <sup>close the window, look to your seat</sup> ... this is the second semester of the college of Musical Knowledge and the chillun

must keep their eyes to the front - school's got to go on. *How*

POKEY: ~~That's right and I'll recite:~~ *you going to get your education, boy?*

~~"Planes, planes go away  
And Come again another day  
Cause we got to listen to what the  
Old professor has to say~~

*Good advice Ben Grauer, Dean of Discipline*  
KYSER: ~~That's right, Pokey~~ and here are three beautiful reasons for keeping your eyes and your ears on your work ... they are ready to answer the questions in this second round -- so, let's go.

(SECOND ROUND)

1. ~~Some of Americas' best-known personalities are performing here in Miami, so the other night we paid some of them a visit, and~~ <sup>At</sup> the suggestion of Bert Wheeler of Jacksonville we're going to use a few well-known tunes to tell you about <sup>a visit we paid some of the many well-known</sup> ~~our trip.~~ First we went ~~to the Carousel to see your old minstrel man "Benny Fields".~~ We said, "How are you Benny - where's your wife, Blossom Seeley", and Benny replied ~~(PLAY).~~ <sup>Then</sup> ~~Then~~ to the Continental Club for some laughs from Joe R. Lewis, the King of the Night Clubs. As Joe started to perform a stooge hit him in the face with a huckleberry pie - So Joe sang (PLAY). ~~To finish the evening we visited Abe Lyman, Tony Martin and the De Marcos at the Royal Palm Club. As the De Marcos started to dance, a fuse blew out, but being good troopers, the De Marcos went ahead (PLAY)~~ <sup>Finally we went to the Carousel to see your old Minstrel Man, Benny Fields</sup> ~~After the lights came back on Tony De Marco did a pantomime number. He asked him where his wife, Blossom Seeley was, and he replied "Boy which he called "Polo in Pantomime - you know, De Marco Polo." And speaking of dancing, we're appearing for a dance tomorrow night at~~ <sup>clubs</sup> ~~the Club~~ <sup>Brownie</sup> at Fort Lauderdale, where we hope to see many of our friends.

2. Miss Yvonne Finlay of Toronto University, Canada, asks - are Vivien Leigh and Laurence Olivier <sup>engaged</sup> ~~sweethearts?~~ Can you name a picture in which each of them was <sup>appeared</sup> ~~starred?~~

3. I just had "a seance" with Billy Fox of New Orleans, La., - out of the night his voice said "play an orchestra theme song and have the contestant tell you whose it is" - So here we go. (PLAY). Does Perry Como sing with him?

4. It's tonight's Right or Wrongers, and Miss Alice Madden of Boston, Mass., says you'll get the gong if you take long to say "Right" or "Wrong" to the following statements. (1) Eddie Peabody has played banjo with Paul Whiteman for 20 years. (2) Rippling Rhythm is featured by W. C. Fields and his orchestra. (3) Hedy LaMarr's first American appearance was in the ~~French~~ <sup>foreign</sup> picture, "Ecstasy." (4) Little Sir Echo was a favorite song of the Campfire Girls before it became generally popular. By the way, the Campfire Girls, 260,000 strong, are celebrating their twenty-eighth birthday during the week beginning March Fourth. We certainly wish this fine organization Many Happy Returns of the Day.

5. George Kyger of Crofton, Pa. says that most girls like to talk about the boys "and assuming that you do," here are 3 songs that give you that chance. First, what boy is this (PLAY). And which one is this? (PLAY). If that one is \_\_\_\_\_ who is this young man? (PLAY)

6. While we're on the subject of boys, Miss Helen Osborn of Portland, Oregon, wants you to distinguish between Golden Boy, Life Buoy, and the All-American Boy. By the way, speaking of boys, Billy Tomasello says that the University of Florida is the only State University in America for men only. But we're going to put an end to that kind of nonsense next Friday and Saturday, when we play the Military Ball there - so there better be plenty of co-eds there then!



7. Here's a good old favorite song which is used as a theme by the orchestra now playing at the Biltmore Hotel in New York City. Listen and see if you can tell Victor Owick of Chicago, Ill., all about it. (PLAY) (It's somebody named Sleepy.)

8. E. Fitzgerald of New York City is going to raise sand if you don't know the name of this song which was plenty hot 15 years ago. (PLAY). Now can you name a famous jockey and a current movie actress who have "Sand" in their names?

9. With "Down By The Old Mill Stream" as our song, Miss Ann Lawrence of Waco, Texas, wants us to hold a little impromptu class in sight singing and ad lib whistling. Here are the words to the song. Lyman Gandee will give you the key, and we want you to sing. When I point at you stop singing the words, and whistle. When I point again stop whistling and pick up the words again - Let's try it. (PLAY)

(CLASS BELL)

GRAUER: Recess, professor -- the round is over.

KYSER: Thank you, Dean Grauer, and das all, chillun. Hang onto your hair nets until our faculty grades your papers. There comes the one with a star on it - saying that the winner of the second round is none other than \_\_\_\_\_

(APPLAUSE)

KYSER: Why for crying out loud, Miss \_\_\_\_\_ - if learning and cleverness could be heard you would make a noise like a fire engine in the night.

(SOUND: FIRE APPARATUS GOES BY LOUD)

KYSER: Thank you, Hook and Ladder No. 39 -- you see, Miss \_\_\_\_\_, education is its own reward, so light up a Lucky Strike and get ready for the final round. Right now the old school rears its happy recess -- romps out on the dance floor -- kicks up its heels and says --

POKEY: Come on, chillun -- yets dance.

7. ("CONFUCIUS SAY" . . . . . PRODUCTION)

(APPLAUSE)

COMMERCIAL #3

GRAUER: Professor Kyser... Professor, how fast can you talk?

KYSER: Well I never thought much about it Dean Grauer, but some <sup>2</sup> folks ~~say~~ I do all right.

GRAUER: You probably average about 125 words a minute. That's usual speed. But some radio commentators hit as high as <sup>175 200</sup> ~~250~~ or ~~300~~ words a minute. And our good friend, Speed Riggs, here, has been clocked at over 500 words a minute. Show em, Speed ...  
(CHANT - SOLD AMERICAN)

GRAUER: Folks, that chant goes so fast, you probably can't follow it. but every word of it is crystal clear to tobacco men. Tobacco-born, tobacco bred, the chant is a part of their daily lives. Even youngsters who aim to be tobacco auctioneers, learn the chant as they learn their ABC's. When Jimmy Hicks was a youngster in Henderson, North Carolina he used to practice the chant every day and his skill and great knowledge of tobacco made him one of America's greatest tobacco auctioneers. He told us recently:

MAN: I've been a tobacco auctioneer for 21 years now. I've sold tobacco to just about every company that makes cigarettes. And I've noticed that Luckies have always bought fine tobacco - good ripe tobacco with the flavor and quality I like. That's why I've smoked Luckies myself for the past 14 years.

RUYSDAEL: Smokers, Jimmy Hicks 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? 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. ("MAKE BELIEVE" . . . . . ORCHESTRA)

segue to

9. ("AT THE BALALAIKA" . . . . . BABBITT & ORCHESTRA)

(APPLAUSE)

(FANFARE . . . . .)

GRAUER: The Final Round! Our two contesting champions march front and center -- the faculty stands on its toes and in with a din comes that chin of tin -- the man of the day -- hey hey --  
Kay Kay Kyser!

(SHEA - MOUTH SIREN, SMACK ON BASS DRUM & SHIMMER OF CYMBALS)

KYSER: Aha, you are mine! Yes, come to Dracula, my innocent ones --  
*In so bad I make*  
~~here's where~~ Boris Karloff look like Shirley Temple -- why, when I get through with you there won't be a hair on your heads-- there won't be a bone in your body -- why, if I don't -- ah -- shucks, kids -- I hope you both win.

(ADD FINAL QUESTION ROUND)

1. Our final round tonight is dedicated to two men recognized as the greatest writers of comic opera. We salute Gilbert & Sullivan, who gave us such immortal comic operas as Pinafore, The Mikado, Pirates of Penzance, Iolanthe, The Gondoliers and many others. First, Earl Shellner of Kansas City, Mo., wants you to identify this well-known song from The Mikado. (PLAY). Which of the following was featured in the recent motion picture of The Mikado - William Danforth, Kenny Baker or Bill Robinson.
2. Miss Helen Holmes of Newark, New Jersey, wants to know if the melody to Hail, Hail the Gang's All Here is from a Gilbert & Sullivan operetta. Now let's take the team, Gilbert & Sullivan, apart and see if you can name two other personalities whose first or last names are Gilbert.
3. Now let's discuss the last half of the team of Gilbert & Sullivan. Charles Pendleton of Louisville, Kentucky, wants you to name 3 personalities whose last names are Sullivan. (And I guess O'Sullivan was the heel of the family.)
4. Here's a composition of a more serious nature - It's one of the most beautiful of all songs, and it was given to the world by one of the team of Gilbert & Sullivan. First let's name it for Miss Jasperine Malazza of Birmingham, Ala. (PLAY). Was it composed by W. S. Gilbert or Sir Arthur Sullivan.

(CLASS BELL)

GRAUER: School's out, Professor -- it's all over. *and*

(CHEERS)

KYSER: ~~Wait - hold everything, students.~~ -- the faculty is ready to report the result of its balloting - yes - everything is ready and there goes a rocket ...

(SOUND: SWISH AND BOOM)

BAND: Ahhhhhhhhhh

KYSER: Ah, that's right you're right, good judges - the winner of the final round -- the big winner of the evening is none other than \_\_\_\_\_

(APPLAUSE)

KYSER: Ah, dear \_\_\_\_\_ - you have a ready wit and a sound grounding in the fundamentals of higher musical education. Your superb speaking of the sweet language of the lilting down beat has earned you ~~a niche in the old school Hall of Fame~~ and this treatment for the itch of your palm ... \$35 first prize. To you, dear second placer, ~~because it was only a little something in your eye which prevented you from taking top honors, this~~ consolation of \$20...  
*the* To the other four contesting scholars, ten dollars each, and to all six students a carton of Luckies. Then to each and every member of our student body here tonight - for those fine answers in bono publico -- and those hearty hollers -- a package of better than ever Lucky Strike cigarettes.  
(APPLAUSE)

GRAUER: Are you smoking more today ... more than you used to? Then remember these two important cigarette facts. One! Only Lucky Strike offers you the throat protection of the "toasting process." Two! Luckies are better than ever - they contain the cream of better than ever tobacco crops developed by Uncle Sam.. Have you tried a Lucky lately? With men who know tobacco best, its Luckies two to one.

10. (BLUEBIRDS IN THE MOONLIGHT. . . . .ORCHESTRA)

segue to

11. (BEER BARREL POLKA. . . . .ORCHESTRA)

(APPLAUSE)

KYSER: Well das all chillun ... *this is where we must bid* ~~we heard up the old college and bid~~ farewell to the longest month of February until leap year 1944. Next ~~week~~ *Wednesday* thousands of little feet will beat paths to the old classroom when your old professor welcomes another batch of raw material to work upon. In the meantime, brighten up your Cleff Culture and bone up on your musical knowledge by draping an ear around your HIT PARADE starring Barry Wood on Saturday night over another station. And now, students, remember the address for questions to the old professor. Kay Kyser, 480 Lexington Avenue, New York City. So until next Wednesday - we'll be thinking of you - this is Kay Kyser saying thanks for being with us and so long everybody -

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

GRAUER: The famous tobacco auctioneer heard on tonights program was Mr. L.A. (Speed) Riggs of Goldsboro, North Carolina.

(THIS IS THE NATIONAL BROADCASTING COMPANY)



MARCH

*as Broadcast.*

The American Tobacco Co.  
Kay Kyser's College of Musical Knowledge - #102  
March 6th, 1940

REBROADCAST BY MILLER TAPE  
MUTUAL-N.Y.STATE- 3/7/40  
8-9- P.M.

GRAUER: Have you tried a Lucky lately?

AUCTIONEER: (LONG CHANT ... ENDING WITH "SOLD AMERICAN")

GRAUER: Sold American means fine tobacco for your Lucky Strikes.  
That's why with independent tobacco experts - men who  
spend their lives buying, selling and handling tobacco -  
with men who know tobacco best -- it's Luckies two to one.

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

GRAUER: 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.

(APPLAUSE)

(KYSER THEME. . . . .)

KYSER: Evenin' folks ... how're ya all ... welcome back to school. Right here with me near the old lecture platform as pleased and comfy as apple dumplings, <sup>are</sup> our candidates for those \$95 in prizes - three boys and three girls, chosen ~~this evening~~ just before class took in by picking the numbers of their tickets out of the old campus fishbowl - and they haven't any idea of what I'm gonna ask 'em. But, before serious things --- ~~settle yourselves in your benches~~ .. have a helpin' of goodies while the faculty and I give you a little preliminary course in ballroom bagatelle... Yes, kids - shuffle and yell --- swing those slippers and yet's dance!

1. (JERICHO . . . . .ORCHESTRA)

segue to

2. (DO I LOVE YOU . . . . .SIMMS & ORCHESTRA)

KYSER: Chillun, bein reared in tobacco country, I can easily understand why Mr. Robert Beatty of Lexington, Kentucky, tobacco grower and one-time State Representative in the Kentucky Legislature made the following statement.

MAN: Today we tobacco farmers are growing better and better cigarette grades of tobacco! It's a finer lighter leaf all around! One big reason is the help given us by the Government Experiment Stations.

GRAUER: Yes, that's real tobacco news. And the best news of all for Lucky Strike smokers is that the Cream of these Government-improved tobacco crops has now been aged and mellowed in Lucky Strike's great warehouses. It's in Luckies today ... the finest tobacco in 3 centuries!

RUYSDAEL: And, folks, that's why we're asking smokers: Have you tried a Lucky lately? You see Lucky Strike has always prided itself on the quality of its tobacco. Always, we have bought the Cream of the Crop. But in the last few years, thanks to United States Government Experiment Stations and their teamwork with the tobacco farmers, crops have been so much improved that we can now offer you a cigarette with the best tobacco in history. Yes, these finer lighter tobaccos, now aged and mellowed from 2 to 4 years, are in Luckies today. So - thanks to Uncle Sam, Luckies are better than ever. Have you tried a Lucky lately? Next time ask for Lucky Strike.

(LUCKY DAY. . . . .ORCHESTRA)

SOUND: (SCHOOL BELL)

GRAUER: To your benches, students - Class will come to order... the first three contesting scholars will step up to the old lecture platform ... the faculty in their colorful robes will take their places ... the old professor is coming so when I tap the bell, all rise and greet outprexy.

(SOUND: DESK BELL TAP)

AUDIENCE  
AND BAND:

Hi, Prof!

KYSER:

*Evenin'* scholars -- I hope you're all feelin' fine and dandy ... and you first three contesting brethren ... are you feelin' bright this evenin'?

CONTESTANTS: Yes, teacher.

KYSER:

Well then ... mooch right up here and I'll ... do a hula on your medulla... I'll hex your cortex and give your nerve ends the bonds.

*came close*

1. All three of you contestants, ~~listen-closely~~, because we're going to present a little musical skit in three parts sent in by Miss Patty Cooper of Philadelphia. Mr. \_\_\_\_\_ of \_\_\_\_\_, our setting is (PLAY). And there we salute those stalward sun-tanned savers of swimmers - the life-guards. Because he's so tan let's call the live-guard in our skit, <sup>*is so tanned let's call him*</sup> Sunny-Boy. In fact, he's so sun-tanned - so-bronzed, we should call him a (PLAY). (I guess if he's a life-guard, a life-saver's a mint.)
2. Now, Mr. \_\_\_\_\_ of \_\_\_\_\_, Sunny-Boy was on guard when one of those plump and self-assured ladies waddled up, settled in front of his tower, and asked (PLAY). "Plenty deep," Sunny-Boy replied. But she only laughed and said (PLAY).
3. Now, Mr. \_\_\_\_\_ of \_\_\_\_\_, at that the fat lady jumped in the ocean and began to swim out to sea and when Sunny-boy looked to see where she was, ~~it was too late, cause~~ she was way out (PLAY). Now, let this little story be a lesson to you gals - hark to the warning of the handsome life-guard, or else you may end up, like our heroine (PLAY).
4. And speaking of girls, Thomas Aldridge of Seattle, Washington, wants you to name three out of these four girls whose first names are "Ginny", "Minnie", "Binnie" and Winnie".
5. Miss Helen McCreedy of Kansas City, Mo. says it's certainly not a lonesome old town when the following band leader comes on the air. Listen and tell us who he is (PLAY). From the following list which one sings on the air with him: Tony Martin, Mary Small <sup>*and*</sup> Donald Dixon.

6. And now Richard Meffitt of Cleveland, Ohio, wants you to name three out of five fellows whose first names are "Skinnay, Henie, Kenny, Linie and Bennie.
  
7. Last week our musical geography class took us to Hindustan. Tonight at the request of Mrs. Vernon Huffman of Lexington, Ky., let's visit (PLAY). Now where is \_\_\_\_\_? And speaking of going visiting the varsity crew is going visiting Thursday, Friday, and Saturday, to St. Petersburg, Jacksonville and Tampa where we hope to play for lots of our corresponding scholars.
  
8. Here's a sizzling little silly from Sunland, California. Miss Vivian Gilbert asks what is it that has 8 legs and sings. That doesn't count, but you won't have a leg to stand on unless you can tell us the four <sup>voices</sup> ~~parts~~ that make up a <sup>male</sup> quartet such as soprano, alto, etc.
  
9. John Golden of Jackson, Mississippi, wants you to name this song which orchestra leader Happy Felton uses for his theme. (PLAY). Speaking of "happy" who is Happy Hooligan? Is Ned Sparks' nickname "Happy"?

(SOUND: . . . . .CLASS BELL)

GRAUER: Time is up, professor - the first class in cooperative cogitation is in a state of collapse.

KYSER: Thank you, Dean Grauer ... das all, students ... you're out of the fryin' pan and into the fire.

SOUND: ~~(FIRE SIRENS AND BELLS)~~

POKEY: ~~What's the~~ <sup>what</sup> fire, boss.

KYSER: Ah, never mind, chief -- ~~It's all over now~~ -- two contestants <sup>just</sup> got burned <sup>up</sup> down, but our faculty held a net for the other and they caught a winner ... none other than \_\_\_\_\_.

(APPLAUSE)

KYSER: Oh, me-o-my, dear Mr. \_\_\_\_\_ ... you get A for effort; B for bein' here and C for the chance to go home with finance after the final round... Right now it's recess, chillun - so light up a Lucky Strike, have a malted down at the ~~Gracette~~ <sup>Mary's</sup> -- have <sup>a Java at Georges</sup> ~~a coke in the Commons~~, - but while changing class why not grab off a lass and, don't give me no sass - pitch that woo and I do mean you, honey chile -- come on, yes dance.

3. (~~BEGIN THE BEGUINE~~ - OR MOONLIGHT ON THE GANGES. . . . .ORCHESTRA)

segue to

4. ("IN AN OLD DUTCH GARDEN". . . . .BABBITT & ORCHESTRA)

(APPLAUSE)



RUYSDAEL: Say, Professor.

KYSER: Yes, Dean Ruysdael?

RUYSDAEL: May I ask you a question ... Do you think people are smoking more today?

KYSER: Well, Basil, I don't have to hesitate on that one. I believe the answer is yes.

RUYSDAEL: I think most smokers will have the same answer, Professor. But you know that brings up an important point about cigarettes. For it's good sense to remember: The more you smoke, the more you need throat-protection. That's why Luckies' exclusive process "It's Toasted" is more important than ever today. Before our radio broadcast tonight, we showed an actual movie of "Toasting" to the 1000 people here in our studio audience. This movie, which was seen by over 3 million people at the New York World's Fair, makes clear the following facts that every smoker should know.

GRAUER: First, "Toasting" makes Luckies easier on your throat, by removing certain harsh throat irritants naturally present in all tobacco. Second, "Toasting", through the use of Ultra Violet Rays, adds an extra sunshine mellowness to Luckies - helps give them an added richness, flavor and fragrance found in no other cigarette.

RUYSDAEL: Are you smoking more today - more than you used to? Then you need more than ever before the benefits - the throat protection - of the "Toasting" process which only Lucky Strike offers you. Have you tried a Lucky lately?

5.(PLAYMATES. . . . .TRIO & ORCHESTRA)

6.(DARN THAT DREAM. . . . .SIMMS & ORCHESTRA)

(APPLAUSE)

(SWEETHEART OF SIGMA CHI. . . . .)

(FADE FOR ANN.)

GRAUER: So ends the first term in the old college ... the trees bend low and drifting and dreaming go the couples - arm in arm munchin peanuts neath the old school tower (SCHOOL CLOCK STRIKES) Ah- the old clock strikes the hour and we must pause briefly for station identification.  
(CLOCK FADES OUT)

STATION BREAK

SOUND: (EXCITED CROWD CALLING TO AND FRO)

GRAUER: Ah, me -- vacation is over ... the second semester of Kyser College is about to begin ... back, back, back to the gruesome grind ... flowers are sprouting now on Kyser Green... a lily grows where once a freshman stood ...

SOUND: (OFF - RINGING OF BELL)

GRAUER: But - hark the class bell - come on, kids -- come on you three beautiful co-eds -- you are next to take examinations...the old professor with his endowment of \$95 in prizes approaches!

(DOOR BANGS SHUT . . . .NOISE CEASES)

GRAUER: The goon speaks!

~~SOUND: (DESK BELL)~~

KYSER: Welcome back to school, chillun - especially you three beautiful, cotiful, cutiful armfuls of smart answers -- here are a few little nifties to cut on the bias.

(ADD SECOND ROUND)

1. We had a three-part question for our men scholars, and now we're going to do the same thing with you three girls - so listen carefully. Miss \_\_\_\_\_ of \_\_\_\_\_, this is a story that our own Ish Kabibble has been telling the boys in the band. So step up Ish and tell us about it.

ISH: Well, I went out fishing the other morning early and I'd hardly got my line out when a <sup>great</sup> b-i-i-i-g sailfish came up, looked at my hook, grabbed it, and sang (PLAY).

KYSER: He got the hook under his skin, and then what happened, Ish?

ISH: Well we fought and we fought, and neither of us was getting anywhere, <sup>and</sup> when the noon whistle blew, ~~which~~, according to the rules of the Florida Sail-fishes' Union - ~~Local 802~~ - we had to take time out for lunch, so I invited him up on deck, <sup>to have</sup> ~~and we~~ <sup>come</sup> had (PLAY).

2. Ish's fish story is doing fine. Now tell Miss \_\_\_\_\_ of \_\_\_\_\_ what happened then.

ISH: Well, while we were eating, we got talking about how things were going between us, and the Sailfish asked (PLAY).

KYSER: And what did you say, Ish?

ISH: I told him it was pretty hard work, so he said "I noticed that. It'd be a lot easier if you'd (PLAY).

3. Little Ishy is getting more fishy all the time, don't you think so, Miss \_\_\_\_\_ of \_\_\_\_\_.

ISH: (Interrupting) No, this is the truth - so help me. After lunch we went back to work and we fought and we fought some more, until we saw the (PLAY).

KYSER: You and the Sail-fish saw the \_\_\_\_\_.

ISH: That's right. And what do you think that fish did then - he took the hook out of his mouth, waved his fin and said "So long. I gotta go now, 'cause (PLAY).

KYSER: And then what happened?

ISH: (Off-hand) Oh, I woke up.

4. Miss Katherine Dolan of St. Paul, reminds us that the names of some of our most popular magazines are one word - and only one syllable - So she wants you to name three of them. Remember - one syllable words -

5. Tell Ernest Huber of Baltimore, Md., what orchestra's theme song this is and also the name of the song (PLAY).

6. Miss Joan Ward of Pueblo, Colorado, wants to know who introduced Edgar Bergen, Alice Faye, Eddy Cantor and Tommy Riggs to the Air audience? And who introduced Bobby Breen, Parkyakarkus and Deanna Durbin?

7. R. J. Hubbard of Little Rock, Ark., is sure you'll have no trouble in naming this good old Italian folk song (PLAY). The lyrics go \_\_\_\_\_ Oh Get that Man for Me. We wonder if you can name two of the men included in the lyrics, such as the newspaper boy or the milk man.

8. ~~This exploration brings us to a dissertation on Right or Wrong.~~ Tonight's Right or Wrongers come from Miss Doris Block of Chicago, who wants you to say right or wrong to the following statements. (1) Oley Speaks is known as the town-crier. (2) There're four brothers in the Lombardo orchestra. (3) Wayne King is a licensed aviator. (4) Radios' most popular soap program is "Good-bye Mr. Chipso."

9. What's the name of this song? (PLAY). Frank Bowers of New Orleans, reminds us it was written by an orchestra leader who uses the following theme. (PLAY). He's now featured at the \_\_\_\_\_. That's right \_\_\_\_\_ collaborated with his featured vocalist, Eddy Howard and his pianist, Lou Quadling to write \_\_\_\_\_.

(SOUND. . . . .CLASS BELL)

GRAUER: Recess, professor - the round is over.

KYSER: Well, das all, chillun -- you have done your bit, now it is up to the faculty to decide -- *they go into a huddle* ~~our faculty is now in conference~~ --

(FACULTY MUMBO JUMBO)

SOUND: (FIGHT GONG)

KYSER: And they have reached a verdict -- naming the winner of the second examination to be none other than \_\_\_\_\_.

(APPLAUSE)

*Thanks huddle*  
KYSER: 1 Shiver my timbers, Miss \_\_\_\_\_, that was a breathtaking performance ... why, Miss, if learning were a coon dog, you'd be a howling success.

VOICE: HOWLS

KYSER: Yes, dear Miss \_\_\_\_\_ light up a Lucky Strike listen to the playful little notes grow into chords ... this is recess time, scholars -- so squaws right -- bachelors left .. grab your partners ... change around ... *and say yes, yes* ~~one~~ ~~two~~ -- come on, chillun -- yes dance.

7. ("SAY SI SI". . . . . ORCHESTRA)

(APPLAUSE)

GRAUER: Professor, our history department reports that way back in 1619 the colony of Virginia produced a total tobacco crop of just 20,000 pounds.

KYSER: Huh - that wouldn't last long at a modern tobacco auction, would it, Speed Riggs?

RIGGS: Only about 12 minutes, Professor. Today as much as 100,000 pounds of tobacco is sometimes sold in a single hour ... like this

(CHANT 10 SECONDS - SOLD AMERICAN)

GRAUER: Experts at the tobacco auctions - who buy, sell, and handle tobacco - see a tremendous amount of the leaf each year. They get a first hand view of America's tobacco crop and they see just who buys what tobacco. So every smoker will be interested in their opinion about cigarettes. Here's what a typical independent tobacco buyer - Mr. Furney S. King of Lexington, Kentucky said recently.

MAN: For 25 years I've bought at tobacco auctions in the Carolinas, Georgia, and Kentucky. At auction after auction I've seen Luckies buy the better riper grades of tobacco. That's why I've smoked Luckies myself for the past 12 years.



RUYSDAEL: Smokers, have you tried a Lucky lately? Remember: among independent tobacco experts like Mr. King - buyers, auctioneers, 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. Next time you buy cigarettes take a tip from the men who really see who buys what tobacco. Try Luckies for a week and see for yourself why - with men who know tobacco best, it's Luckies 2 to 1.

8.(I'VE GOT MY EYE ON YOU. . . . .BABBETT & ORCHESTRA)

9.(ISLE O'MAY. . . . .DUET & ORCHESTRA)

(APPLAUSE)

(FANFARE)

GRAUER: The Final Round - this is where it will be decided which of these two surviving scholars will go home with gold clanking in their saddle bags and ~~wearing~~ vine leaves in their hair... we could paint a picture of pathos....draw you a <sup>vivid</sup> colorful scene of this dark and bloody ground - but, why be grim when in with a grin and a double chin comes that Rin Tin Tin - Kay Kyser!

KYSER: Woof woof, chillun - <sup>that's</sup> ~~There's~~ the bark - now here's the bite.  
*It's that - mean old final round.*  
(SOUTH OF THE BORDER.....Fade for ann.)

1. Our final round tonight takes us South of the Border - we salute our good neighbor, colorful, romantic and picturesque Mexico. First, Miss Juanita Bogue of Tulsa, Oklahoma, wants you to name this well-known Mexican song (PLAY). Was *Benay Venata* Ti-Pi-Tin written by Madame Maria Gravev, <sup>*Benay Venata*</sup> or Mon. Poincairé?
  
2. From the following list Earl C. Harte of San Antonio, Texas, wants you to name two well-known Mexican characters whose lives were the theme of hit pictures here in America, Cardenez, Pancho Villa, Tiajuana, Juarez and Chili Concarne. Can you name a star who portrayed either one?
  
3. From the following list Helen Smith of Birmingham, Ala., wants you to name 3 personalities, well-known and loved here in America, who hail from South of the Border: Tito Quizar, Dolores Del Rio, Lili Damita, Raymond Navarro, Lupe Velez and Ricardo Cortez.
  
4. Let's name this peppy Mexican jumping bean for Sidney Cohen of Dorchester, Mass. (PLAY). Estrellita, and La Golondrina are two beautiful mexican songs and when translated, which of the two means "my little star?" The other means "the swallow."

(SOUND .....CLASS BELL)

GRAUER: The faculty has sent down the signal, professor the examinations are over.

KYSER: Then das all, scholars, and in this brief interlude of suspense, while the faculty is in the judging room, a few well chosen words from our Dear of Duties, Ben Grauer.

GRAUER: Are you smoking more today .. more than you used to? Then remember these two important cigarette facts. One! Only Lucky Strike offers you the throat protection of the "Toasting" process. Two! Luckies are better than ever. They contain the cream of better-than-ever tobacco crops developed by Uncle Sam. Have you tried a Lucky lately? ... "With men who know tobacco best, it's Luckies two to one."

(NEW FANFARE)

KYSER: Arise - students - the faculty has returned with it's verdict, and they proclaim that the winner of the finals - the big winner of the evening is none other than \_\_\_\_\_.

(APPLAUSE)

KYSER: I'll be hornswoggled, dear \_\_\_\_\_ your salubriously scrumptious performance tonight was super-saturated with swell-elegance - it gives me goose pimples of gaiety to give you this first prize of \$35 ... then to you, dear second placer - this award of \$20 and to the other four contestants ten dollars each and to all six a carton of Lucky Strikes. But - then to each of you happy little chickens in the student body here tonight - for those ha ha's and woof woof's -- a package of better than ever Lucky Strike cigarettes.

(APPLAUSE)

10. (*Bluebirds in the Moonlight*  
"~~CRAZY RHYTHM~~" . . . . . ORCHESTRA)  
*Ben Bonnell Pitkin*

KYSER: And so, students -- the old college goes back to the janitor until next Wednesday night when we meet again to bring culture and fun into the dark places for ~~more deserving but uninitiated candidates for degrees and financial independence~~. In the meantime, brush up on your ground work in higher musical knowledge with Your Hit Parade starring Barry Wood and heard Saturday night over another station. And now, students, remember the address for questions to the old Professor is still 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 bein' with us ... and ... so long, everybody.

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

GRAUER: The famous tobacco auctioneer heard on tonight's program was Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina.

(SONG CREDITS ... IF ANY)

THIS IS THE NATIONAL BROADCASTING COMPANY

Rebroadcast  
3/13/40

The American Tobacco Company  
Kay Kyser's College of Musical Knowledge - #103  
Wednesday, March 13th, 1940

REBROADCAST BY MILLER TAPE  
MUTUAL - N.Y. STATE - 3/14/40  
8-9 P.M.

GRAUER: Have you tried a Lucky lately?

AUCTIONEER: ONE LONG SALE ENDING "SOLD AMERICAN")

GRAUER: "Sold American" means fine tobacco for your Lucky Strikes.  
That's why with independent tobacco experts -- men who spend  
their lives buying, selling and handling tobacco -- with men  
who know tobacco best - it's Luckies two to one.

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

GRAUER: Lucky Strike presents - Kay Kyser's College of Musical  
Knowledge ... your Wednesday night's lecture and laboratory  
practice ~~in the fine things of higher tuneful education with~~  
~~the faculty and friends of~~ the man and his band who gave  
America singing song titles and that famous makes-you-want-  
to-dance music -- Kay Kyser.

(APPLAUSE)

(KYSER THEME . . . . .)

- 2 -

KYSER: Evenin' folks ... how're y'all? Here, under the swaying Florida palms, amidst the moonlight and soft breezes, it does my heart good to....

GRAUER: Professor - tell 'em what we got special for to-night.

KYSER: Oh, you mean. . .

GRAUER: <sup>Tonight & to-night only</sup> ~~For the first time in the history of Kyser College~~ instead of selecting our six contesting scholars by ~~drawing their numbers at random from the campus gold fish-bowl~~ just before class took in. . .

KYSER: Yeah, Yeah.

GRAUER: To-night our contestants are three boys and three girls who are winners of a preliminary contest held last week on the campus of the University of Miami here in Florida.

KYSER: And they're. . . .

GRAUER: They're going to compete to-night for the title of Most Musical Minded Miami Mammy - or Pappy. . .

KYSER: And. . .

GRAUER: And those \$95 in prizes.

KYSER: And. . .

GRAUER: And we also have a special cheering section here to-night. . .

KYSER: (Dies on it) Uh-huh.

GRAUER: Of two hundred Miami U. men and girls to root their respective sides to victory.

KYSER: Dean Ben Grauer, I thank you. You took the words right out of my mouth. And now, students, that you know what's in store for you later in the evening put down that paper and yet's cut a caper. . . come on Miami U. and you and you and yet's dance!

1. (A-TISKET, A-TASKET. . . . .ORCHESTRA)

2. (WHEN YOU WISH UPON A STAR. . . . .BABBITT AND ORCHESTRA)

KYSER: Now chillun - an extra-special bit of information from Dean Grauer.

GRAUER: Did you know that when you light up a Lucky today, you're actually smoking the finest tobacco on record? You see, during the past few years, Uncle Sam has helped make tobacco better than ever. Listen to what a typical farmer, Charlie Doyle, of Paris, Kentucky, one of the oldest and most successful growers in the Blue Grass country, said recently:

MAN: I sure am proud of the better tobacco I'm growing today. We farmers owe a lot to the Government Experiment Stations for helping us improve our tobacco crops.

GRAUER: That's real tobacco news! And here's real Lucky Strike news! The cream of those better than ever tobaccos has now been aged and mellowed 2 to 4 years in Lucky Strike warehouses. These finer, lighter tobaccos are in Luckies today. That's why - thanks to Uncle Sam - Luckies are better than ever!

RUYSDAEL: Smokers, have you tried a Lucky lately? Lucky Strike has always prided itself on the quality of its tobacco. Always we have bought the Cream of the Crop. But in the last few years, United States Government methods have made tobacco crops so outstanding that we can now offer you a cigarette with the best tobacco in history. Have you tried a Lucky lately? Next time ask for Lucky Strike.

(LUCKY DAY. . . . .ORCHESTRA)

- 4 -

(SOUND - GAVEL)

GRAUER: Founding fathers - trustees - people who leave endowments to our college, members of the faculty - and students. Three handsome gentlemen chosen by fair competition from the undergraduate body of the University of Miami -- are about to take their musical examinations - they seek to better their opposing team of three beautiful Miami co-eds... all you <sup>who</sup> Men of Miami, here to-night - those three need your support - they need your cheers - so give them the old battle cry - hep - hep -

MEN: Yeah, team.

GRAUER: Now, hats off - and on your feet - for here comes the old professor -- Kay Kyser!

(CHEERS - FADE FOR)

(KYSER MARCH. . . .)

KYSER: Who will prevail -- male or female -- Step up, men of Miami -- this is your inning -- and here comes the first question.

SOUND: (SLIDE WHISTLE AND POP)



1. Here's a silly one from William Rayboyne of Hamilton, Ontario. His next door neighbor's baby had been crying for a long time, so he went over to see what was the matter. As he approached, he heard the mother saying to the baby -- "That's right - whoop it up -- go ahead and (PLAY)" He said, "My goodness, Madame, why do you encourage the baby to cry?" And she replied, "Because I know it will feel much better (PLAY)"

ISH: ~~Oh, Pardon me, Professor.~~

KYSER: ~~What is it, Ish Kabibble.~~

ISH: ~~I got an eye-dea. Why not put all crying babies on one street and call it the "Bawling Alley." (DOES TAKE).~~  
*a question. If you would you call that a*

2. Here's a question about the girls named Joan that'll make you moan and groan and turn your heart to stone. Miss Connie Everberg of Texas A. & M. wants you to name four out of six of the girls named Joan whose last names start with the letters A B C D E F. In other words, Joan A, Joan B, Joan C, etc.
3. Here's a theme that identifies the orchestra known as the "music of tomorrow." Listen and see if you can tell Frances McCabe of New Haven, Connecticut the name of the orchestra leader. (PLAY). Did orchestra leader Leighton Noble ever sing with him?
4. C. J. Gregory of Columbus, Georgia says that last summer a certain U C L A co-ed sang with Bing Crosby on the Kraft Music Hall. Was it June Marsh, Babs Ryan, Pat Friday or Blue Monday? Speaking of West Coast Colleges, what's Bing's Alma Mater -- Santa Clara, University of Washington or Gonzaga?

5. It's time for our musical geography course, and by means of song George Schilling of the University of Indiana wants us to make a hurried trip to (PLAY). It's not Hindustan, or Constantinople, but it's one word - it's ...? Now tell us where is \_\_\_\_\_?
6. Miss Gertrude Greenberg of Detroit can't wait any longer for tonight's Right or Wronger, so quickly say Right or Wrong to the following statements:
1. Sigmund Spaeth is an opera by Wagner.
  2. Edith Wright and Jack Leonard were formerly featured with Tommy Dorsey.
  3. Spencer Tracy's correct name is Dick Tracy.
  4. ~~Florida's~~ <sup>the City of Miami's</sup> theme song "On Miami Shores" was written about the Miami River in Ohio.

By the way our last Florida appearance will be <sup>tomorrow</sup> ~~this~~ Thursday night, when we play a public prom at the Coral Gables Country Club where the old professor will be happy to greet all you co-eds and eds.

7. You three fellows defending the honor of the men of Miami U. have had two chances to show your musical knowledge so we're going to give each of you an opportunity to display other talents. First we're going to ask you, Mr. \_\_\_\_\_, to give us your impersonation of three well-known personalities for Miss Helen Crossley of Butte, Montana. On this sheet of paper is what Andy says when he wants his secretary. And when Baron Munchausen's side-kick, Charlie, would doubt one of his tall tales, the Baron would say ... And third, if you listen to Joe Penner, I know you can approximate his laugh.

8..9. And now you two other cell-mates, I mean college mates - step up

here because Wilbert Teep of New York City wants you both to sing  
*a familiar rondelay, 3 Blind Mice*

~~Mr. Gallagher and Mr. Shean.~~ Here are the words - Lyman will give

you the pitch, and Mr. \_\_\_\_\_, you be <sup>*the number 1 man*</sup> ~~Mr. Gallagher~~ and Mr. \_\_\_\_\_,

<sup>*the no. 2 man*</sup> you be ~~Mr. Shean.~~ All right - let's go and remember to sing only

the lines that belong to you, ~~Mr. Gallagher, and you sing the ones~~

~~that belong to you, Mr. Shean.~~ (PLAY).

(CLASS BELL)

- 8 -

GRAUER: Time fugits, professor, and the scholars fidget.

KYSER: Ah, yes - 'tis true - Dean Grauer - the hour has come and the work is done ... the school mill grinds.

(GRINDING RATCHET AND BELL)

KYSER: And there is the faculty's decision -- naming the winner -- none other than \_\_\_\_\_.

(APPLAUSE)

KYSER: Gosh a Goshen, my dear Mr. \_\_\_\_\_ you are unquestionably the best tested male for the kale - you have earned the right to represent the men of the University of Miami against the last surviving Miami Amazon in the final round. Now recess is with us - light up a Lucky Strike, chillun - we're done with cerebation so on with celebration - join the nation, kids, to a ration of that ~~fameus~~ hopes you-have-the-inclination-music - in other words, ~~come on out and~~ yes dance.

3. (BEGIN THE BEGUINE. . . . .ORCHESTRA)

segue to

4. ("IT'S A BLUE WORLD". . . . .SIMMS & ORCHESTRA)

(APPLAUSE)

COMMERCIAL #2

GRAUER: Say, Professor.

KYSER: Yes, Dean Grauer?

GRAUER: I'd like to ask you one right-or-wronger ... Listen ... today, most folks are smoking more than they used to. Right or wrong?

KYSER: Right.

GRAUER: That's right - you're right, Professor. We are smoking more... it's only natural because we're all doing more, going more and living more than we used to. Now, the more you smoke, the more you need the throat protection you get in Luckies. Remember all tobacco, even the very best, contains certain irritants. Now we buy the top grades of fine, light tobacco, but the finest tobacco is not enough. So, Lucky Strike developed the process "It's Toasted."

RUYSDAEL: Toasting employs higher heat to drive off these certain irritants and impurities found in all tobacco. And then, satin-soft and fragrant, the tobacco flows slowly under the mellowing sunshine of the Ultra-Violet Ray - a rich toning up before it goes into your Lucky Strike. Over three million people have seen an actual movie of this process, including our guests in the studio audience here tonight. Remember, the best tobacco, mellowed by "Toasting", makes Luckies easier on your throat. So - the next time you buy cigarettes - ask for Lucky Strike.

5. ("FRIENDSHIP" . . . . .TRIO & ORCHESTRA)

segue to

~~6. ("GARELESS" . . . . .BABBITT & ORCHESTRA)~~

(APPLAUSE)

(MIAMI SONG - THE SPIRIT)

(Fade for Announcement)

- 10 -

GRAUER: The first semester is ended ... examinations are over and the visiting undergraduates of old Miami U. stage a rally and sing their fight song as the corresponding scholars of Kyser college pause briefly for station identification.

## STATION BREAK

(KYSER MARCH)

GRAUER: Back to school again - back to the college of Musical Knowledge where the students of the University of Miami are battling it out for top musical honors. Three boys have completed their tests and now our three Miami mummies forward to embrace the trial by query. You student co-eds, they need your support - will you let the men take the day?

GIRLS: No-o-o-o.

GRAUER: Then grip your curling irons, gals, for here comes the old nip and tucker .. that old erudite sucker .. your old faithful geyser - Professor Kay Kyser.

(APPLAUSE)

KYSER: Greetings, fair maidens - <sup>powder</sup> put ~~up~~ your pans and <sup>take your stand</sup> ~~pale under your~~ ~~tans~~ - for the honor of the co-eds of Miami is in your hands --

1. Miss Alene Knudson of Des Moines wants you to name this good old song and tell us what comic strip it brings to mind. (PLAY).

*Speaking of cartoons, the actual voices of three well-loved animated cartoons are here in the classroom and*

2. Robert Goggin of the University of New Mexico wants you to ~~tell us~~  
*tell us who they are*  
what ~~three charming ladies are known as the "It" girl, the "Oomph"~~  
girl, and the ~~"boop-boop-a-deep" girl. I guess \_\_\_\_\_ is the~~  
~~sweetheart of Purdue because she says Boop-boop-Purdue.~~

3. The song we're about to play is the theme of a very popular orchestra leader. Miss Doris Lindgren of MacMurray College, Jacksonville, Ill. wants you to listen and tell us who he is. (PLAY). Now Ray and \_\_\_\_\_ Eberle are brothers. One of them sings for Glenn Miller, and the other for \_\_\_\_\_. Can you tell us which is which?

4. Captain Harry Beeler, Jr. of Hollywood, California wants you to name a negro songstress, negro trumpet player and negro pianist who are orchestra leaders.

5. John Reed of the <sup>M. I. T.</sup> ~~Mass. Institute of Technology~~ implores me to explore your mind with this little interrogation which deals with some well-known explorers, DeSoto, Ponce DeLeon, and Balboa. The songs we play should bring to mind what they are said to have discovered. For instance, if we said Columbus we's play "America." Get the idea? Which of the three do you associate with this? (PLAY). Balboa, DeSoto, or Ponce DeLeon? And which would you associate with (PLAY). And this one should be easy - (PLAY). They say DeSoto also discovered a large body of water which they named after him - that's where we get De Soda water. Speaking of discoveries, our Department of Dates and Anniversaries unearthed the fact that on March 15, 16, and 17 the American Legion is celebrating its twenty-first birthday. Our congratulations and best wishes go out to all you Legionnaires.

6. Several orchestras feature small combinations taken from their ensembles, and Billy Barberg of Cleveland wants you to name three out of four orchestra leaders who feature the groups known as the "Five Pennies," "The Dawn Patrol," "The Clambake Seven" and the "Light Brigade."
7. Miss May Gardner of Mayfield, Ky. says what's fair for the boys is fair for you girls. So we're going to test your vocal talents. First Miss \_\_\_\_\_, we want you to impersonate some well-known personalities. On this sheet of paper are some expressions we know you're heard Tizzie Lish use. Now give us your idea of Molly telling Fibber McGee one of his gags is not funny. Here's what she says. Mollie also plays the part of the little girl who says --
- 8..9. Now Miss \_\_\_\_\_ and Miss \_\_\_\_\_, Rose Temple of Oklahoma City is sure you've heard Bonnie Baker sing "Oh Johnny Oh" with Orrin Tucker and his Orchestra - either on YOUR HIT PARADE or on the record they made. We want to see which of you does the better job of impersonating Bonnie. Here're the words and Lyman will give you the pitch. Good luck - we hope you have a bonnie good time.

(CLASS BELL)



GRAUER: Beware of the Ides of March -- professor.

KYSER: Yes, Dean Grauer - the ides have it and the examination is over.  
~~Chins up, <sup>and</sup> girls, while~~ our faculty pores over the result .. they  
 have made their decision ~~and the records show that~~ the winner of  
 the midterms is none other than Miss \_\_\_\_\_.

(APPLAUSE)

KYSER: Ah, dear Miss \_\_\_\_\_ the nostalgia of your brains and beauty!  
 Ah, to be a lad again, that I might register at old Miami -  
 eleven o'clock, Astronomy - two P. M., History - three o'clock,  
 Physical culture - four o'clock just you and I and a chocolate  
 soda.

POKEY: ~~Oh, yeah - she's my gal, you little whipper-snapper!~~

KYSER: ~~I see what you mean Jumbo - take a rest my dear -~~ light up a  
 Lucky Strike and prepare for the fight with your handsome  
 opponent for the Miami championship in the final round. Now all  
 you chillun, in honor of our special contest to-night we've bakcd  
 a cake - a musical cake - it's a special arrangement of an old  
 favorite grown young again - Indian Summer.

7. (INDIAN SUMMER. . . . . PRODUCTION.)

GRAUER: Say, Professor - you've got a rival down in Tobaccoland now.

KYSER: Yes, who's that, Dean Grauer?

GRAUER: Well, his name's Otis G. Rucker. And he, too, is Professor of a College, but of a different kind - this kind ...

(CHANT 10 SECONDS - SOLD AMERICAN)

GRAUER: Yes, on March 1st Otis G. Rucker, famous tobacco auctioneer, reopened his "College of Auctioneers" in Kinston, North Carolina. Youths enrolling for his 1940 course are taught how to chant, and how to catch the buyers' signals. And Otis G. Rucker himself knows tobacco from A to Z. Recently this veteran auctioneer was asked his opinion about cigarettes. He replied ...

MAN: I started as a tobacco auctioneer in 1909. For many years I've seen the finest tobaccos at the auctions go to Lucky Strike. That's why I've smoked Luckies myself ever since 1917.

RUYSDAEL: Smokers, Mr. Rucker 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? For the finest smoking, take a tip from the men who spend their lives buying, selling and handling tobacco and try Luckies for a week. See for yourself why ... with men who know tobacco best it's Luckies 2 to 1.

8. ("CONFUCIOUS SAY". . . . .MASON & ORCHESTRA)

segue to

9. ("WIND AND THE RAIN IN YOUR HAIR". . . . .SIMMS & ORCHESTRA)

(APPLAUSE)

(FANFARE. . . . .)

- 15 -

GRAUER: The final examination! ~~School has run its course, and~~ Through  
<sup>at Miami U. of Kyser College. We have selected</sup>  
 a series of preliminary tests, the champion man-child and  
 woman-child of the University of Miami ~~has been selected.~~ So  
 now the time has come for the greatest test of all - to  
 determine <sup>which will</sup> ~~whether brawn~~ <sup>brawn</sup> prevails over beauty, or beauty over  
 brawn. <sup>and vice versa.</sup>

KYSER: You mean now, Dean Grauer?

GRAUER: I mean right now, Professor Kyser.

KYSER: Then step up, Miss \_\_\_\_\_ and Mr. \_\_\_\_\_. Only one can win -  
 may it be both of you!

1. Tonight we dedicate our final round to the colleges of America. ~~American colleges and fraternities play such an important part in the nation's music and entertainment world that~~ <sup>of course</sup> it's impossible to cover the subject in one final round. ~~but~~ However, we're going to try to hit some of the highlights tonight and since you're both college students, we're confident you'll be well-informed. First, here's a well known alma mater melody probably used by more colleges than any other song. Miss Edith Foreman of Montgomery, Alabama wants you to tell us the college with which it's most commonly associated. (PLAY). Now tell us what orchestra leader uses the SAE fraternity song "Violets" as his theme? Is it Rudy Vallee, Herbie Kay, or \_\_\_\_\_.
  
2. Now here's a college song which has two names. Sampson Howard of Portland, Oregon wants you to listen and first tell us the original name of the song. (PLAY) Now as a college song, is it called "Eyes of Texas," "Ears of Tennessee" or the "Hands of Carnegie Tech."
  
3. Several colleges are outstanding for the original musical shows they present annually. Here's a national hit song from one of those shows. (PLAY). Now Miss Helen Hanson of Boston asks if that's one of Clay Bowland's tunes from the University of Pennsylvania Mask and Wig show, a tune from a Harvard Hasty Pudding show, or one of \_\_\_\_\_'s tunes from a Princeton Triangle show.

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4. Here's a college song which identifies one of America's best-loved and most colorful colleges. Listen and see if you can name the college for Walter McCrae of Washington, D. C., <sup>(Play! Rush Play!)</sup> Ozzie Nelson uses his college alma mater "Loyal Sons of Rutgers" for his theme. Can you tell us what negro - a Phi Beta Kappa and an All-American football player at Rutgers, is now an internationally known concert and opera singer and movie actor?

(CHIMES)

GRAUER: The bells announce that examinations are over Professor - the faculty is now sitting to grade these champion scholars for degrees.

KYSER: Then collapse, scholars - in a brief moment the faculty will return and the big news will be forthcoming. In the meantime, this convocation will hear from our senior dean of duties - Ben Grauer.

GRAUER: Are you smoking more today .. more than you used to? Then remember these two important cigarette facts. One! Only Lucky Strike offers you the throat protection of the "Toasting" process. Two! Luckies are better than ever. They contain the cream of better-than-ever tobacco crops developed by Uncle Sam. Have you tried a Lucky lately? ... "With men who know tobacco best, it's Luckies two to one."

(PRIZE FANFARE)

KYSER: On your toes, students - here comes the big news -- the faculty announces that the cum laude graduate - the Phi Beta Kyser of Miami is none other than\_\_\_\_\_.

(APPLAUSE)

KYSER: Well, I'll be hornswoggled, dear\_\_\_\_\_ your performance has proved that beauty prevails over brawn - the co-eds of old Miami U. - and the entire feminine population of the nation - will be proud of you - and your old professor is just twinkled with delight to award you top degrees and this \$35 first prize -- to you dear\_\_\_\_\_ for defending the honor of the men against such dazzling odds (she is beautiful, isn't she) I award you this Ish Kabibble 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 our student body here tonight - for town and gown alike - a package of better than ever Lucky Strike cigarettes.

(APPLAUSE)

ALTERNATE AWARD - MAN

(PRIZE FANFARE)

KYSER: On your toes, students - here comes the big news -- the faculty announces that the cum laude graduate - the Phi Beta Kyser of Miami U. is none other than\_\_\_\_\_.

(APPLAUSE)

KYSER: Well, I'll be hornswoggled, dear\_\_\_\_\_ your performance has proved that brawn prevails over beauty - the men of old Miami U. - and the entire masculine population of the nation will be proud of you - and your old professor is just twinkle-toed with delight, to award you top degrees and this \$35 first prize -- to you dear \_\_\_\_\_ for defending the ideals of womanhood against such dazzling odds (he is handsome, isn't he?) I award you this Ish Kabibble 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 our student body here tonight - for town and gown alike - a package of better than ever Lucky Strike cigarettes.

(APPLAUSE)

ALTERNATE AWARD - TIE

(PRIZE FANFARE)

KYSER: On your toes, students - here comes the big news - the faculty announces that the big winner of the evening is Miss...is Mr..... why bless my soul if it isn't a tie between Miss \_\_\_\_\_ and Mr. \_\_\_\_\_.

(APPLAUSE)

KYSER: (Over applause--excitedly)

Didn't I say I wished it would be a tie? Didn't I wish it? You see my wish came true! The battle of beauty versus brawn remains a draw and Miss \_\_\_\_\_ and Mr. \_\_\_\_\_, you both remain Miami champions. Alma Mater and Alpa Pater will be proud of you and your old Professor is just twinkle-toed with delight to award you the Phi Beta Kyser and \$35 first prize each. To the other four contesting scholars ten dollars each and to all six - a carton of Luckies. Then to each and every member of our student body here tonight - for town and gown alike - a package of better than ever Lucky Strike cigarettes.

(APPLAUSE)



10. ("OH JOHNNY OH". . . . .ORCHESTRA)

segue to

11. ("BEER BARREL POLKA". . . . .ORCHESTRA)

(APPLAUSE)

KYSER: Well, chillun, the wheels are back on the old classroom and it rolls gently into the sunset towards home. We've had a wonderful session down here in Florida and I want to thank all our friends who've helped make it so. Next Wednesday class will be held from the home campus in New York City. In the meantime you can help us in our work of spreading light and culture by listening to Your Hit Parade starring Barry Wood Saturday night over another station.

GRAUER: And students, remember the address for questions to the old professor - Kay Kyser, 480 Lexington Avenue, New York City.

KYSER: Thanks Dean Grauer - thanks to all of you scholars for being with us - this is Kay Kyser sayin' so long, everybody.

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

GRAUER: The famous tobacco auctioneer heard on tonight's program was Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina.

THIS IS THE NATIONAL BROADCASTING COMPANY.

*As Broadcast*

3/20, 40

REBROADCAST BY MILLER TAPE  
MUTUAL -N.Y.STATE - 3/21/40  
8-9 P.M.

THE AMERICAN TOBACCO COMPANY

W E A F KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #104

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

MARCH 20, 1940

WEDNESDAY

GRAUER: Have you tried a Lucky lately?

AUCTIONEER: (LONG CHANT,..ENDING WITH "Sold American")

GRAUER: "Sold American" means fine tobacco for your Lucky Strikes.  
That's why with independent tobacco experts -- buyers,  
warehousemen and auctioneers -- with men who know tobacco  
best -- it's Luckies two to one.

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

GRAUER: Lucky Strike presents Kay Kyser's College of Musical  
Knowledge -- and here comes the man who gave America  
singing song titles, <sup>the man who</sup> that famous makes-you-want-to-dance  
music, ~~and~~ carried the torch of higher musical learning  
into darkest Mambo Pambo -- your old Professor...Kay  
Kyser!

(KYSER THEME: . . . . .)

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KYSER:

Evenin' folks- how're ya all? Take off your shoes and

make yourselves comfortable while I introduce our six

contesting scholars <sup>as usual were chosen at random from our student body here tonight and</sup> who ~~are~~ eligible to take examinations <sup>who are therefore</sup>

tonight for degrees and \$95 in prizes. ~~These lads and~~

~~lassies owe their presence here on the old lecture~~

~~platform to the hand of chance which plucked the numbers~~

~~on their ticket stubs at random from the old campus~~

~~fishbowl a few minutes before class took in.~~ But now I

pass the neophytes over to the committee on weights and

measures while we have our old school greeting party --

so come on out...make a fraternity, make a sorority...

make with those tootsies, and ~~come on, chillun~~ -- yes

dance! *chillun*

1. ("ANYTHING GOES" . . . . . ORCHESTRA)

(SEGUE TO:)

2. ("STARLIT HOUR" . . . . . SIMMS AND ORCHESTRA)

(APPLAUSE)

\*\*\*\*\* (COMMERCIAL #1) \*\*\*\*\*

KYSER: Now, chillun, gather round Dean Grauer and learn sumpin' that's really sumpin'

GRAUER: Thanks, Professor. I'm going to make a broad statement! It's simply this...when you light up a Lucky today, you're smoking the finest tobacco ever put into a cigarette. Let me repeat that....the finest tobacco ever put into a cigarette. Now I said that's a broad statement, so let's see why it's true. First of all, we come to Uncle Sam. In recent years, you know, the U. S. Government has given tobacco farmers a lot of scientific help...has shown them new seeds, new plant foods, and new growing methods. As a result, recent tobacco crops have been the best on record.

RUYSDAEL: The next point, smokers, is that Luckies have bought the finer lighter grades of this better-than-ever tobacco - the rich, golden leaf - the Cream of the Crop. We know this is a fact. Independent tobacco experts tell you it is a fact. And every day smokers are finding that it is a fact. Yes, after 2 to 4 years of aging and mellowing, this finer, lighter tobacco is in Luckies today...the finest tobacco ever put into a cigarette. And that, smokers, is why we ask: "Have you tried a Lucky lately?"

("LUCKY DAY" \_ ORCHESTRA)

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SOUND: (LIGHT TAP OF SCHOOL DESK BELL)

GRAUER: Dear Students--~~we, brave little band that we are, are~~  
~~met here in the old classroom with high resolve and serious~~  
~~purpose.~~ At the very last moment before class our scholars

paled-- tottered and were stricken with a strange musical

malady... *It was either no school at all or to hold class in*

*the infirmary. So here we are - men in white and men in bed, we*  
~~and the faculty like to have fainted... so we find~~  
~~may be shut up - but were certainly no shut up, cause here~~  
~~ourselves tonight with endowment and with scholars to be~~  
~~comes that broken down bromide - got down his hide -~~  
~~examined in the old school infirmary. But where is~~  
~~open the door and let him ride.~~

~~our old professor - where is he? Where is that broken~~  
~~down bromide trying to hide...?~~

~~(BRASS MUTED IN 6/8 THEME)~~

KYSER: Why, pat my pink pills and send me my sulphur and  
~~melasses~~ -- what is this strange musical malady which has  
laid my chillun low? Let your old *interns leave his fun and* ~~Professor~~ see your  
tongues, scholars- say ahh.

AUDIENCE: Ahhhhhhh!

KYSER: I thought so-- we are victims of the strange logus bogus.  
~~We must investigate this at once.~~ So step up, scholars  
-- let no one leave this infirmary until we have solved  
the mystery.

1. Yes, Mr. \_\_\_\_\_ here we are in the old college infirmary, and I don't mean the (PLAY). Now, Mrs. R. L. Straback of Carthage, Missouri, wants you to tell us what world-famous clinic is in Rochester, Minnesota.
  
2. We have quite a noted staff of physicians here in the college, and several of them are coming <sup>to help diagnose our troubles.</sup> on duty right now. Miss Mary L. Anderson of New Orleans, La., wants you to identify three of them. There's Dr. Jekyl, Dr. Pepper, Dr. Rockwell, Young Dr. Kildare, Dr. Livingstone, and Dr. Rhythm.
  
3. One of our prize patients in the college infirmary tonight is Old Ish Kabibble. Ish - tell Bosh Pritchard of Lexington, Va., what you're in for.

ISH: Well, when the doc asked me what was the matter, I couldn't rightly explain. All I could tell him was (PLAY).

KYSER: \_\_\_\_\_ got you, eh, boy?

ISH: Yeah, I had spots before my eyes, too. The room was whirling around and everywhere I looked I saw (PLAY).

KYSER: Well, that's bad, Ish. You better get back to bed right away.

ISH: (FADING) Okay, boss.

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4. We've just got to solve this <sup>musical</sup> malady which is laying our scholars low, so let's consult our baby specialist. He's the Doctor who brought the Dionne Quintuplets into the world. What's his name? Mrs. A. Collins, of Chicago, Illinois, reminds us that the same fellow who played Dr. Christian on the air played the part of Dr. \_\_\_\_\_ in the picture "The Country Doctor".
5. Just before class took in, handsome Harry Babbitt rushed into the infirmary holding his head in his hands and singing (PLAY). Bill Irwin of Berkeley, California, suggested we have our scatterbrain specialist give him an examination. After examining him for a \_\_\_\_\_ the Doctor exclaimed- "Sorry there's nothing wrong with your head, but you're sure a (PLAY).
6. <sup>That means</sup> (SOUND- ELECTRIC BELL) It's time for the patients to have some nourishment so Miss Jean Coleman of Toledo, Ohio, suggests that a large tray of right or wrongers would be very appetizing food for thought. So let's say right or wrong to the following statements. (1) The doctor pictures "Magnificent Obsession" -- <sup>White Banners</sup> "Men in White" - "Green Light" - and "Disputed Passage" are ~~all~~ motion pictures based on the <sup>novels by</sup> ~~morals of~~ a minister - Lloyd Douglas. (2) A Horse Doctor is known as a Vegetarian. (3) Madam Curie is credited with discovering radium. (4) Dr. Louis Pasteur and Dr. Ehrlich were portrayed on the screen by Paul Muni.

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7. Leonard Fontane of Greenwich, Connecticut, smuggled a tiny radio into the infirmary for Harry Babbitt to listen to and when he turned it on, the first thing he heard was the following orchestra theme song. See if you can identify it for us. (PLAY). He's known for his tick-tock rhythm. By the way, does Flash\_\_\_\_\_ play for the Yankee's?
8. Miss Gloria Holt of Phoenix, Arizona, says it might cheer up our ailin' scholars if you'd sing a bit for them. So here are the words to the Man on the Flying Trapeze. You start singing and when I say "Beep" you stop singing and start whistlin' -- And when I say "Beep" again, go back to the words - and no matter what happens keep goin'. (LYMAN GIVES THE PITCH)
9. Well, that cheered up everyone but Ginny Simms. She looks awfully sad over there tucked in her trundle bed. Looks like she's (PLAY). Say, Ginny, Edgar Clary of Milwaukee, Wisconsin, says two-thirds of this ~~mess~~<sup>messy</sup> is mental anyway, and that it'll not only help you, but everyone else in the ward if you'll just smile and (PLAY). Now, will you tell me\_\_\_\_\_

SOUND: \_\_\_\_\_(JUNK BOX CRASH)\_\_\_\_\_



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GRAUER: Pardon me, Professor - but I've got to make an announcement.  
(TO AUDIENCE) Is there a doctor in the house?

KYSER: Why, what is the matter now, Dean Grauer?

GRAUER: The first examination just passed out.

KYSER: That's fine- in that case if the faculty will pass me the results of their grading, I will announce the highest mark of the first term test. There it is and the faculty have awarded the Vitamin victory to none other than\_\_\_\_\_.

(APPLAUSE)

like Dr. Arrowsmith  
Ah, dear Mr. \_\_\_\_\_ you have triumphed over the forces of ignorance and superstition, ~~which are holding the secret of the strange musical pestilence which is sweeping our college. Like Dr. Arrowsmith you have arrived. Right-~~  
~~now~~ Light up a Lucky Strike and let recess ring out-- let jollity and sunshine and cheer be our lots ... what I mean, tots, is to inch round the infirmary..let's waddle round the ward -- yets dance, kids- yets dance.

3. ("LOVE FOR SALE" . . . . . ORCHESTRA)

(SEGUE TO:)

4. ("IN AN OLD DUTCH GARDEN" . . . . . BABBITE AND ORCHESTRA)

(APPLAUSE)

\*\*\*\*\* (C O M M E R C I A L #2) \*\*\*\*\*

3/20/40

COMMERCIAL #2

KYSER: Chillun, you know ... the more a feller drives, the more careful he ought to be about his car.

GRAUER: Yes, and the more a feller smokes, the more careful he ought to be about his cigarettes. Now let me ask all you folks listening ... Are you smoking more today - more than you used to? Most of us in this exciting modern age will answer: "yes." And that's why Lucky Strike's exclusive process "It's Toasted" is more important than ever today. For it simply stands to reason ... the more you smoke, the more you need the throat protection you get in Luckies. Remember all tobacco, even the very best, contains certain irritants and impurities. Now we buy the choicer grades of fine, light tobacco but even this finest tobacco is not enough. So, Lucky Strike developed the process "It's Toasted."

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RUYSDAEL: "Toasting" uses higher heat to take out certain irritants and impurities found in all tobacco. And then, satin-soft and fragrant, the tobacco flows slowly under the mellowing sunshine of the Ultra-Violet Ray - a rich toning up found in no other cigarette. Over three million people have seen an actual movie of this process, including our guests in the studio audience here tonight. Are you smoking more today? Then remember ... the best tobacco, mellowed by "Toasting", makes Luckies easier on your throat. Have you tried a Lucky lately?

("DO I LOVE YOU" . . . . . SIMMS & ORCHESTRA)

(APPLAUSE)

("~~THESE~~ VIOLETS" . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

3/20/40

GRAUER: In the shades of deepening twilight the first semester of school life draws to a close ... lights twinkle in dormitories as don and dope meet 'neath the college tower. Somewhere there is laughter -- everywhere there is love and the old school smiles and pauses briefly for station identification.

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

(KYSER MARCH . . . . . ORCHESTRA)

GINNY: (FILTER) Calling Dr. Kildare... Calling Dr. Kildare...  
(SOUND: CLICK)

JACK: (FILTER) Calling Dr Jekyll ... Calling Dr Jekyll...  
(SOUND CLICK)

BOBBY: (FILTER) Dr Jekyll speaking .. go away and let me Hyde.  
(CLICK)

KYSER: *Saw bones*  
~~Been~~ Grauer, this is desperate ... our students, our faculty laid low in the infirmary, victims of a strange musical malaise. But we're not ~~licked~~ *whipped* yet - ~~bring on you fair maidens for the sacrifice.~~ Girls, I salute you -- you *got to help us solve our riddle so* ~~face a fate perhaps worse than death -- keep your chins up and if you feel faint just powder your noses and you won't get runs in your hoses.~~

## (SECOND QUESTION ROUND)

1. We'll continue to quiz you with questions that might lead us out of our quandary. A few days ago, Osborn Soverel of Colgate University, ~~Hamilton, N.Y.~~ <sup>Sully Mason's</sup> ~~reminds us, our Peachy Pink and White ambulance made a hurried call and brought back Sassy Sully Mason on a quilted satin stretcher and what an odd case he is turned out to be!~~ <sup>Sully's</sup> He's the only one who seems to be getting better, but the more he improves the more he complains. Every time the Doctors tell him he's doing fine, he starts. (PLAY) I said, "Quit moanin', Sully, you're gettin' well" and he replied (PLAY)

2. Speaking of our pretty volunteer nurses who are helping us diagnose the Kyser Kollege Kalamity, there was a picture recently which starred Anna Nagel as a famous English nurse. Miss Betty Bullock of El Paso, Texas, wants you to name it. In the picture the "White Angel", Kay Francis portrayed the life of the person who is recognized as the paragon of <sup>the</sup> professional <sup>of</sup> nursing. Who was she? It wasn't Jenny Lind, the Swedish nightingale.

3. Miss L. Paulette of St. Paul, Minn., says last night Sully's beautiful nurse came into the ward and said, "It's bedtime, boys - so let's have our epicack, let's have our vitamins, let's have our thermometers and then (PLAY). Just as she turned the lights out, Sully reached up and <sup>tried to steal</sup> stole (PLAY). Yes, he gave the nurse a \_\_\_\_\_.

(SOUND: CRASH OF GLASS) -

~~KYSER: Oh - oh - she dropped the thermometer -~~

4. Now, according to Mr W. Leffkor of Worcester, Mass., <sup>it was love at</sup> ~~the minute~~ first sight for Sully so Sully stole that kiss in the dark he yelled for the Doctor and said, "Hey, Doctor," (PLAY). The Doctor looked him over and said

"It's indigestion". Sully replied "That's what you say, but it's love - (PLAY). *By the way - says our Kyser College Travel Bureau,*

*were gonna be in Pottatown, Saturday - Steel Pier Atlantic City, Sunday and Scranton, Monday.*

5. Miss Marjorie Bryan of Atchison, Kansas, says if you'll complete the following well-known axioms, you may not help us find the deadly microbe that's nipping our undergraduates, but you'll give our patients some good advice for keeping well in the future. *by completing the following axioms*
- First, An apple a day \_\_\_\_\_ (2). An ounce of prevention is worth a \_\_\_\_\_. (3). Dr. Couic suggest that you say to yourself "Day by day in every way \_\_\_\_\_".

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6. Miss Margaret Hackney of Lexington, Kentucky, hopes you won't get cross or turn red when I ask you the difference between Red Cross, Milton Cross, and the Good Old Double Cross.
  
7. In spite of my medical faculty, star assistants and Deans here in the Infirmary, I'm in a bad fix - Nobody seems to know what's the matter with the patients. Ralph M. Cronin of Dayton says that (PLAY), but I won't, I'll just (PLAY).
  
8. I've got an idea - I'm going to call in a certain specialist for consultation and while I do, Howard Evans, of New York University, wants you to entertain these puny patients with a little vocalizing. First, we want you to run over the "C" scale for us ----- Lyman will play it for you first. Now you try it. Now let's see how well you can handle a couple of arpeggios or broken chords.

(SOUND: SPARK GAP)

*Ben*  
~~VOICE:~~ FLASH - attention Infirmary - Dr. Dorothy Dix's diagnosis is ready.

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9. Yes, while Miss \_\_\_\_\_ was vocalizing (ahem) our heart specialist, Dr. Dorothy Dix, was specializing and she makes the following report. "All your patients are suffering not from foot trouble, head trouble or tummy trouble, but from an intangible ailment which crops up about this time every year. This is known as *tinctura opi uniferate aqua etc* ~~Eraticum Pabistocum, et Hohumers~~ or (PLAY.) But, Dr Dix says, "Do not worry, it's natural for them to be stricken with this malady just now because ~~tomorrow is March 21st, and~~ this is the time of the vernal equinox - in other words (PLAY). *Yes it arrived at 1.24 P.M. today, one day ahead of time because of leap year.*

(CLASS BELL)



GRAUER: Our worries are over, Professor, and so is ~~the~~ second round.

KYSER: Hallelujah - Dean Grauer - you're right - and while the judges determine the winner, I'll slip our convalescents some sulphur and molasses and Sassafrass Tea.

(GURGLE, GURGLE, BONG)

GRAUER: Here's the decision, Professor.

KYSER: And it says the winner is none other than \_\_\_\_\_

(APPLAUSE)

KYSER: Ah, dear Miss \_\_\_\_\_, you bring me joy and nips of pleasure <sup>you have helped</sup>. Our faculty and student body <sup>to</sup> ~~have~~ recovered ~~from their fever - you have led your class in honors.~~ So now, light up a Lucky Strike and ~~take your place with Mr \_\_\_\_\_, top man of the first semester, until you are called for the final round.~~ In honor of your recovery,

students, I declare a convalescence convocation - a <sup>ladelfull</sup> ~~necess~~ of leap or listen music . . .

ISH: (MUMBLES)

KYSER: What's that, Dean Kabibble? <sup>You say is complainin'?</sup> Sully Mason <sup>is</sup> still ~~don't want~~ ~~to get well~~ - what's the matter with you, Sully - speak up boy!

(6. I DON'T WANT TO GET WELL" . . . . . PRODUCTION) --

(APPLAUSE)

\* \* \* \* \* ( C O M M E R C I A L #3 ) \* \* \* \* \*

3/20/40

COMMERCIAL #3:

GRAUER: A question ... a question for you, Professor. ~~Tell me~~  
... Tell me what does twenny-doodle-doodle mean?

KYSER: I would say, my dear Dean Grauer, that twenny-doodle-  
doodle is tobacco auctioneer talk for 22.

BOONE: Very good, Professor. You're almost right. To be  
exact 22 is: (CHANTS 2 SECONDS) String a number of those  
bids together and you have a sale like this: (CHANTS  
10 SECONDS .. "SOLD AMERICAN")

GRAUER: Strange as that chant may sound to us, it's clear as  
crystal to an independent tobacco buyer like Mr. H.R.  
King of Durham, North Carolina. In the last 15 years,  
Mr. King has backed his tobacco judgement with over half  
a million dollars of his own money so you can be sure  
he knows the leaf from A to Z. Recently, Mr. King said:

MAN: At markets in Georgia, the Carolinas, Kentucky, Tennessee,  
Florida, I've watched Lucky Strike bid for ... and get ..  
the same fine mellow quality of tobacco. That's why I've  
smoked Luckies myself for 8 years now.

RUYSDAEL: Smokers, Mr King belongs to the one group of men in all the world qualified to judge which company actually does buy the better tobacco. These are the independent tobacco experts, the buyers, auctioneers and warehousemen. They are as free to choose their own cigarette as you are. Now, sworn records show that with these experts.. with men who know tobacco best, it's Luckies 2 to 1. So next time you buy cigarettes, remember the experts, and ask for Lucky Strike.

("I'VE GOT MY EYES ON YOU".....BABBITT & ORCHESTRA) ..

(APPLAUSE)

("ISLE OF MAY".....DUET & ORCHESTRA)

(FANFARE.....)

3/20/40

GRAUER: Tra la and tra lee, kids-- 'tis Spring and 'tis the final examination for our top honor scholars. And now, the tenderest sprout of Spring..the bloomingest blossom -- the greenest of little green growing things--your old Professor.

(SPRING MUSIC . . . FEW BARS)

KYSER: A---h, dear students-- dear, dear, dear students. In the Spring a young man's fancy lightly turns (SIGHS) lightly turns (SIGHS.) Ah shucks, chillun--take your turns and let's see what you know about Spring.

*This sentimental season* WINNERS

1. Well, ~~children, spring~~ <sup>since Spring's here</sup> has given us lots of worries and headaches tonight, but ~~we love it just the same, and so just to show it that there is no hard feelin's,~~ we're dedicating our final round to *it*. "~~Spring, Spring, Beautiful Spring~~". Right off the bat let's name a well-known spring song for Dan Siegal of Temple University, Philadelphia, Pa. (PLAY) Which of these three movie stars is now touring the country in the stage play "Springtime for Henry"? Is it Edward G. Robinson, Edward Everett Horton, or Edward Arnold?
  
2. ~~Speaking of spring,~~ Ruth Layes of Berlin, New Hampshire, wants you to give us three definitions for the word "Spring". What festival is celebrated in the nation's capital in Spring?
  
3. And of course with the coming of Spring comes the (PLAY). Richard Gibian of Atlanta, Ga. wants you to tell us what is the Easter Parade? ~~Yes, and then it will be (PLAY).~~ By the way, who wrote Mendelssohn's Spring Song?
  
4. Now we're going to play Mendelssohn's famous Spring Song; also Sinding's "Rustle of Spring". Miss Ernestine Tarpley of Gadsden High School, Gadsden, Ala. wants you to listen and tell us which is which. (PLAY) (PLAY).

(SOUND: *Class Bell*)

3/20/40

GRAUER: My land and sea and faculty decree...the examinations are over.

KYSER: Then close the old school books-- let the faculty retire to the powdering room and you, dear scholars, sit with me while we hear a brief address by Dean Grauer.

GRAUER: Are you smoking more today..more than you used to? Then remember these two important cigarette facts. One! Only Lucky Strike offers you the throat protection of the "Toasting" process. Two! Luckies are better than ever. They contain the cream of better-than-ever tobacco crops developed by Uncle Sam. Have you tried a Lucky lately?...  
...With men who know tobacco best, it's Luckies two to one."

( F A N F A R E . . . . )

*Kay:*  
~~VOICE:~~ The Faculty returns.

SOUND: (DRUM ROLL)

KYSER: The Faculty has pondered and here is the decision. Top honors and top degrees to none other than: \_\_\_\_\_

(APPLAUSE)

KYSER: Dear \_\_\_\_\_, I congratulate you -- I shake your hand.

SOUND: (RATCHET)

KYSER: I vote you most likely to succeed with this first prize of \$35 -- To you, dear vice-president of the class, the second endowment and emollument 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 our student body here tonight for leers and cheers and copious crocodile tears, a package of better than ever Lucky Strike Cigarettes.

(APPLAUSE)

9. ("EL RANCHO GRANDE" . . . . . ORCHESTRA)

(SEGUE TO:)

10. ("CRAZY RHYTHM" . . . . . ORCHESTRA)

3/20/40

KYSER:

*is covered with some*  
 And so, students--the old college goes back to the janitor  
~~nice rich top soil until we bloom again in the spring~~  
 until next Wednesday night when we meet again to bring  
~~of next Wednesday to do a little spade work on some more~~  
 culture and fun into the dark places for more deserving  
~~deserving scholars~~  
~~but uninitiated candidates for degrees and financial~~

~~independence.~~ In the meantime, brush up on your  
 groundwork in higher musical knowledge *me Gully reader by attending* with YOUR HIT

PARADE starring Barry Wood ~~and heard~~ Saturday night over  
 another station. And now, students, remember the address  
 for questions to the old Professor is still Kay Kyser--  
 480 Lexington Avenue, New York City. 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. 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.



*as Broadcast* 3/27/40

REBROADCAST BY MILLER TAPE  
MUTUAL - N.Y. STATE - 3/28/40  
8-9 P.M.

W E A F

THE AMERICAN TOBACCO COMPANY

Kay Kyser's College of Musical Knowledge - #105

( ) ( )  
10:00 - 11:00 PM

MARCH 27, 1940

WEDNESDAY

GRAUER: Have you tried a Lucky lately?

AUCTINNEER: (LONG CHANT .. ENDING WITH "SOLD AMERICAN")

GRAUER: "Sold American" means fine tobacco for your Lucky Strikes.  
That's why with independent tobacco experts - men who  
spend their lives buying, selling and handling tobacco --  
with men who know tobacco best, it's Luckies two to one.

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

GRAUER: 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 . . . . .)

KYSER:

Evenin' folks .. how're ya all? Welcome again to the peaceful groves of Culture. These handsome six scholars who are arranged tastily near the old lecture platform are here because just before class, a small, pink and unprejudiced hand, belonging to a volunteer student from the front row, plucked their names at random from the campus fishbowl, thereby entitling them to take examinations for fun, degrees and \$95 in prizes. But now .. dancing class, attention -- one, two - three *kick, one-two and* ~~slide - close - one,~~ *make it quick, what I mean is* <sup>1</sup> ~~two, three - ah, shucks, chillin~~ -- grab those co-eds and ~~yes dance, kids~~ .. come on, yes dance!

1. ("I KNOW THAT YOU KNOW" . . . . . ORCHESTRA)

(SEGUE TO:)

2. ("IT'S A BLUE WORLD" . . . . . SIMMS & ORCHESTRA)

(APPLAUSE)

- COMMERCIAL #1 -

KYSER: Now chillun, here's Dean Grauer with some news that'll make you put on your thinking caps.

GRAUER: This is a broad statement but it's fact .. when you light up a Lucky today, you're actually smoking the finest tobacco ever put into a cigarette. Now I'll say that again .. the finest tobacco ever put into a cigarette! Do you want to know why that broad statement is fact? Well, first of all, it's thanks to Uncle Sam. In the past few years, United States government cooperation with the tobacco farmers has developed new seeds, new plant foods, new scientific growing methods. As a result, recent tobacco crops have been the best in history.

RUYSDAEL: And it's thanks to Lucky Strike's trained corps of tobacco buyers that we got the finer, lighter grades of this better-than-ever tobacco. Yes, the rich, golden leaf - the Cream of the Crop - went to Luckies. Independent tobacco experts confirm this fact. As a result, every day more smokers are discovering that Luckies are better than ever. Have you tried a Lucky lately? Remember, after 2 to 4 years of aging, this finer, lighter tobacco is in Luckies today .. the finest tobacco ever put into a cigarette. Next time, ask for Lucky Strike.

Lucky Day

(SCHOOL BELL)

GRAUER: Time for school .. time for school .. in your places, kids.

(WHISTLE NIPS FAST)

All in -- so close the door, janitor.

(DOOR SLAMS)

Throw away the keys.

(KEYS CLANG)

~~New,~~ Dear scholars - we are alone in our little world of the podium, the physiology charts, and Park's Problem Papers for Perambulating Pixillated Peopers. Seated here near teacher's desk are our first three contosting scholars - masculine gender ready for their educational bender. ~~They will be graded according to the speed and accuracy of their answers and the amount of assistance accorded by the old professor.~~ But hark -- the shuffle of carpet slippers .. the creak of boards .. on your feet, scholars -- here comes the nimble Nemesis of Mapping Nippers -- the old Professor, Kay Kippers!

(KYSER MARCH . . . . .)

~~KYSER Monitor, open the windows, please.~~

~~(WINDOWS OPEN)~~

~~Thank you.~~ Now students - we'll begin our work by taking a deep breath. One, two, three - inhale.

CLASS: (INHALES)

KYSER: Hold it -- one, two, three .. exhale.

(WIND MACHINE BLAST)

KYSER: *That's fine* ~~By~~ ~~(SNEEZES)~~ *you* if ~~these~~ *you* three ~~give out with~~ *tell what you* know the way, ~~you~~ *the student* blow, ~~they~~ *you* will hoe ~~their~~ *your* row right into the dough -- so yo-ho-ho .. come on, let's go.

## FIRST QUESTION ROUND

Last Sunday was Easter and the theme song should have been "Put On your Easter Bonnet with the Frills Upon it," but

1. Horton Malaro of Oakmont High School, Pennsylvania, <sup>writes</sup> ~~says~~ it turned out to be (Play) And even though Spring came ~~us this warning to all you Kyser College co-eds. Even though Spring~~ last Wednesday, take a tip from our Professor of ~~came last Wednesday and Easter was last Sunday, the wintry wind still~~ *metereology and (Play)* doth blow and in many places the ground is covered with snow, so when you go out in those pink organza dresses and flowered hats, don't forget to (PLAY) And when you get back in the house, be sure to (PLAY)

2. Miss Dorothy Baffman of Chicago, Illinois, asks the difference between the "It" girl, the "Ooomph" girl, and the "Boop Boop a Doop" girl.

3. I feel an orchestra theme song coming on, so Miss Barbara Spaulding of ~~Smith College~~, Northampton, Massachusetts, wants you to name it and the leader it identifies. (PLAY)

4. We've come to know lots of songs by the first line of their lyrics rather than by their correct names. I'll name three of them and Mrs. Howard Forbush of Grand Rapids, Michigan, wants you to give us the correct titles. "What's the real name of "My Country 'Tis of Thee", "Way Down Upon the Swanee River," and "Just a Song at Twilight."

5. D.W. Monroe of Jackson, Tennessee, and I both dare you to miss the name of this one. (PLAY) It's said that the first white child of English parents born in America was on Roanoke Island, Virginia. What was her name?

6. Here's a cutie from Miss Julia Kishel of Baldwin Wallace College, ~~Barre~~, Ohio. We've used the names of several well-known girl singers to make a sentence. Listen and then name four girl singers included in the sentence. "A bonnie lass named Baker is swinging down the lane and as she does, she picks lilies from the pond and puts them around her temple, but it seems the garland withers so fast, she's always pickin' more flowers."

*which means "goodbye"**song*

7. Here's a beautiful ~~tango~~ <sup>song</sup> named "Adios" -- a certain tango and rhytha specialist uses "Adios" to say "hello" when he comes on the air. Listen and see if you can tell Robert Allen Downs of Helena, Montana, who he is. (PLAY) His first name is Enrique. Is his last name Cugat, Pancho, Madriguera or Molino? Speaking of "Adios", we hope to say hello to a lot of correspondence scholars, when we play in Johnson City, New York, this Friday; York, Pennsylvania, on Saturday; and New Haven Sunday afternoon and evening.

*(Sound: Beep-Beep.)**Jeepers creepers, here's a beep-beeper.*

8. Here're the words to a song called "Nagasaki" and Miss Nancy Lenker of York, Pennsylvania, wants you to sing a couple of phrases of it. *and whistle* *You start whistling and when I say Beep you* ~~First, we'll do it kinda slowly. (PLAY .. LYMAN) Now~~ *switch to the words and vice versa.* ~~Let's try it up to tempo. (PLAY)~~

9. Comes a question from Sam Smith of Kansas City, Missouri. He wants you to name this song. (PLAY) Now if that's \_\_\_\_\_ what's this? (PLAY)

(BELL)



GRAUER: Oh, Professor - one of our astronomy students just sighted a robin off Cape Hatteras. Speed eight knots - traveling light and sunburned around the beak.

KYSER: Thank you, Dean Grauer .. when the robin comes bobbin', *and* the faculty starts noddin' and we know that it's time to *stop bob. bobbin. In other words* ~~doist~~ The examination is over and here comes the name of the top man of the first test - Mr. \_\_\_\_\_.

(APPLAUSE)

KYSER: Gosh all hemlock, dear Mr. \_\_\_\_\_ - you have the facility of true ability. Go, light up a Lucky Strike and lie beside the old lagoon while we unpack a swell dancin' *tune* ~~time~~ -- so scamper round the woodsies on twinkling tootsies .. what I mean, chillun - is come on, yes dance!

3. ("MA, HE'S MAKING EYES AT ME" . . . . . MASON AND ORCHESTRA)

(SEGUE TO:)

4. ("WHEN YOU WISH UPON A STAR" . . . . . BABBITT AND ORCHESTRA)

(APPLAUSE)

- COMMERCIAL #2 -

KYSER: You know, a travelin' outfit like ours finds out a lot of things. Here's <sup>Ben</sup> ~~Dean~~ Grauer to tell you something that's as true in Miami as it is in Los Angeles - in New York or anywhere else in the U.S.A.

GRAUER: Instead of telling 'em, Kay, suppose I ask them .. Folks, are you smoking more today - more than you used to? I think most of us will answer "yes". It's in tune with the times. And that's why Luckies' exclusive process "Toasting" is timely, too. In fact, it's more important today than ever before. For it simply stands to reason .. the more you smoke, the more you need this throat-protection you get in Luckies. Remember: all tobacco, even the very best, contains certain irritants and impurities. Now we buy the choicer grades of fine, light tobacco - as mellow as Nature can make them. But even this mellowness is not enough for Luckies. So Lucky Strike developed the process "It's Toasted!"

RUYSDAEL: "Toasting" uses higher heat to take out certain irritants and impurities found in all tobacco. Then, satin-soft and fragrant, the golden tobacco flows slowly under the mellowing sunshine of the Ultra-Violet Ray - a rich toning up found in no other cigarette. Over three million people have seen an actual movie of this process, including our guests in the studio audience here tonight. Are you smoking more today? Then remember: The best tobacco, mellowed by "Toasting", makes Luckies easier on your throat. Have you tried a Lucky lately?

5. ("SAY SI SI" . . . . . ORCHESTRA)

(SEGUE TO:)

6. ("DARN THAT DREAM" . . . . . SIMMS & ORCHESTRA)

(APPLAUSE)

("FAR ABOVE CAYUGA'S WATERS" . . . . . ORCHESTRA . . . FADE FOR ANNOUNCER)

GRAUER: (OVER MUSIC) As evening steals across the old campus a gentle Spring breeze rustles the robes of faculty and fellow - co-ed and co-op congregate on the bowling green and as tulips toss their sleepy heads, the old school tip-toes softly away for station identification.

\*\*\* S T A T I O N B R E A K \*\*\*

(KYSER MARCH . . . . .)

GRAUER: The second semester of Kyser College is now in session. This Gainsborough group composed around the old lecture platform represents our female contesting contingent here tonight .. three comely and cognizant gals won from the warp and woof of our student body. So rise and shimmer, gals for here comes the regent of rod, rule and recite, whose bark is worse than his bite -- that old ivy-covered second termite -- Kay Kyser!

~~(CRACKING, CRACKING WOOD)~~

KYSER: Greetings, pulchritude - being so surrounded by your incomparable beauty makes me feel like Ziegfeld .. step right up and be glorified.

SECOND QUESTION ROUND

1. Quit giggling, gal, and let's gallop into this goofy get-up from Miss Helen Ellis of Montana State University, ~~Missoula, Montana~~. She wants you to tell us who says (PLAY) Yes sir, that's the ~~beautiful~~ <sup>beautiful</sup> white horse. And speaking of ~~white~~ horses, what movie star ~~had~~ <sup>is identified with</sup> Tony the Wonder Horse?

2. Ralph Dombrow of Richmond, Virginia, isn't trying to horse you around, but speaking of Tony, who are Tony Martin, Tony Wons and Tony Sarg?

3. The lady <sup>is</sup> ~~is~~ red might be Tony's wife. We're going to play a bit of both of those songs and Mrs. John Nelson of South Bend, Indiana, wants you to tell us which is which. (PLAY)(PLAY)

4. Here's a question that deals with well-known lyrics to well-known songs. Gerald Allen of Boston, ~~Massachusetts~~ wants to know who swam back over the dam? Who was asked to go for an airplane ride? Where is it that the dawn comes up like thunder?

5. John Williams of New York <sup>city</sup> ~~University, New York~~, wants you to listen to the following theme song - tell us whose it is and what's missing. (PLAY)

6. It's tonight's right or wronger, Miss Mamie Vaughn of Akron, Ohio, wants you to say right or wrong to the following statements:

1. W.C. Fields and May West were featured in the picture "Idiot's Delight."
2. Policemen in England don't carry guns.
3. Orchestra leader Dick Stabile and not Dick Barry is Gracie Barrie's husband.
4. Ringling Brothers and Barnum & Bailey tents are made by Omar ~~Kheyan~~, the tent-maker.

7. Here's a good old song called (PLAY) Edward Horning of Denver, Colorado, wants you to tell the difference between a \_\_\_\_\_ and an easel.

8-

8. Here's your chance to be a musician and all you have to do is say "beep". We're about to play a bit of the "Poet and Peasant" Overture. The first time through when the orchestra hits a certain note, I'll say "beep" simultaneously with the orchestra. The second time through, the orchestra will leave out that note and <sup>our good friend</sup> ~~Miss Jerry~~ *Sampy Walsh* Walker of Alberta, Canada, wants you to say "beep". Remember - not a peep out of you except to say "beep". Here's the way it goes. (PLAY)

*Bell*

9. *-8-* Tonight we resume our musical geography class. Bob Humphrey of San Jose, California, wants us to take you not to Hindustan, Constantinople or Copenhagen, but (PLAY) Where is \_\_\_\_\_? Can you spell it?

(~~Beep~~)

3/27/40

*Saved by the bell, Miss \_\_\_\_\_*

GRAUER: ~~Time, Professor~~ -- the examination is over.

KYSER: *And a close call it was too.*  
And das all, galsie-walsies...our faculty has graded you  
and the report card I have in my hand announces that the  
top co-ed in her class is none other than \_\_\_\_\_.

(APPLAUSE)

KYSER: Ah, dear Miss \_\_\_\_\_ - I grow tanned in the brilliant  
ultra-violet emanations of your enormous erudition. Light  
up a Lucky Strike now and wait your call for the final  
examination. And to you, dear scholars, I invite you to  
spend this brief holiday from school tasks by joining me  
in a quiver on the quadrangle, as we list to the lilt of  
our own lackadaisical Ish Kabibble -- so let's list,  
little ones, let's list.

7. ("ISH KABIBBLE" . . . . . PRODUCTION)

(APPLAUSE)

\*\*\*\*\* (COMMERCIAL #3) \*\*\*\*\*

KYSER: Students! Here's one for you - Peter Piper picked a peck of pickled peppers. (LAUGHS) Try saying that, you folks out there.

AUDIENCE: (IN UNISON) Peter Piper picked a peck of pickled peppers.  
(LAUGHS)

GRAUER: Now, Professor, <sup>I think</sup> I've got one that's better than that - one that means a lot to every smoker. Try this one..everybody: Smoke the smoke tobacco experts smoke.

AUDIENCE: (IN UNISON) Smoke the smoke tobacco experts smoke.

GRAUER: Not bad, students, not bad. That sentence is hard to say, but it's easy to explain. It's another way of asking people to enjoy Luckies- the favorite cigarette of America's independent tobacco experts. These men are auctioneers, buyers and warehousemen. They are not connected with any manufacturer...and are as free to pick their own cigarette as you are.

RUYSDAEL: These experts are the only group of men in all the world who really know which company buys the better tobacco at the auctions. And their choice - by an overwhelming majority...is Lucky Strike. So next time you hear the chant of the tobacco auctioneer (CHANT 10 SECONDS) let that chant remind you to smoke the smoke tobacco experts smoke because...with men who know tobacco best, it's Luckies 2 to 1!



8. ("LA OF THE SKY BLUE WATER" .. QUARTET & ORCHESTRA)

(SEGUE TO:)

9. (~~"AT THE BALALAIKA" .. BABBITT AND ORCHESTRA~~)

(APPLAUSE)

(F A N F A R E . . . .)

GRAUER: The Final Examination, ~~for degrees, endowments and~~  
~~industries!~~ Now is the time when ~~fond parents expect~~  
~~the worst.. when faculty faces frenzy and~~ our two honor  
scholars go grimly into the grind. If you've got a mind  
prepare to use it now ~~for thundering down the stair to get~~  
~~in your hair and~~ *or hell get in your hair for* lay your secrets bare ~~to~~ that cynical  
guesser - your old Professor, *comes thundering down the stair.*

(THUNDERING STAIRS)

*Clumsy, aint I*

KYSER: Oh, oh, I ~~always was Alfred O'stair, so go into your dance~~

*Now,* my pretty ones -- toe the mark and mark your toes, ~~for~~  
one must win and one must fail 'cause only one can get  
the kale.

FINAL QUESTION ROUND

1. This is ~~not only leap year, but~~ the year for taking the census, and since we won't get <sup>a</sup> ~~another~~ chance for another ten years, our final round tonight is a preview of the approaching period of interrogation. Harry Brown of Temple University, Philadelphia, says, starting April first you should be on the lookout for (PLAY) If he starts asking questions you think are silly, don't think it's April Fool -- answer them, cause this year it looks like (PLAY)

2. If the Man Who Comes Around asks things you don't want to answer, don't start evading his questions -- Miss Lois Craig of Morristown ~~Highschool~~, New Jersey, advises you to (PLAY) Just relax and answer freely, cause Uncle Sam has promised (PLAY) And if you don't talk you may be singing (PLAY)

*you have to identify a certain radio program to help this question made census.*

3. Cliff Watten of Little Rock, Arkansas, says, when a census taker comes to his house and asks for a little (SOUND) and he wants to know <sup>MR WATTEN'S</sup> ~~his~~ occupation, he is going to answer: I'm a (PLAY). <sup>And if he asks</sup> ~~And my~~ ~~stand is (PLAY)~~ <sup>where his place of business is, he'll say (PLAY)</sup>

3/27/40

4. Miss Gertrude Becker of New York City says ten years ago the census taker came to the house of a friend of hers and saw something running around the yard besides a fence and when he asked her if it was hers, she said: (PLAY) Time marches on. 10 years have passed and when he asks her this census time, how many children she has she'll ~~probably~~ report (PLAY).

(BELL)

3/27/40

*Papper, its the snapper*

GRAUER: Hark to the clapper, ~~with a snapper, papper~~ - the old school is putting on its wrapper.

KYSER: Eureka, chillun - your cares are o'er -- ~~now your fate~~ <sup>and</sup> ~~marches out between the stiff shoulders of our faculty.~~ They go to the judging room to grade your examinations. While they are gone you shall take your place with me <sup>as</sup> while Dean Grauer addresses a brief message to our student ~~body.~~ <sup>family.</sup>

GRAUER: Are you smoking more today..more than you used to? Then remember these two important cigarette facts. One! Only Lucky Strike offers you the throat protection of the "Toasting" process. Two! Luckies are better than ever. They contain the cream of better than ever tobacco crops developed by Uncle Sam. Have you tried a Lucky lately? With men who know tobacco best, it's Luckies two to one.

( F A N F A R E . . . . . )

3/27/40

KYSER: The faculty returns to deliver the verdict. Thank you,  
And they report that the winner of the evening - the top  
degree and honor ~~winner~~ <sup>student</sup> - is none other than \_\_\_\_\_.

(APPLAUSE)

KYSER: Ah, dear \_\_\_\_\_ - I congratulate you. If brains were a hound  
in the night you'd be a howling success.

SOUND: (HOUND BAYS)

KYSER: Yes, you scented the bacon and now you take it home - this  
first prize of \$35. To you, dear second placer, the old  
Kabibble Clutch and this second prize of \$20...to the  
other four scholars - ten dollars each and to all six a  
carton of Luckies. Then to each and every member of our  
student body here tonight, for lending the educational  
marines and spilling the beans a package of better than  
ever Lucky Strike cigarettes.

(APPLAUSE)

10. ("DIPSY DOODLE" . . . . . ORCHESTRA)

3/27/40

KYSER: Well, das all, chillun - school is out until we safari deep into the Ubangi country with our educational beads and trinkets next Wednesday night at this same time. Until then keep yourself musically informed by attending YOUR HIT PARADE starring Barry Wood Saturday night over another station.

GRAUER: And now, students, remember the address for questions to the old Professor is still Kay Kyser --

KYSER: 480 Lexington Avenue, New York City. This is Kay Kyser sayin' thanks for bein' with us...and...so long, everybody.

*Thank you Dean Grauer*

("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.

wjh-jgs  
3/26/40

("WHEN YOU WISH UPON A STAR"...BABBITT & ORCHESTRA)

KYSER: You know, a travelin' outfit like ours finds out a lot of things. Here's Dean Grauer to tell you something that's as true in Miami as it is in Los Angeles - in New York or anywhere else in the U.S.A.

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("SAY SI SI" . . . . . ORCHESTRA)





(1)

WEAF & RED

THE AMERICAN TOBACCO COMPANY

Kay Kyser's College of Musical Knowledge

(PROGRAM #106)

REBROADCAST BY MILLER TAPF  
MUTUAL-N.Y.STATE- 4/4/40  
8-9 P.M.

( ) ( )  
10:00 - 11:00 PM EST

APRIL 3, 1940

WEDNESDAY

GRAUER: Have you tried a Lucky lately?

AUCTIONEER: (LONG CHANT. . . ENDING WITH "SOLD AMERICAN")

GRAUER: "Sold American" means fine tobacco for your Lucky Strikes.  
That's why with independent tobacco experts -- men who  
spend their lives buying, selling and handling tobacco --  
with men who know tobacco best, it's Luckies, two to one.

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

GRAUER: Lucky Strike presents Kay Kyser's College of Musical  
Knowledge...your Wednesday night skull drill for hum and  
ho - yes and no - plenty of fun and loads of dough with  
the man and his band who gave America singing song titles  
and that famous makes-you-want-to-dance music..Kay Kyser!

(KYSER THEME. . . . .)

4/3/40

KYSER:

Evenin' folks - how're ya all? Welcome and make yourselves at home, chillun. ~~Carve your initials in your desk.~~ If your feet hurt, take off your shoes, <sup>'cause</sup> Tonight, ~~as every class night,~~ <sup>this is</sup> we have, <sup>as usual</sup> our Dean of Public Speaking, ~~Ben Grauer,~~ <sup>Ben Grauer,</sup> Basil Ruysdael, Dean of Public Smoking; <sup>and</sup> ~~our~~ six ~~bona-fide,~~ <sup>on the level</sup> chosen-at-random scholars who will take examinations shortly for degrees and \$95 in prizes. But before we get loquacious and inquisitive, <sup>let</sup> ~~let's have the~~ ~~got together jamboree here in the old college convocation and cut up half.~~ While Dean and dunces do their stunts, let the downbeats fall where they may --what I mean to say, chillun, is to take your stance and come on, yets dance.

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

(SEGUE TO)

2. ("STARLIT HOUR". . . . . SIMMS & ORCHESTRA. . . . .)

(APPLAUSE)

COMMERCIAL #1

KYSER: Chillun, do you believe in...superlatives?

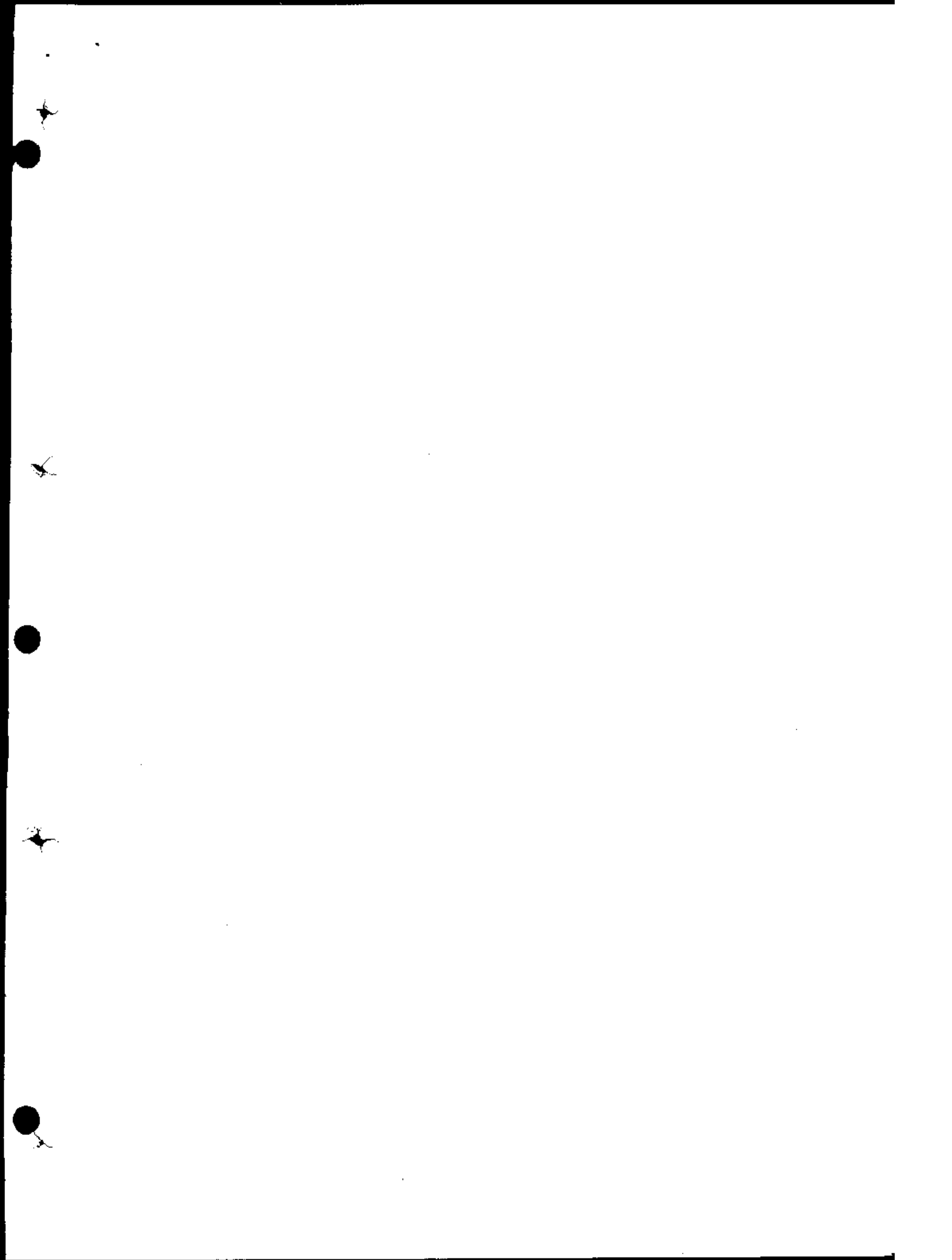
GRAUER: Professor, I don't think anyone believes in superlatives.. except when they're backed all the way by fact. Now when we tell smokers that Luckies today contain the finest tobacco ever put into a cigarette - and I'll repeat that- the finest tobacco ever put into a cigarette...we make that statement, only because it is backed all the way by fact. Fact One...

RUYSDAEL: Uncle Sam has made cigarette tobacco better than ever. U.S. Government teamwork with the tobacco farmers has developed new scientific methods of growing the plant. The result has been that recent tobacco crops have been the finest on record!

GRAUER: And now, Fact Two...

RUYSDAEL: Lucky Strike has bought the finer, lighter grades of this better-than-ever tobacco - the rich, golden leaf - the Cream of the Crop. Independent tobacco experts confirm this fact. And every day, smokers are finding it out<sup>T</sup> for themselves. Have you tried a Lucky lately? Today, after 2 to 4 years of aging and rellowing, this finer, lighter tobacco is actually in Luckies - the finest tobacco ever put into a cigarette. Next time, ask for Lucky Strike.

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



(SOUND: TAPS BELL)

GRAUER: Before the initial examination round begins, scholars, I want you to meet our <sup>\$95.00 in prizes</sup> faculty.

*High Ho, High Ho Come on & get the dough (Bank Register)*  
~~"SWEET ADELIN" . . . . . QUARTET~~

GRAUER: Thank you, <sup>dough</sup> faculty. And now we have our <sup>faculty dignitaries</sup> \$95 in prizes.

*"Sweet Adeline"*  
~~"WE ARE THE MONEY" . . . . . QUARTET~~

GRAUER: And last and most important - our first three chosen-at-random scholars.

*can he*  
("WHERE OH WHERE HAS KAY KYSER GONE. . OH WHERE OH WHERE HAS HE GONE?"

. . . . . CONTESTANTS)

KYSER: *woof woof* Here I am, scholars. *I'll be dog gone if I'm not* So let's see ~~I'll confueuse you but~~ *gonna lead you a dog's life.* ~~try not to confuse you - I'll harangue you but try not to~~ hang you.

(FIRST QUESTION ROUND)

FIRST QUESTION ROUND

1. Here we <sup>are</sup> in the fourth month of 1940 already, and I ~~guess~~ <sup>guess</sup> it's the same month all over the world. (Percy Ansorge of New York City says it's even (PLAY). And Paris, France, Paris, Kentucky or Paris Garters, it's the month we have (PLAY).

2. Let's name a few magazines for Miss Ethel Barbour of San Bernardino, California. I'll give part of the names of several magazines and you complete their titles for us. First, Saturday Cosmopolitan, 2 -  
Wiz \_\_\_\_\_, 3 - Harper's \_\_\_\_\_ and 4 - Police \_\_\_\_\_.

3. Charles Butler of Texas A & M wants you to tell us the orchestra that's identified by the strains of this ~~immortal~~ George Gershwin composition. (PLAY) Did George Gershwin also write "An American In Paris?"

(More)

4. And now our Rhapsody in Right or Wrongs and we hope it won't make you blue! Miss Gracilla Davis of Chicago, Illinois wants you to say right or wrong to the following statements:

1. Caruso's original recording of Vesti La Guibba from Pagliacci has been re-recorded electrically with a larger orchestra.

2. There were no women <sup>featured</sup> in the picture "The Fighting 69th."

3. The theme song of the picture "The Women" was "The Little Man Who Wasn't There."

4. Bert Lahr is the comedian on the Ben Bernie program. By the way, the old Maestro's radio program for Half and Half joins the Wednesday <sup>night</sup> radio family next week and we want to welcome him <sup>& all his cast members in their new time on the air</sup> and wish him ~~him~~ luck at his new stand.

5. What's the name of this song? (PLAY) Now if that's \_\_\_\_\_, movie <sup>actor</sup> ~~after~~ Gene Lockhart asks what this is. (PLAY)

6. And speaking of "<sup>hearts</sup> Lockharts," Miss Eileen Keese of Bridgeport, Connecticut asks you to distinguish between Max Reinhardt, Amelia Earhart, Strongheart and Sara Bernhardt.

(More)

7. O. Z. Hall of Birmingham, Alabama wants you to name this good old song which Fats Waller <sup>composed</sup> uses as his theme. (PLAY) Now from the following list pick one other song that Fats Waller composed: <sup>My Fate Is In Your Hands</sup> Sweet Savannah <sup>Honey, Suckle Coat</sup> Sue, <sup>Can't We Get Together</sup>, Mood Indigo, Black and Tan Fantasy.

8. (SOUND: BEEP BEEP) Here comes a beeper. I'm going to ask <sup>our</sup> ~~one~~ of our <sup>Prof of Ivory manipulations</sup> ~~saxophone~~ players to play a passage for you and there'll be several discords in it. Barbara Wikoff of Hutchinson, Kansas wants you to listen and every time we come to a discord, you say "Beep."  
(PLAY)

9. And now all aboard for our musical geography trip. So far we visited Hindustan, Constantinople, Copenhagen and now Arthur Welcher of Hot Springs, Arkansas <sup>asks what follows the following song suggest</sup> ~~suggests we go to~~ (PLAY) Now where are the \_\_\_\_\_?

(SOUND: CLASS BELL)



GRAUER: Professor of Oriental Languages say - "Scholar without dollar make loud holler."

KYSER: Well, wilt my collar, scholars this is the Vall-halla of the first round and our faculty will rush madly about in search of a passing grade. Ah, here it is naming the winning student of the first round <sup>it's</sup> ~~to be~~ none other than \_\_\_\_\_.

(APPLAUSE)

KYSER: Well, strain my stays and snap my girdle, Dear Mr. \_\_\_\_\_ - if you had the wings of an angel you'd look like a flying encyclopedia. Go, light up a Lucky Strike and sit in the front row until we call you to snap your fingers and raise your hand in the final round. Right now, we're rolling out a recess -- We're goin' to rip out a rigadoon for old Rangoon - We're gonna- (GINNY DOES BLUE-BLUE) What's that? Why yes, my darling daughter, here's where we tector torter...so if you want romance, come on - yes dance!

3. ("OOH WHAT YOU SAID". . . . . MASON & ORCHESTRA)

(SEGUE TO)

4. ("LEANIN' ON THE OLD TOP RAIL". . . . . BABBITT & ORCHESTRA)

(APPLAUSE)

(COMMERCIAL #2)

GRAUER: Say Professor, here's a question you might try on your students.

KYSER: Is it a hum-dinger, my dear Dean - a mind-frazzler, a wit-twister, a--

GRAUER: Not at all, Professor, it's a very easy question. But I think it'd be interesting to see how many people would answer it "yes". The question: Are you smoking more today - more than you used to?...If you are, you need more than ever before the throat-protection you get in Luckies' exclusive process, "It's Toasted." For remember: all tobacco - even the finest - contains certain harsh throat irritants and impurities. Lucky Strike buys the choicer grades of fine light tobaccos - as ripe and mellow as Nature can make them - but we do not stop there. We go one step further by "Toasting".

RUYSDAEL: Everybody knows, sunshine mellows, heat purifies. Lucky Strike uses higher heat and the concentrated sunshine of the ultra violet ray to mellow and 'tone up' Lucky Strike tobacco. "Toasting" actually takes out certain irritants and impurities found in all tobacco. Over three million people have seen an actual movie of this process including our guests in the studio audience here tonight. Are you smoking more today? Then you need more than ever before the best tobacco mellowed by "Toasting" to make a light smoke easy on your throat. Have you tried a Lucky lately?

5. ("FRIENDSHIP". . . . . QUARTET & ORCHESTRA)

(SEGUE TO)

6. ("WITH THE WIND AND THE RAIN IN YOUR HAIR". . SIMMS & ORCHESTRA)

(APPLAUSE)

(COLLEGE FRIENDSHIP. . . . .)

GRAUER: As the moon shines through the blossoms along Flirtation  
Walk and yellow lights flicker in the old school hall..as  
couples wander through the scented dew, the old school  
dreams on of you and across the nation comes a salutation  
as we pause now to identify each station.

....STATION BREAK....

(KYSER MARCH. . . . .)

GRAUER: The second semester and we're back again in our little world of the podium, the physiology charts and Perk's Problem Posers for Perambulating Pixillated Pupils. Again the prizes peek from the bottom of pappy's pfennig box.. while placed pointedly like periwinkle poundage painted in pastel by Picasso are our three Spring-bonneted beauties ready to take their exams. What more can be said than it goes to your head -- and could anyone ask for more?

AUDIENCE: Ye-e-e-e-es. *We want Kyser.*

GRAUER: ~~Of course -- as a poor second guesser -- let me present your Old Professor.~~

KYSER: Thanks, students. But for you, I would have <sup>been</sup> ~~nothing to~~ ~~worry about~~. Ah, poor, poor girls...three for the money and only one for the dough. An me, I hate to do it, but *let's go.*  
~~\_\_\_\_\_ of \_\_\_\_\_ wants you to answer this question.~~

(SECOND QUESTION ROUND)

1. Right off the bat let's identify this well-known composition by Francesco Paolo Tosti. (PLAY) <sup>Speaker of Good-bye</sup> The silly section of our Research Department contends that way back some guy dropped Venus de Milo and when he did, she ~~didn't~~ sing \_\_\_\_\_ but (PLAY)

2. Dick Whalen of Lincoln, Nebraska hopes you have the will to name three famous Wilsons. I can think of two who are orchestra leaders, a former president, a radio actress and a radio announcer. By the way, Meredith Willson has composed a symphony in four movements called "The Missions of California." It is to have its world concert and radio premier when Albert Coates and the Los Angeles Philharmonic Orchestra play it in Los Angeles tomorrow night.

3. Here's the theme of a well-known orchestra. See if you can identify him for Miss Alice Nan Wall of El Paso, Texas. (PLAY) Do the Three Barons <sup>or The Three Cadets</sup> sing with \_\_\_\_\_?

(More)

4. Here's a mythological Winchollism from Bunny Lovett of the University of Miami, Florida. According to legend, what instrument was played by what well-known character in history while what city burned? And also legendary, what instrument was used by whom to lead all the rodents - and I don't mean weasels - out of what city? I'll give you a hint - the city was Ham<sup>l</sup>in.

5. Here's one I'm sure will remind the older folks of Eddie Leonard, the famous minstrel man, but young or old, Julius Walker of Atlanta, Georgia says you should be able to name this song, (PLAY) Now can you name a famous comedian's wife and a movie actress named \_\_\_\_\_?

6. Now let's see how well you know the lyrics to certain well-known songs. I'll quote a few lines and then Miss Susan Simms of Wellesley, Massachusetts wants you to identify the songs they're taken from. Just for fun, let's say we're going to have a picnic and we'll have it "Where I first met you with your eyes of blue, dressed in gingham too," Where will we have the picnic? We have lots of goodies to eat. We have string beans and onions, tomatoes and scallions, but what don't we have? Right in the middle of the picnic I say, "Can't go on - everything I have is gone." What breaks up the picnic?

(more)

4/3/40

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7. See if you can identify this orchestra-leader by his theme for George E. Metcalf of Seattle, Washington. (PLAY) Is there a movie director by the same name?

8. Now Miss \_\_\_\_\_, let's see how well you can sing a few bars of "Old Folks At Home." Here're the words and Lyman will give you the pitch - let's go. (PLAY) Now let's see how well you can concentrate. Let's do the same thing over, but this time the orchestra is going to play "Humoresque" and while they play "Humoresque" you sing "Old Folks At Home." Good Luck - I hope this comes out all right.

9. Here's a theme song that ushers one of radio's better programs on the air each week. (PLAY) Now tell Mrs. Herman Hayes of Des Moines, Iowa who the girl is on that program who says "Toujours L'Amour  
Toujours -- and bless your heart."

(SOUND: SCHOOL BELL)

-14-

4/3/40

GRAUER: The round is over, Professor.

KYSER: Fair enough, Dean Grauer. Ish - open the windows.

(SOUND: WINDOW OPENS)

KYSER: Now students, stand up, take a deep breath and throw out your chests.

(AUDIENCE BREATHE AND TUMBLING BLOCK, ETC.)

KYSER: Thank you, chests, and now chin up while I read the faculty report which says that the top scholar of the second examination round is none other than \_\_\_\_\_.

(APPLAUSE)

KYSER: Well darnation, gee willackers and gol darn, Miss \_\_\_\_\_ - you have come through with flying colors. Light up a Lucky Strike and wait till we come fetch you for the finals. Right now we're going to have a mid-term vacation ... so without hesitation we'll dole you out a ration of syncopation that's a slight innovation...yets listen, kids, yet's listen.

7. "INDIAN SUMMER" . . . . . DUET & PRODUCTION \_

(APPLAUSE)

COMMERCIAL #3



4/3/40

KYSER: Chillun, here's a tongue-twister for you! (GETTING ALL MIXED UP) She shells - I mean sells - she-s~~ells~~<sup>shells</sup> by the she-shore.

GRAUER: Professor, that's terrible! I'll bet the audience can do better than that. Show him up, you folks out there!

AUDIENCE: (IN UNISON) She sells sea-shells by the seashore!

GRAUER: Well, you see, Professor, I was right! And I'll bet those folks can say another tongue twister - one that means a lot. In fact, it speaks volumes to every smoker. Just try this out, everybody .. Smoke the smoke tobacco experts smoke.

AUDIENCE: (IN UNISON) Smoke the smoke tobacco experts smoke.

GRAUER: That's telling 'em folks! Yes, sir, that's putting a volume of smoking wisdom into six little words...Smoke the smoke tobacco experts smoke.... Lucky Strike cigarettes.. For sworn records show that Luckies are the 2 to 1 choice of independent tobacco experts. These men are auctioneers, buyers and warehousemen. They know tobacco from A To Z. And they're independent, not connected with any cigarette manufacturer.

(MORE)

RUYSDAEL: Yes, smokers, these independent tobacco experts are the one group of men in all the world who really know which company buys the better tobacco at the auctions. And they're as free to pick their own cigarettes as you are. Well, their choice - by an overwhelming majority...is Lucky Strike. So why not profit by their example. Next time you hear the chant of the tobacco auctioneer!

(CHANT 10 SECONDS) Let that chant remind you to ... smoke the smoke tobacco experts smoke. Remember, with men who know tobacco best, it's Luckies 2 to 1!

8. ("WOODPECKERS SONG" ..... QUARTET & ORCHESTRA)

SEGUE TO:

9. ("*The Singing Hills*" ..... *Duet*)  
 ("FIVE GOT MY EYES ON YOU" ..... BABBITT & ORCHESTRA)

(APPLAUSE)

(FANFARE .....)

GRAUER: The Final Round! Faced with commencement, doting relatives and a possible future in Wall Street, our two honor scholars rattle to the rostrum. The student body holds its breath - the campus police holds the parents back and the old Professor holds forth, fifth and straight across the board.

( (SOUND: MOUTH SIREN)

KYSER: I'm on. Step up -- talk up or go down.

(ADD FINAL QUESTION ROUND)

FINAL ROUND

1. The word "world" is the basis of our final round tonight, but of course not even Sherwin Williams could hope to cover it in so short a time. Anyway let's take a whirl at the world and see who knows the most, boy or girl. First Miss Mary Bosnak of Gary, Indiana is waiting for you to name this song. (PLAY) Which way does the world whirl - east to west or west to east. In mythology, who held the world on his shoulders? Was he one of the seven wonders of the world.
  
2. Stanley Kierney of Jersey City, New Jersey asks who said "All the world's a stage." Now tell us who wrote the "New World Symphony." He also wrote Humoresque. Was it Sibelius, Dvorak, Ravel or Cherniavsky?
  
3. Who believed the world was round and convinced Queen Isabella to finance an expedition to prove it? Was Columbus the first person to believe the world is round? Who flew around the world a few years ago in less than four days?
  
4. Let's name this world song for Miss Ellen Roddis of Mansfield, Wisconsin. (PLAY) Now tell us what "The World Almanac" is. What is a globe trotter?

GRAUER: Time's up, Professor - examinations are over... time to charge the faculty.

KYSER: Thank you, Dean Grauer. Gentlemen of the faculty - as you depart to deliberate and grade these scholars in the finals -- remember that each had an equal and fair chance to win according to the speed, accuracy of his or her answers.. Go and bring back a verdict..Now, while the faculty confers, sit here with me, scholars, as Dean Grauer addresses briefly our student body.

GRAUER: Are you smoking more today....more than you used to? Then remember these two important cigarette facts...One! Only Lucky Strike offers you the throat protection of the "Toasting" process. Two! Luckies are better than ever. They contain the cream of better than ever tobacco crops developed by Uncle Sam. Have you tried a Lucky lately? With men who know tobacco best, it's Luckies two to one.

(FANFARE.....)

KYSER: The faculty returns and names the winner of the evening -  
the top honor and degree scholar to be none other than --

\_\_\_\_\_.

(APPLAUSE)

KYSER: Ah, dear \_\_\_\_\_ - you have scaled the Matterhorn of  
Musical Moolar and as you lie gasping on this sunlit summit  
I summarily surrender to you this satchel of sugar -  
this first prize of \$35 -- to you, dear second placer,  
this award of \$20 and to the other four contesting scholars  
ten dollars each - and to all six a carton of Luckies..  
Then to each and every member of our student body here  
tonight - for good fellowship, hearty answers and esprit  
de corps -- a package of better than ever Lucky Strike  
Cigarettes..

(APPLAUSE)

10. ("SAM THE OLD ACCORDION MAN"..... ORCHESTRA )

11. ~~"CIGARETTE MARCHING"..... ORCHESTRA )~~

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KYSER:

Well, das all, chillun -- all of readin', writin' and rhythm until the school makes a pitch at the old stand next Wednesday night at the same time. In the meantime, your old Professor recommends some homework in the required course of Musical Knowledge on Saturday night when YOUR HIT PARADE starring Barry Wood conducts a session over another station. And now, students, remember the address for questions to the old Professor is still Kay Kyser - 480 Lexington Avenue, New York City. Until next Wednesday we'll be thinkin' 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 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

4/10/40

AS BROADCAST

REBROADCAST BY MILLER TAPE  
MUTUAL - N.Y.STATE - 4-11-40  
8-9 P.M.

W E A F

THE AMERICAN TOBACCO COMPANY

Key Kyser's College of Musical Knowledge - #107

( 10:00 - 11:00 ) PM

APRIL 10, 1940

WEDNESDAY

GRAUER: Have you tried a Lucky lately?

AUCTIONEER: (LONG CHANT .. ENDING WITH "SOLD AMERICAN")

GRAUER: "Sold American" means fine tobacco for your Lucky Strikes.  
That's why with independent tobacco experts -- buyers,  
warehousemen and auctioneers -- with men who know tobacco  
best -- it's Luckies two to one.

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

GRAUER: Lucky Strike presents Kay Kyser's College of Musical  
Knowledge -- and here 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 . . . . .)

KYSER:

Evenin' folks -- how're ya all? I'm ~~certainly happy to see~~  
~~such a turn-out in the interests of musical science.~~ Climb  
right up on the lap of culture, and meet our six ~~first~~  
~~seen and first heard,~~ plucked-out-of-nowhere contesting  
scholars who will dive in the tank tonight for fun, for  
degrees and \$95 in prizes. It is a tender sight - it is a  
tender moment for your old Professor, so ~~while I deb~~  
~~and you deb at your dishes of straight vanilla~~ oh,  
come, oh, come to the wildwood - the smooth and shiny  
hardwood .. don't hesitate - grab your date and come on -  
yets dance!

1. ("MARGIE" . . . . . ORCHESTRA)

(SEGUE TO:)

2. ("IT'S A BLUE WORLD" . . . . . SIMMS & ORCHESTRA)

(APPLAUSE)

- COMMERCIAL #1 -



- 3 -

COMMERCIAL #1

KYSER: Chillun, have you heard the good news? .. Tell 'em, Dean Grauer!

GRAUER: It's the best news ever, for cigarette-smokers. Listen .. Lucky Strikes today contain the finest tobacco ever put into a cigarette. Now that's the kind of broad statement that just couldn't be made, if it weren't backed all the way by fact. So let's just see what these facts are ...

RUYSDAEL: First, Uncle Sam lent a hand. United States Government teamwork with the farmers has developed new scientific methods of growing tobacco. As a result, recent cigarette tobacco crops have been the finest in history!

GRAUER: And independent tobacco experts confirm another fact ..

RUYSDAEL: Lucky Strike has bought the finer lighter grades of this better-than-ever tobacco - the rich golden leaf - the Cream of the Crop. Today, after 2 to 4 years of aging and mellowing this finer lighter tobacco is actually in your Lucky Strike - the finest tobacco ever put into a cigarette. Have you tried a Lucky lately? Next time ask for Lucky Strike.

*Lucky Strike*

*Over the line*

- 3 -

(TAPPING DESK BELL)

GRAUER: Class will come to order .. sit up straight, <sup>Students</sup> scholars - no fiddling while I call the roll. ~~Harry Babbitt~~ <sup>Our first 3 contesting scholars</sup>

*Scholars:*  
~~BABBITT~~ Here  
Present.

~~(ALL ANSWER IN TURN)~~

GRAUER: <sup>our college faculty, Harry Babbitt</sup>  
Lyman Gandee - Ish Kabibble - Sully Mason - Ginny Simms ..

~~our first three contesting scholars .. our examining~~

*BAND*

~~POWER:~~

GRAUER: <sup>Here</sup>  
<sup>(SNORES)</sup>  
<sup>And that's not least our cozy, sizzling student body (Here)</sup>

Very well -- all present and accounted for. The first <sup>will all right then</sup>  
~~examination will take place immediately~~ -- ~~so~~ close your

books .. put your shoes on and bite your tongues, for here comes that analytical, catechistical, perambulating, quizzicating blunderbuss of budgetfuss -- your old educational enticer .. Professor Kay Kyser.

(KYSER MARCH . . . . .)

(APPLAUSE)

KYSER: Aha, chillun -- a diller - a dollars and here are our first three ambitious scholars. Welcome, gentlemen - you have ~~left behind you the world of greed and vaulting ambition.~~  
~~In these cloistered halls you will begin now to prepare yourselves for the better life~~ -- so point your pertinent proboscises in the direction of this patient podium and pass out the patter.

FIRST QUESTION ROUND

1. All three of you boys step up here for a minute and take turns at naming some songs the titles of which will tell Ish Kabibble's tale of woe.

Mr. \_\_\_\_\_, it's your turn first. Ish had a sweetheart named "Catherine" and he finally got enough nerve to propose to her. But he took his room-mate along with him for moral support. But here's Ish to tell it in his own words.

ISH: Well, Catherine met me at the door and I said (PLAY).

KAY: So you stuttered, eh?

ISH: Yes, I couldn't seem to get any further, so I rushed out to my room-mate who was standing in the yard and I said (PLAY).

2. Well, lets continue Mr. \_\_\_\_\_. Ish Kabibble, I suppose your room-mate went in and did your proposing for you.

ISH: Yep..he went in and he came out...he shook his head and said (PLAY)

KAY: What did you do then, Ish?

ISH: I sent him back in there again to insist on an answer. Finally he came to the door and said.."She'll give you an answer in a (PLAY)."

3. This is a thriller, Ish Kabibble - tell Mr. \_\_\_\_\_ how this all came out.

ISH: Well I yelled back to my room-mate.."When is a Blue Moon?" He heisted the window and said (PLAY) So..I waited for the Blue Moon. Since then there have been full moons, half moons, June moons, harvest moons, and I'm still (PLAY).

KAY: Say Ish, what happened to your room-mate?

ISH: Oh....they got married.

4. Here're half the names to four well-known magazines, and as I give you the first half, Lucille Adams of Milwaukee, Wisconsin, wants you to supply the remainder of the name: The Ladies \_\_\_\_\_.  
The Red \_\_\_\_\_ <sup>Good</sup> ~~Beauty~~ \_\_\_\_\_ . Country \_\_\_\_\_ .

5. Here's an orchestra theme song that's usually played very slowly and softly. But tonight Jimmie Woodward of Atlanta, Georgia, wants us to have the brass swing it and see if you can still name the song and the orchestra leader it identifies. (PLAY) This orchestra leader plays beautiful saxophone solos.

6. And speaking of the saxophone, that instrument was invented 100 years ago by Adolph Sax -- and since this is the saxophone's centennial, Miss Thelma Hall of the University of Miami in Florida, wants you to name three other orchestra leaders who play the saxophone.

7. Burton Johnson of Sioux City, Iowa, reminds us that Bing Crosby sang this song in the picture of the same name. (PLAY) In the same picture Bing also sang (PLAY).

- 7 -

8. One Two, button my shoe, brings to mind the old nursery rhyme, so Claire Fleming of Waterbury, Connecticut, wants to see how well you remember it. I'll say "One Two, Three Four, etc., and as I do you give me the rhyme.

9. Milton Kentworth of Albuquerque, New Mexico, and I know that you know the name of this song, so let's have it. (PLAY) Now that song was used as a theme by a well-known character in radio. Was it Uncle Ezra, David Harum, Seth Parker or Don Winslow? His real name is Phillips Lord, ~~and he's the producer of Gang Busters and Skyblazers.~~

(SOUND OF BELL)

- 7 -

*Must be time to call a halt*

GRAUER:

I hate to mention it, Professor - but look at our poor scholars - ~~they're~~ <sup>and</sup> so filled with education they're about to pop their vest buttons.

~~KYSEN: Must be time to call a halt~~

(POPPING BUTTONS)

Why, curl my shirt tail - they did pop their buttons, and criminy sakes alive, it's time we got a report card from our faculty -- yes, here it comes and it says that the top man of the first examination is none other than \_\_\_\_\_.

(APPLAUSE)

Ah, dear Mr. \_\_\_\_\_, if smartness could ~~be heard~~ <sup>roar</sup>, you would sound like the King of the Jungle. *on M.G.M.*

(LION ROARS)

~~Well, anyway, you would sound like MGM.~~ Go - light up a Lucky Strike and languidly lounge, ~~lizard~~ <sup>our lovely</sup>, in the library until we leap at you again in the last ~~examination~~ <sup>hop</sup>. Now we will have a recess, scholars, so gather behind me as we gravitate to the groaning green and be glad we can gad and croon to a tune from the old bassoon -- what I mean, here's your chance -- so come on <sup>Playmates</sup> - yet's dance.

("PLAYMATES" . . . . . QUARTET AND ORCH)

(SEGUE TO:)

4. ("WHEN YOU WISH UPON A STAR" . . . . . BABBITT AND ORCH)

(APPLAUSE)

- COMMERCIAL #2 -

- 9 -

COMMERCIAL #2*Heres a report from**Read it Dean Grauer*KYSER: Our class in ~~M~~ applied Science ~~reports~~ (READING):*Grauer:* - "Speedometers measure how much faster we drive today.Needed: a cigarette-ometer to measure how much more we're smoking." <sup>well</sup> How about it, Dean Grauer?*KYSER*GRAUER: ~~Professor~~ I think most people can answer that question for themselves,

Professor .. folks, just ask yourselves: Are you smoking more today - more than you used to? You know, if you are, you need more than ever before the throat-protection you get in Luckies. For don't forget: all tobacco - even the very best - contains certain harsh throat irritants and impurities. Lucky Strike buys the choicer grades of fine light tobaccos - but we do not stop there. We add extra mellowness to those tobaccos through the use of extra sunshine and higher heat in the exclusive Lucky Strike process "It's Toasted."

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RUYSDAEL: Everybody knows, sunshine mellows, heat purifies. The higher heat used in the "Toasting" chambers takes out certain irritants and impurities found in all tobacco. Then the rich golden leaf, satin-soft and fragrant, flows slowly under the concentrated sunshine of the ultra violet ray - a rich "toning up" found in no other cigarette. Over three million people have seen an actual movie of this process, including our guests in the studio audience here tonight. Are you smoking more today? Then you need more than ever before the finest tobacco mellowed by "Toasting" to make a light smoke, easy on your throat. Have you tried a Lucky lately?

5. ("GAUCHO SERENADE" . . . . . ORCHESTRA)

(SEGUE TO:)

6. ("ON THE ISLE OF MAY" . . . . . DUET & ORCH)

(APPLAUSE)

(COLLEGE SONG . . . . . INSTRUMENTALLY)

(COLLEGE CLOCK STRIKES .. BIG BEN EFFECT .. HOLD THROUGH:)



GRAUER: The last light of day has fled from campus to town and now the early evening stars are clustered round the old college tower. In ~~Old Main~~ <sup>University Hall</sup> the lamps grow yellow and as the great bell softly sounds its call, gown and town pause in their wandering ways and turn their heads towards alma mater and quietly across the nation comes the identification of each station.

\*\*\* STATION BREAK \*\*\*

(KYSER MARCH . . . . .)

GRAUER: We enter the second semester of Kyser College. Gone are the frowns from the framed founders hanging on the old classroom walls -- with grins above their bewhiskered chins they ogle now with eyes popping our latest bit of Spring greenery -- this beautiful scenery -- our second three scholars whose gender is feminine and whose beauty ~~and~~ <sup>is boundless</sup> ~~determination dampen the brilliance of the old school~~ ~~spotlight.~~ ~~Our 95 in~~ and now nipping <sup>from</sup> ~~his napping~~ to the sound of scholars clapping comes that Satyr from Decatur -- the head man of Alma ma-ter .. the old erudite perorator -- Kay Kyser!

(APPLAUSE)

KYSER: <sup>turn of the tongue</sup> Well, raise my eyebrows, gals - if you ain't beautiful there ain't a wig in a wig-wam. Step right up, my Spring beauties, and unburden your blossoming hearts to your old confessor.

SECOND QUESTION ROUND

1. Ginny Simms is looking mighty despondent and down in the dumps over there, so Eleanor Bernstein of ~~Omaha~~<sup>Omaha</sup>, Nebraska, says if you'll name a few songs we can find out what's the matter with her. Come on, Ginny, pour out your troubles.

GINNY: Well, Kay - it's like this. (PLAY)

KAY: That's too bad, Ginny, but why take it so to heart?

GINNY: 'Cause this old world's mighty blue for me. (PLAY)

KAY: Well, Philosopher Kyser will try to cheer you up. I'll get that song back for you if you'll do this for me. (PLAY)

2. This one will tickle you to death, and Donald Heintz, of Normal College, Indiana, says the answer is right under your nose. He wants you to name three Americans well known for their moustaches.

3. Mrs. Albert Bernard of New Orleans, Louisiana, says when you hear this orchestra theme you won't be able to think of but one man. Listen (PLAY). Was \_\_\_\_\_ formerly featured with Vincent Lopez?

4. James Willey of Columbus, Ohio, says there are many songs that are commonly spoken of by the first line of their lyrics rather than by their real titles, such as "My Country 'Tis of Thee." So tell us the real name of "Darling I am Growing Old", "In the Blue Ridge Mountains of Virginia", "You Made Me What I Am Today."

5. One of radio's oldest shows comes on the air something like this. (PLAY) Now Nettie Road of Seattle, Washington, wants you to name a song with a \_\_\_\_\_ in its title - and one with \_\_\_\_\_ in its title.

6. Now we'll put you on the merry-go-round with tonight's right or wrongers, and Jim Long of St. Paul, Minnesota, says you can grip the brass ring by just saying Right or Wrong to the following statements:

1. John Barrymore, Xavier Cugat and Nelson Eddy all worked on newspapers.
2. The Toreador Song is from the opera Carmen Lombardo.
3. Composer George Gershwin ~~was also an accomplished painter.~~ *holly wood portrait painting*
4. Dick Jurgens' mother makes Jergens Lotion.

7. This beautiful theme identifies a well-known orchestra leader. Listen and tell Kathryn Davis of Montgomery, Alabama, who he is. (PLAY) He plays music in the \_\_\_\_\_ manner. He plays ~~every~~ <sup>several</sup> instruments but can you tell us which one he ~~is~~ features ~~on~~?

8. Here's a tricky little teaser from J.C. Downey of Ontario, Canada. He wants us to test your voice and also your knowledge of the names of songs. Ginny and Harry will sing the first few bars of a well-known song. When they get to the title of the number, they will stop, and without losing a beat we want you to pick it up and sing the name of the song. Do I make myself ~~muddy~~ <sup>cloudy?</sup> All right - let's go. (PLAY)  
And now let's try a little harder one. (PLAY)

9. Our musical geography class has been taking us all around - from Hindustan to ~~Copenhagen~~ <sup>London</sup> and back, etc. But tonight Dot Cashion of Oklahoma City, Oklahoma, wants us to go (PLAY) Where is \_\_\_\_\_? I can be mean and ask you to spell it, but I won't.

(SOUND OF BELL)

GRAUER: Ah, Professor - the sands run out and the scholars run down.

KYSER: Why, scratch my back, Dean Grauer - we'll declare a moratorium on this auditorium.

~~(CATHEDRALS)~~

Our faculty, who have kept their beagle eyes on every ~~corner, on every inflection, reflection and interjection~~ now deliver their official grades -- and their edicts ~~is~~ that the top scholar of the second round is none other than \_\_\_\_\_.

(APPLAUSE)

Dear Miss \_\_\_\_\_ - beneath the horticultural magnificence of your hat -- neath the curls on your pretty head is a mind to amaze a <sup>manicure</sup> ~~sevent~~ -- go, light up a Lucky Strike and tarry till you're tackled in the final tilt. As you take your wending way hencewards, recess reaps a harvest... Yes, yes, oui, oui, <sup>Yow, Yow</sup> ~~you, you~~ okay, and si, si - I say, yets dance!

7. ("SAY SI SI" . . . . . ORCHESTRA)

(APPLAUSE)

- COMMERCIAL #3 -

- 16 -

COMMERCIAL #3

KYSER: Yes, chillun, that was "Say, Si, Si", and say, I see Speed Riggs standin' here. (CHANTS) Hello there, Speed Riggs. How-are-you-today? - And-how's-this-for-a-chant?

RIGGS: Not bad, Professor. Not bad at all. But it doesn't quite swing, like this, does it? (CHANT -- 10 SECONDS -- "SOLD AMERICAN")

GRAUER: Professor Kyaer, you're an expert on musicology all right. But when it comes to chantology, you'd better leave it to Speed Riggs and other tobacco auctioneers. Seriously, folks, it proves one important point, doesn't it? - the superiority of experts in their own field! Listen to what a veteran tobacco warehouseman - Lee Moore of Greenville, N.C. said recently.

MAN: It's a matter of dollars and cents to me to know tobacco. I'm not trying to set myself up on any pedestal. It's just a fact that we tobacco men who earn our living handling the leaf have got to know tobacco.

GRAUER: And Mr. Moore added:

MAN: Now I know the grades of tobacco Lucky Strike buys and I know it's the finest leaf. That's why I've smoked Luckies myself for the past 11 years.

- 16 -

RUYSDAEL: Smokers, you'll agree that independent tobacco experts like Mr. Moore - warehousemen, buyers, auctioneers - are the one group of men in all the world qualified to judge which cigarette company actually does buy the better tobacco. And they're as free to choose their own cigarette as you are. So remember this fact next time you buy cigarettes .. and smoke the **smoke** tobacco experts smoke. Sworn records show that with these independent experts - with men who know tobacco best, it's Luckies 2 to 1!

8. ("I'VE GOT MY EYES ON YOU" . . . . . MASON & ORCHESTRA)

(SEGUE TO:)

9. ("I CAN'T GET STARTED WITH YOU" . . . . . SIMMS & ORCHESTRA)

(APPLAUSE)

(F A N F A R E . . . . .)

GRAUER: The final examination .. gone are the days when our hearts were young and gay for now comes the grim and grisly play - our two gold star scholars totter tentatively towards the test and playing his questions close to the vest stands that genius of jest -- the pixie-like pest in his podium nest ...

(ROOSTER CROWS) / (Hen Cackles)

KYSER:

*Step*  
Wake up, scholars -- ~~information, present~~ these are the eggs -- see if you can bring home the bacon.



FINAL ROUND

*tinged with green, because*

1. Our final round tonight is dedicated to the land of the ~~Shamrock -- Ireland. Notre Dame is known as the "Fighting Irish", but tonight~~ we're going to discuss the musical Irish. First off, Marshall Larnor, of Lexington, Massachusetts, wants you to tell us which of these two songs is, "When Irish Eyes Are Smiling." (PLAY)(PLAY)  
*What's the name of the other?*  
 What ~~group of public servants~~ is supposed to be ~~predominantly Irish~~.

2. Here's a song called "The Irish Washerwoman." Sally MacDonald of McMurray College, Jacksonville, Illinois, wants you to tell us what type of dance it typifies.  
 (PLAY) Now I'll dance a ~~what~~ *musical* if you'll tell us what instrument is ~~in the Irish flag~~ *associated with Ireland*. Now, angel, I'm sure you'll know that.

3. Let's name this well-known Irish song for Mel Comstock of Miami, Florida. (PLAY) Who is the best known classical Irish tenor of today? He ~~recently ran for President of~~ <sup>formed</sup> ~~the country~~ <sup>toured the country with</sup>. Now what movie actress of a few years back bears ~~her name~~ <sup>her famous doll house?</sup> ~~the same first name of what young girls are called in~~ ~~Ireland~~. Need I say Moore?

4. Elaine Shepherd of Detroit, Michigan, wanted <sup>S</sup> me to ask you this. (PLAY) Now, I don't know whether all their mothers came from Ireland, but I'll stand pat if you'll just name three well-known Pats. ~~Ish says Irish love making is~~ ~~called chicken patty.~~

(SOUND OF BELL)

- 21 -

GRAUER: Professor Kyser -- this is the termination of the dissertation on the Irish ~~nation~~<sup>situation</sup>. And the scores are up for a little scrutinization, cogitation and deliberation.

KYSER: Then without procrastination while the faculty discuss the situation listen students to a peroration from our Dean of Duties -- Ben Grauer.

GRAUER: Are you smoking more today .. more than you used to? Then remember these two important cigarette facts. One! Only Lucky Strike offers you the throat protection of the "Toasting" process. Two! Luckies are better than ever. They contain the cream of better-than-ever tobacco crops developed by Uncle Sam. Have you tried a Lucky lately? Smoke the smoke tobacco experts smoke. Remember - with men who know tobacco best, it's Luckies two to one!

(F A N F A R E . . . . .)

KYSER: The faculty returns -- and they bear the tablets of marble inscribed with the name of the honor scholar of the evening -- in immortal stone for all to see .. Pardon me ..

(KNOCKING ON STONE)

..they forgot to dot the eye in "Winner". There it is -- none other than \_\_\_\_\_.

(APPLAUSE)

- 21 -

KYSER:

Ah, dear \_\_\_\_\_, if ingenuity and learning were ~~twins you would be a crisis in a~~ *blessed event*

~~(BABY'S SQUAWK, LOUD)~~

*Could afford to*  
Yes, you ~~can~~ laugh at quintuplets, for into your chubby little hands I pour this first prize of thirty-five ~~mint~~ *mighty* men from ~~the~~ *vill* mint. To you, dear second placer - this second prize of \$20 and to the other four scholars 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 volunteer answers -- great school spirit and nimble noodle work *in the nick of time* - a package of better-than-ever Lucky Strike Cigarettes.

(APPLAUSE)

10. ("CRAZY RHYTHM" . . . . . ORCHESTRA)

(APPLAUSE)

KYSER: Well, das all, chillun -- the old school will be shuttered and silent until we gather here at the font of knowledge next Wednesday night at the same time. In the meantime, don't let the bright shine of your musical knowledge grow tarnished -- brush up on your readin', writin', and rhythm with YOUR HIT PARADE starring Barry Wood and heard Saturday night over another station. And now, students, remember the address for questions to the old Professor is still Kay Kyser -- 480 Lexington Avenue, New York City. 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. 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.

4/18/40

REBROADCAST BY MILLER TAPE  
MUTUAL-N.Y.STATE- 4/18/40  
8-9 P.M.

W E A F

THE AMERICAN TOBACCO COMPANY

Kay Kyser's College of Musical Knowledge - #108

( ) ( )  
10:00 - 11:00 PM

APRIL 17, 1940

WEDNESDAY

GRAUER: Have you tried a Lucky lately?

AUCTIONEER: (LONG CHANT .. ENDING WITH "SOLD AMERICAN")

GRAUER: "Sold American" means fine tobacco for your Lucky Strikes.  
That's why with independent tobacco experts - men who  
spend their lives buying, selling and handling tobacco --  
with men who know tobacco best - it's Luckies two to one.

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

GRAUER: Lucky Strike presents Kay Kyser's College of Musical  
Knowledge - your Wednesday night's romp under rod, rule  
and rhythm -- for fun, prizes and stylish stout  
measurements of that famous makes-you-want-to-dance music.  
But hearken now to the slap of little bare feet upon the  
tiles -- 'tis time to lock the doors for here comes your  
old Professor -- Kay Kyser.

(KYSER THEME . . . . .)

KYSER: Evenin' folks .. how're ya all? Here we go again with words for the wise and fun for the foolish. But before we smoke out some quips and queries from under our educational woodpile, I want you to meet our six chosen-at-random scholars, <sup>and</sup> ~~and~~ the finest faculty in the country, including Brilliant Ben Grauer, Dean of Public Speaking, and Eloquent Basil Ruysdael, Dean of Public Smoking. Now, before we take the census of your musical senses, we're going to have a feast, a fiesta -- a banquet and a bender-- a hoe down and a showdown, so come chillun, and yes dance.

1. ("GOOD NEWS" . . . . . ORCHESTRA)

(SEGUE TO:)

2. ("WITH THE WIND AND THE RAIN IN YOUR HAIR" . . . . SIMMS & ORCHESTRA)

(APPLAUSE)

- COMMERCIAL #1 -

- 3 -

COMMERCIAL #1

KYSER: Chillun, if you like to be in on a good thing, listen to Dean Grauer.

BRAUER: Today we're able to make a very broad statement about Luckies. Here it is .. In Lucky Strikes today, smokers are actually enjoying the finest tobacco ever put into a cigarette .. yes, the finest tobacco ever put into a cigarette. Now, as I said, that's a broad statement. So, let's see why it's true, In the first place, thanks are due to Uncle Sam. United States Government research has developed new scientific methods of growing tobacco. This teamwork with the farmers has made the last few cigarette tobacco crops the finest in history. And here's what happened when those crops came to the auctions ...

RUYSDAEL: As always, Lucky Strike bought the finer, lighter grades - the Cream of this better-than-ever tobacco. Independent tobacco experts confirm this fact. So here's the good news today .. Now, after 2 to 4 years of aging and mellowing, this finer, lighter tobacco is actually in Luckies - the best tobacco ever put into a cigarette. Have you tried a Lucky lately?

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

- 3 -



GRAUER: (TAPPING SCHOOL BELL)

Scholars, relatives, faculty and friends .. it is customary and fitting that as Dean of Duties, I should acquaint you with the trials ahead. These innocent lambs on my right are the first to take the tests, and \$95 in prizes and coveted degrees lie before them. They shall

be graded as follows: *Die for drowsy*  
~~T is for terrific, P is for poor~~  
~~and L is for well, I is bad.~~ *F is for fine - and L is for well I is pretty bad*  
Your sympathies

~~are requested, but we ask that you do not participate in the excitement by throwing books, erasers or inkwells at our scholars.~~ *So before we start*  
~~That is all~~ -- now, are there any questions?

BOBBY: Yeah --

AUDIENCE: Where is Kay Kyser?

GRAUER: Kay Kyser -- why sure. Here comes the Old Professor now!

(KYSER MARCH . . . . .)

KYSER: Well, by the great horn spoon, if you ain't a handsome group of stutter bums there ain't a sap in a sycamore tree. Step right up, freshmen, and earn your way through school.

FIRST QUESTION ROUND

1. Carl Monaghan of Columbus, Ohio, suggested that we go to the boxing matches last week - so we did. And what matches -- the boxers stayed in the clinches so much the gallery started singing (PLAY) So we thought we'd try the dog races - and every dog we'd root for was so far behind that we started singing (PLAY).

2. When you were a kid, remember playing Beaver? You know, when a man with a beard went past you'd yell "Beaver". Well, Sylvia Weston of Duke University, Durham, N.C., wants us to play it tonight so I'm going to name a few well-known men and every time I come to one with a beard, you <sup>say</sup> ~~say~~ "Beaver". Fred Astaire, U.S. Grant, Adolph Menjou, George B. <sup>Shaw</sup> ~~Shaw~~, Mickey Rooney, and the Smith Brothers.

3. Here's a song that's synonymous with a name that's been tops in the entertainment world for 25 years - one of the greatest troupers of all and Richard Case of Los Angeles, California, wants you to name him and the song. (PLAY). Are \_\_\_\_\_ and John L. Lewis brothers?

4. Now we'll try to humor you with this humorous little humbug from Highland, New Jersey. Mrs. F. Cutler asks the difference between College Humor, Good Humor, and Humoresque.

5. Baseball is in the air again, so Melvin Wickey of Sioux City, Iowa, believes the following two songs should remind you of two red hot sluggers. First, here's the fellow who led the American League last year. (PLAY) And here's one who has the same last name as this song - he plays for the Boston Red Sox. (PLAY) Can you think of a five cent candy bar that reminds you of one of the most famous sluggers of all?

6. It's tonight's "right or wrong" - Mrs. L. McRen of Detroit, wants you to say "right" or "wrong" to the following statements.

1. Bing Crosby, Jackie Cooper and Mickey Rooney play the drums.
2. Lawrence Tibbett catches for the Detroit Tigers
3. Johann Sebastian Bach invented a well-known Spring beverage.
4. Fibber Mc Gee and Molly appeared in dramatic roles on the Lux Theatre Program recently. By the way, Fibber McGee and Molly celebrated their fifth anniversary on the air ~~yesterday~~ <sup>Thursday</sup> and Your Hit Parade celebrates its fifth year ~~next~~ <sup>this</sup> Saturday. Lots of luck to both of them.

7. Here's a song originally associated with Nora Bayes and more recently with Ruth Etting - and is also the theme song of a well-known orchestra. As you hear it William Payne of Shreveport, La., wants you to name the song and also the orchestra leader. (PLAY) Is it the theme of Jimmy Dorsey, Jimmy Joy, Jimmy James or Jimmy Greer?

8. (SOUND - BEEP BEEP) Jeepers, Creepers, here come the beepers again. A couple of weeks ago we tried the Poet and Peasant Overture on one of the girls, and Dorothy Ensley of Pawtucket, R.I., thinks it's only fair that we do the same to you. So we'll play a few bars of that well-known overture and as we go through it, I'll say "Beep" in a certain spot - then we'll play it over and you fill in the "Beeps". Do I make myself opaque? (PLAY)

9. Now let's have a little musical geography class. Leo Romano of Chicago, ~~Illinois~~, wants us to hop into our musical airplane and spend the ~~night in~~ (PLAY). Now what does it mean to be \_\_\_\_\_.

(ENTER GRAUER RINGING BELL)

GRAUER: The moon wanes, the scholars weaken and we wait for a weasel-worded wow -- in other words, Professor, the examination is over.

KYSER: Well, patch my panty waist, Dean Grauer - I'm tuckered too. So if you gentlemen of the faculty will oblige - thank you - you name the winner of the first test to be none other than \_\_\_\_\_.

(APPLAUSE)

By tunket, Mr. \_\_\_\_\_, you are the cynosure of all eyes -- so let your ears burn, for your bean has bent the tree of knowledge and shaken you into the final round. Light up a Lucky Strike <sup>and moon around the dune</sup> ~~and moon around the dune till we send you down for a smooth finish.~~ Right now recess rattles in and you're gonna take it on the chin, chillun, for here comes a chukker and a chance to get out of those benches and prance -- what I mean to say, kids, ah, shucks, - you know ...

3. ("MA, HE'S MAKING EYES AT ME" . . . . . MASON & ORCHESTRA)

(SEGUE TO:)

4. ("LET THERE BE LOVE". . . . . BABBITT & ORCHESTRA)

(APPLAUSE)

- COMMERCIAL #2 -

COMMERCIAL #2

*Say...*  
KYSER: Chillun, our own Basil Ruysdael wants our listeners to answer "yes" or "no" to this question.

RUYSDAEL: Are you smoking more today - more than you used to? Now, if I could ~~hear~~ <sup>ask each</sup> of you, I believe your answer would be, yes you are smoking more today. And that's why Lucky Strike's exclusive process "It's Toasted" is more important than ever before. For, obviously, the more you smoke, the more you need this throat-protection you get in Luckies. Here's the reason ...

GRAUER: All tobacco - even the very best - contains certain harsh irritants. Lucky Strike buys the choicer grades of prime light tobaccos but - for Luckies - even that isn't enough. So we developed our exclusive "Toasting" process. "Toasting" takes out certain throat-irritants and impurities found in all tobacco. Then the rich golden leaf, tender and fragrant, flows slowly under the concentrated sunshine of the ultra violet ray - a rich "toning up" found in no other cigarette.

RUYSDAEL: Over three million people have seen an actual movie of this process, including our guests ~~here~~ in the studio audience tonight\*. Are you smoking more today? Then you need more than ever before the finest tobacco mellowed by "Toasting" to make a light smoke, easy on your throat. Have you tried a Lucky lately?

\*(FOLLOWING IS EMERGENCY COMMERCIAL TO BE INSERTED IN SPACE ENCLOSED BY BRACKETS ABOVE)

"And this movie is still being exhibited frequently to our studio audiences."

5. ("ALICE BLUE GOWN" . . . . . ORCHESTRA)

(SEGUE TO:)

6. ("STARLIT HOUR" . . . . . SIMMS & ORCHESTRA)

(APPLAUSE)

(CARMEN OHIO)

GRAUER: The soft wind of Spring blows gently o'er the campus -- ~~the~~  
~~flowers bend to the ripples on the lake where once a~~  
~~freshman floundered~~ -- arm in arm towards Hennicks on Old  
 High stroll student and sweetheart across the dark green  
 grass and sighing at the sight the Don walks on and  
 quickly into night the day has gone as going, too, we  
 steal across the nation to identify each station.

\*\*\* S T A T I O N B R E A K \*\*\*

(KYSER MARCH . . . . .)

GRAUER: The second semester sends us sophomores to Kyser College...  
 co-eds with nimble heads and beauty that tells us where  
 young men's fancies turn when they turn in the Spring.  
 But we ain't got no time to speak of love -- ~~blatant~~  
~~ninety-five bucks at stake -- the second examination is~~  
~~coming right up and least but not last~~ <sup>now</sup> comes that one man  
 cast -- that perigrinating pest with a past - that penguin  
 with the ponderous pan - that old Perfesser-man, Pay Pyser!

(MOUTH SIREN)

KYSER: Welcome, gals - let's be pals. Ask me no questions and  
 I'll tell you no lies. I ask the questions and you make  
 the tries - fight fair and no giggling in the pinches.



SECOND QUESTION ROUND:

1. Miss Lesa Olson of Brooklyn, New York, wants you to ~~name~~ <sup>to guess if</sup> this good old song <sup>is Sidewalks of New York or Little Brown Shoe (Play) Now</sup> ~~and then tell us~~ what comic strip and what radio program ~~it~~ <sup>does it</sup> reminds you of. (PLAY)

2. I'm about to say a few words that Andrew Dart of Winnipeg, Canada, feels should remind you of well-known radio personalities. For instance if I said "~~bombard~~" <sup>San Diego</sup> you'd think of Lombard. Get the idea? All right, let's go. "Windshield - Bergundy - Amusin' - ~~Hopeless~~" <sup>Soap</sup>

3. We're about to blossom forth with an orchestra theme song, and Miss Jane Voltz of Pittsburgh, Pa, wants you to name it and tell us whose theme it is (PLAY). <sup>Does he manufacture silverware?</sup> ~~Is he married to Norma Shearer?~~

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4. Lots of orchestra leaders are well-known for the instruments they play. So Louie Oliver of Dallas, Texas, wants us to build a ~~small~~ <sup>Dixieland Band</sup> ~~band~~ out of orchestra leaders. I'll name the instrument and you name the orchestra leader you'd like to have play it. Piano, drums, clarinet, ~~saxophone~~, <sup>trombone</sup> trumpet.

5. Here are two good old time tunes and Miss Bette Shumaker of Milwaukee, Wis. wants you to tell us which you think is "Turkey in the Straw" ~~and which is "The Chicken-Bool."~~ <sup>Now what's the name of the other.</sup> (PLAY) (PLAY) Speaking of dances, your old professor and the varsity crew are goin' dancin' again over the week-end: Thursday night at Lakewood Park, near Mahony City, Pa; Friday the Press Photographers' Ball in Philadelphia; Saturday night, Bridgeport, Conn; and Sunday afternoon and evening, the State Theatre, Hartford, Conn.

6. A few twisted song titles are hollering for help. So George Lord of Waterbury, Conn. wants you to come to the rescue and see if you can't give us the correct names to the following twisted titles. (1) ~~Mother, he's rolling his optic~~ <sup>Fernald's record, he's oscillating his arbs</sup> in my direction. (2) Occasionally. (3) A trio of sightless rodents.

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7. A man named Bob Siebert of C.C.N.Y., New York City, came around here and said see if you know this one - (PLAY) It was introduced and featured by an orchestra who uses the following theme. Who is he? (PLAY) It isn't Orrin and it isn't Sophie.

8. Speaking of \_\_\_\_\_ we've written some different words to it and as Harry Babbit sings, tell us who the men are. (PLAY)

9. Here's a stirring song that West Point and other colleges are using as a fight song. See if you can name it for Miss Jane Walters of Omaha, Nebraska. (PLAY) From what operetta is it taken and which King sang it?

(ENTER GRAUER RINGING BELL)

GRAUER: The examination is over, but don't be leery, professor, 'cause we're just query weary.

KYSER: Well, that's cheery, <sup>been here since</sup> ~~cheery~~ -- the examination is over and our faculty has graded the contest and delivered a verdict -- naming the honor moll of the second semester to be none other than-\_\_\_\_\_.

(APPLAUSE)

KYSER: Ah, dear Miss \_\_\_\_\_, if brains could double in brass you'd be a bugle corps.

(SOUND . . . BUGLE CORPS . . .)

KYSER: Thank you, bugles, you bungled that beautifully - and thank you, dear scholar. Go light up a Lucky Strike and relax until the final round. While our janissaries jam up the jamming room for the final fray, we'll devote a little time to play .. what I mean to say, woodenheads, is yes peck - peck.

7. ("WOODPECKER SONG" . . . . . PRODUCTION)

(APPLAUSE)

COMMERCIAL #3

4/17/40

LUCKY STRIKE - KAY KYSER  
EDDIE BURKE WILLIAMS - COMMERCIAL #3 -

KYSER: Chillun, down in Tobaccoland, life begins at fourteen!

GRAUER: You speak truth, Professor. And students, let me introduce our proof -- 14-year-old Eddie Burke Williams, of Paris Kentucky, son of a famous tobacco auctioneer. Last year Eddie grew a prize winning acre of tobacco in ~~the statewide~~ contest held in Kentucky by the 4-H Clubs. But Eddie is nothing if not versatile. After his leaf came up for sale, he decided he might as well try his hand at selling it too. So, he did.. yes, and turned in such an excellent performance other farmers insisted that he call the bids over their crops. Eddie, step up here, son, and show us how you sold that prize tobacco of yours.

EDDIE: All right, Mr. Grauer. It was in the Farmers Warehouse in Paris Kentucky, and the sale went like this.  
(CHANTS 10 SECONDS.. "SOLD AMERICAN")  
(APPLAUSE)

GRAUER: Sounds like we're all sold on that one, Eddie. Who taught you to chant like that?

EDDIE: Dad did. He began giving me lessons about ten years ago -- when I was only a kid.

GRAUER: Well, Eddie, keep on chanting like that - and learning from Dad for another ten years and who knows - maybe you'll be as good an auctioneer as he is.

EDDIE: Thank you, Mr. Grauer. I know Dad can teach me a lot.

RUYSDAEL: He can Eddie. As a matter of fact, smokers, most independent tobacco experts - auctioneers, buyers and warehousemen are tobacco born and bred. What's more, these experts belong to the one group in all the world qualified to say which company actually buys the better tobaccos. And among them, Luckies have twice as many exclusive smokers as have all other cigarettes combined. So, smoke the smoke tobacco experts smoke. When you buy cigarettes remember, with men who know tobacco best, it's Luckies 2 to 1.

8. ("IN AN OLD DUTCH GARDEN" . . . . . BABBITT & ORCHESTRA)

(SEGUE TO:)

9. ("THE SINGING HILLS" . . . . . DUET & ORCHESTRA)

(APPLAUSE)

(FANFARE . . . . .)

4/17/40

GRAUER:

The final exam .. our two grade A Vitamin B irradiated,  
high-brain-content scholars rally to the rostrum ..  
commencement is in the offing but in the foreground with  
a flutter and a stutter comes your tutor who's your  
rooter and who may be your executor.

BAND:

Root-a-ty-toot, root-a-ty-toot - he's the head of the  
institute.

KYSER:

Save your cheers -- there may be tears - but have no  
fears, my dears. <sup>Let</sup> ~~Step up~~ and see which one of you

graduates cum laude, cum currency; *come close and*

*come clean.*

4/17/40

FINAL ROUND:

1. Animated cartoons not only give us some of our most enjoyable entertainment, but they have also given us enough well-known songs for us to dedicate our final round to them tonight. First of all Ted Reno of Buffalo, N.Y. wants you to name one of the first hit songs from the animated cartoons, and tell us from which one it was taken. (PLAY) Was Porky Pig the name of one of them? Was "~~Over the Rainbow~~" from an ~~animated cartoon?~~

2. Name this song from ~~one of~~ the first full length animated cartoons. (PLAY) Miss Virginia Downes of Washington, D.C. wants to know what picture it's from ~~and also wants you to name another hit song from that picture.~~ Can you name three of the seven dwarfs? Was ~~the Wicked Witch from Snow White or the Wizard of Oz?~~



4/17/40

3. Milo Ryan of Worcester, Mass. says that besides "Faithful Forever" here's a catchy song from a certain full length cartoon. (PLAY) What is it from? Say right or wrong to this statement: Jessica Dragonette and Lanny Ross voiced the singing parts of the prince and princess in Gulliver's Travels.

4. Here's a current hit song from the latest full length animated cartoon. Name it for Mrs. Kathryn Wells of Louisville, Ky. (PLAY) What is it from? Can you name three other characters from it, ~~either~~

(ENTER GRAUER RINGING BELL)

GRAUER: Hey, kids.. no more pencils.. no more books.. no more teacher's sassy looks. School's over.

(CHEERS)

KYSER: Just a minute, scholars -- our faculty still has to grade your answers, so while they are gone, these two trembling tots will sit with me in convocation while we hear Dean Grauer deliver <sup>our</sup> ~~the~~ tobaccolaureate address.

GRAUER: Are you smoking more today.. more than you used to? Then remember these two important cigarette facts. One! Only Lucky Strike offers you the throat protection of the "Toasting" process. Two! Luckies are better than ever. They contain the cream of better-than-ever tobacco crops developed by Uncle Sam. Have you tried a Lucky lately? With men who know tobacco best, it's Luckies two to one!

(FANFARE . . . . .)

KYSER: The student body will now stand - the faculty has returned and report that the winner of top honors, magnum cum collasum - is none other than \_\_\_\_\_.

(APPLAUSE)

4/17/40

KYSER:

Ah, dear \_\_\_\_\_, your nimble wit - your silver tongue has won you kudoes, kale and kush -- you are hereby elected to phi beta Kyser and into your boodle bag I tip this shower of fortune -- (SOUND: NUTS AND BOLTS INTO PAN) - this first prize of \$35. Now you can go back into the world and dwell forever in silken luxury. To you, dear second placer, this sward of \$20 and to the other four scholars ten dollars each. To all six a carton of Luckies. Then to each and every member of our student body here tonight, for swell school spirit and nips, nudges and nostrums - a package of better-than-ever Lucky Strike cigarettes.

(APPLAUSE)

10. ("OH JOHNNIE OH" . . . . . ORCHESTRA)

(KYSER THEME . . . . .FADE)

KYSER: Well, das all, chillun - the old school takes a powder until we hit the trail again next week and carry our torch of higher musical learning deeper and deeper into the dark reaches and regions of razamataz. Until then, be good to your gramophones and grind off a few rough edges of your clef culture by listening to YOUR HIT PARADE starring Barry Wood Saturday night over another station. And now, students, remember the address for questions to the Old Professor is still Kay Kyser - 480 Lexington Avenue, New York City. Until next Wednesday we'll be thinkin' 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~~ <sup>was</sup> Mr. L.A. (Speed) Riggs of Goldsboro, North Carolina ~~and Mr. F.B. Boone of Lexington, Kentucky.~~

(SONG CREDITS.. IF ANY)

THIS IS THE NATIONAL BROADCASTING COMPANY.

wjh/rfg/  
4/16/40

REBROADCAST BY MILLER TAPE  
MUTUAL - N.Y. STATE - 4/25/40  
8-9 P.M.

-1-

THE AMERICAN TOBACCO COMPANY

4/24/40

WEAF      KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #109

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

APRIL 24th, 1940

WEDNESDAY

GRAUER:      Have you tried a Lucky lately?

AUCTIONEER: (LONG CHANT.. ENDING WITH "SOLD AMERICAN")

GRAUER:      "Sold American" means fine tobacco for your Lucky Strikes.  
That's why with independent tobacco experts - men who spend  
their lives buying, selling and handling tobacco - with men  
who know tobacco best, it's Luckies two to one.

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

GRAUER:      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 . . . . .)

(APPLAUSE)

-1-

KYSER: Evenin' folks - how're ya all. Welcome to the big tent of higher musical knowledge. ~~If you will cast your eyes upward, you will see perched precariously~~ <sup>above you</sup> upon the flying trapeze our six salubrious, somersaulting students who will ~~float~~ <sup>float</sup> thru the ~~questions~~ <sup>air</sup> with the greatest of ease. These picked at random educational gadflies will ~~go through their~~ <sup>buzz round</sup> ~~paces tonight~~ <sup>the lamp of culture</sup> for fun, frippery and finance to the tune of \$95 in prizes. But let's put that grimy grind of education aside... ~~put on your paper hats~~ - pass the pickles and pant around in puckish pantomime - you pick yours and I'll pick mine, so come on, kids - lay it on the line - ~~what I want to see~~ - yes dance!

1. <sup>Smiles</sup> ("~~SWEETIE PIE~~") ..... ORCHESTRA)

(SEGUE TO <sup>Singing Pills</sup>)  
 2. ("~~INDIAN SUMMER~~") ..... SIMMS AND ORCHESTRA)

(APPLAUSE)

COMMERCIAL #1

GRAUER: (FADING IN WITH BELL) Hear ye! Hear ye! Hear ye!

KYSER: How now, my dear Dean Grauer? Why this "town-crier" get up?

GRAUER: Because I'm a bearer of good tidings, Professor. In fact, I have here the best news ever for all Lucky Strike smokers. Listen.... Lucky Strikes today actually contain the finest tobacco ever put into a cigarette.. Let me repeat that....the finest tobacco ever put into a cigarette. Now that's a broad statement. So, Basil Ruysdael, will you tell 'em why it's true?

RUYSDAEL: Well, in the first place, Uncle Sam lent a hand. United States Government research has developed new scientific methods of growing tobacco. This teamwork with the farmers has made the last few cigarette tobacco crops the finest in history. And, as independent tobacco experts will tell you, Lucky Strike bought the Cream of the Crop - the finer, lighter grades of this better-than-ever tobacco. It's now been aged and mellowed from 2 to 4 years. And it's in Luckies today - the finest tobacco ever put into a cigarette. Have you tried a Lucky lately?

(INTRODUCTION OF "POP GOES THE WEASEL" AND FADE...)

GRAUER: (SPEAKING IN RHYTHM TO THE TUNE)

The time has come to start<sup>up</sup> the class,  
So lock the doors and bolt<sup>then</sup> 'em.  
Get the first three scholars<sup>all</sup> up  
'Cause this is where we soak 'em.

Some are wise and some are dumb  
And some are even wiser.

But if you know what's good for you --  
~~DUCK~~ <sup>P.D.</sup>....

AUDIENCE: HERE'S KAY KY-SER!!

(APPLAUSE)

GRAUER:



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KYSER:

Well, pop my weasel! I certainly have a wide-awake class tonight. <sup>Judges Faculty</sup> Judges, you may come out of the dunces' corner now. You know, chillun, we had to punish our <sup>faculty</sup> judges tonight because on the program of April third they forgot to tell me that besides tying his opponent in the final round, Mr. Ralph Swenson, Jr. of Duke University also had a perfect score. That entitled him to an additional prize of \$15. A check for that amount has been mailed to Mr. Swenson and with it go the pro-found apologies of the <sup>faculty</sup> judges and your old Professor. ~~So now step up, you first three contesting scholars. May the best man win and may your mothers-wives-and-or sweethearts be proud of you.~~

FIRST QUESTION ROUND:

1. Let's get in the mood for questions and answers right off the bat by naming this song for Miss Rosa Hopson of Indianapolis, Indiana.

(PLAY) By the way, did you hear about the fellow's cow down in Kentucky that ate blue grass and (PLAY).

2. Last week we had so much fun playing "Beaver" that Thomas Shaw of Memphis, Tennessee suggests we get busy and battle a bevy of beavers tonight. The idea is this -- I'll mention the names of

several well-known personalities and every time I come to one who is identified with a beard - not a moustache - you yell "beaver". Tyrone Power, ~~Abe Lincoln~~, Dr. Ehrlich, Guy Lombardo, ~~Orson Welles~~, Charles E. Hughes, ~~Gargantua~~, and ~~Santa Claus~~.  
*Santa Claus*  
*Abe Lincoln*  
*Shenley Temple* *Orson Welles*

3. Mrs. Joyce Burg of Milwaukee, Wisconsin wants you to identify the orchestra leader who is associated with the following theme.

(PLAY) Does Bon Bon sing with him?

4. Here's three more songs commonly known by the first lines of their lyrics. Holbrook White of Fort Lauderdale, Florida wants you to give us the correct names of the songs. 1. <sup>Should</sup> ~~Lost~~ old acquaintance be forgot. 2. If I had the wings of an angel. 3. Pale hands I loved beside the Shalimar.

5. Miss Jane Walters of Omaha, Nebraska wants you to name this good old song. (PLAY) Tara was the name of whose home in what picture?

6. Here's a cutie from John Galbraith of the University of Miami, Florida. Using slang language, he wants you to tell us <sup>how you</sup> ~~what each~~ <sup>would play</sup> musician does as he plays the following instruments. For instance, ~~trumpet~~ - you'd say ~~the player toots~~ - toot a trumpet. Do I make myself non-incandescent? Drums - <sup>accordion</sup> ~~trombone~~ - guitar - bass fiddle <sup>metronome</sup> ~~violin~~ <sup>banjo</sup> ~~phonograph~~

7. A famous trumpet player and orchestra leader is identified by the following theme. Miss Rose Abrahams of Elmhurst, Long Island wants you to name the song and the leader. (PLAY) Was he formerly featured with Tommy Dorsey or Benny Goodman?

8. We're about to play a bit of an artistic masterpiece and every time the orchestra stops, Richard Wall of Roanoke, Va., wants you to sing the word that fits in that particular stop. The word is FOO-RA-DE-ACK-A-SA-KI. *Des Moines and was an early name.* So hold tight and let's see how we get along.

~~(PLAY) Now do you know what the word means? (No - nobody knows)~~

9. Miss Dolores Molk, of Chicago, Ill., says you'll win "the fur-lined diamond-studded trailer" if you name these two songs for us. (PLAY) Now if that's \_\_\_\_\_ what's this

(PLAY)

(CLASS BELL)

GRAUER: Hark Professor - the first examination kisses you goodbye.

~~(PROXY KISS AND RECORDING WHISTLE)~~

KYSER: ~~Faculty~~ - Now let the scholars kiss the carpet while ~~you~~  
~~turn your kisses toward the moon~~ and our faculty climbs  
into the ring to raise the arm of the winner.

(RATCHET AND BELL)

~~(PROP CHEER)~~

KYSER: Yes - the faculty declares that the winner -- top dog of  
the first examination is none other than \_\_\_\_\_.

(APPLAUSE)

KYSER: Well, dog-gone and train me down to Tennessee, boy, if  
you ain't got the brains of a brown bazooka bug there ain't  
an 1 in Nelly. You are hereby promoted to the senior  
class ~~and have the right to take the final examination --~~  
so light up a Lucky Strike and make a date to concentrate.  
Recess is here, ~~chillun is here and give it to 'em~~  
- kick it high - kick it low - what I mean, chillun is come  
on, yes go.

3. ("OOH WHAT YOU SAID" . . . . . MASON AND ORCHESTRA)

(SEGUE TO:

4. ("HOW HIGH THE MOON" . . . . . BABBITT AND ORCHESTRA)

(APPLAUSE)

COMMERCIAL #2

KYSER: Attention, students! Here's a special rapid-fire quiz by our good Dean Grauer:

GRAUER: Question One: Are you smoking more today? The answer: Yes, most folks are. They're smoking more than they used to. Question Two: Doesn't it stand to reason that, the more you smoke, the more you need throat-protection? The answer: Yes, obviously - and Lucky Strike's exclusive "Toasting" process gives you this protection. Question Three: Can one see what "Toasting" actually does?

RUYSDAEL: The answer is an unqualified "yes". Over three million people have seen an actual movie of "Toasting", (including our guests in the studio audience tonight)\*. They've seen how this process takes out certain harsh throat-irritants found in all tobacco. Lucky Strike buys the choicer grades of prime, light tobaccos but - for Luckies - even that isn't enough. So .. "It's Toasted", to remove certain irritants and impurities. Then the rich, golden leaf, satin-soft and fragrant, flows slowly under the concentrated sunshine of the ultra-violet ray to receive a rich "toning-up" found in no other cigarette. Folks, if you ~~are~~<sup>are</sup> smoking more today, you need more than ever before the finest tobacco plus this throat-protection of "Toasting" which only Lucky Strike offers you. Have you tried a Lucky lately?

\*(FOLLOWING IS EMERGENCY COMMERCIAL TO BE INSERTED IN SPACE ENCLOSED BY BRACKETS ABOVE)

"And this movie is still being exhibited frequently to our studio audiences."

5. ("GAUCHO SERENADE" . . . . . ORCHESTRA)

(SEGUE TO:

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

(APPLAUSE)

(COLLEGE SONG . . . . .)

GRAUER: (ON CUE) Silently the semester and its students steal away -- gone is their merry laughter ringing - their morning voices singing. But, warm with the thought of them - the old college drowns on, ~~her friendly lamps leaning against the window of the night~~ - and as gown yields to town across the nation - we briefly pause to identify each station.

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

(KYSER MARCH . . . . .)

GRAUER: The second semester opens like a tulip in the Spring and from the sororities sashay our second sample of student<sup>1d</sup> contestat<sup>t</sup> -- each of these three orchidaceous and ornamental oracles will poise her permanent and fill the firmament with what is perk and pertinent. In other words, lady's day has come to stay and some lass' noodle will win her the boodle - so steady, girls - hold your curls - for here comes that gifted Greek from Swanee Creek -- the Carolina cogitator - the yammering yam from Alabam - your old Professor-man.

(APPLAUSE)

KYSER: Welcome, my educational Barbara Fritchies - who answers the questions from this tired old head, eats high on the hog he said - so step up to my podium and give out with the odium.



SECOND QUESTION ROUND:

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1. A letter from Mr. Harry Cohen of New York City describes the sad plight of a buddy of his. Upon asking his pal the cause for his despondency, his buddy replied, <sup>I was</sup> (PLAY). Yes sir, I dreamed the postman was handing me a love letter from my gal, saying that since this was Leap Year she wanted me to marry her. I woke up, and sure enough the mailman was handing me a letter. It was an announcement of her wedding, so ~~what I really was~~ (PLAY) By the way, did you hear about the fellow who dreamed he was awake and woke up and found out it was true?

2. It's tonight's Right or Wronger and Miss Ruth Green of Montgomery, Alabama hopes you're bright, will see the light, and start your fight by knowing wrong from right. Just say Right or Wrong to these statements:

1. Teddy Powell and Eleanor Powell are a brother and sister dance team.
2. Alfred Lunt and Lynn Fontanne are Mr. and Mrs. in real life.
3. Blue Barron was formerly Sammy Kaye's manager.
4. The Matterhorn is a woodwind instrument in a <sup>Symphony</sup> ~~orchestra~~.

3. Here's a beautiful composition which identifies one of America's top musical organizations. Jerry Frank of Bakersfield, California wants you to name both. (PLAY)

-13-

4. Miss Mildred Collins of Cincinnati, Ohio wants to see how well you know your lyrics. I'll quote some words from a few well-known songs and then ask you a question. The name of the song will be the answer to the question I ask. I'll be down to get you in a taxi honey. Where're we going? At the ball the musicians blow it ~~in~~ <sup>through</sup> here and it comes out ~~there~~. What happens? Finally you look at the clock and say, gee, we've been dancing <sup>ed</sup> the whole night through.. What time is it? Your boy friend takes you home and at the door he says - Smile the while you kiss me sad adieu. How long is he going to be gone?

5. Here's a pippin' from Pittsburgh. Joel Kaylas says <sup>a scout for</sup> ~~an autograph~~

~~found~~ <sup>Hobby Lobby</sup> approached Peter Lorre and ~~sang~~ <sup>asked</sup> "(PLAY)". After she got his ~~autograph~~ <sup>Then he</sup> she asked ~~for one from~~ <sup>asked the same question of</sup> the fellow who produces those very clever short subjects. Was he Pete Smith, Pete Fox, or <sup>Pete Giovannetti</sup> ~~Piccolo~~

~~Was~~? Well for Pete's sake, Miss \_\_\_\_\_, you did all right on that one.

6. Speaking of Peter, <sup>East Hanover of St Louis</sup> ~~Mrs. Kathryn Wells of Louisville, Kentucky~~

hopes you won't peter out until you distinguish the difference between Peter Van Steeden, Peter De Rose, Peter Arno and Peter Pan.

7. Earle Luwick of Red Bank, New Jersey, and I hope you recognize this orchestra theme song. (PLAY) Now tell us, is this the same song? (PLAY)

8. We have some special lyrics again this week to Tommy Tucker's song, "The Man Who Comes Around." Miss Ann Haley of Birmingham, Alabama wants you to listen and tell us who the man is in each verse. (PLAY)

9. Here's a catchy melody - a hit of a few years back. Welker Drumm of Detroit, Michigan feels you should be able to identify it very quickly. (PLAY) Can you name two actresses named \_\_\_\_\_?

(CLASS BELL)

GRAUER: Time's a fleetin' and the scholars are beaten, professor.

KYSER: Well das all then chillun - the examination is over and before you can write your congressman for seeds, our faculty will blossom forth with a decision - yes, here it is, announcing that the top honors go to none other than \_\_\_\_\_

(APPLAUSE)

KYSER: Ah, dear Miss \_\_\_\_\_ go iron a frock for commencement - your ~~brains~~ <sup>accomplishments</sup> have made you a senior and your wit may win you a scholarship. Light up a Lucky Strike and await the call, for now recess has come again - so come on chillun, two by two and get in the old school canoe ... paddle along or else I'll konk ya -- for we're about to relax by the Waters of Minnetonka.

7. ("BY THE WATERS OF MINNETONKA" . . . . . PRODUCTION)

(APPLAUSE)

COMMERCIAL #3

LUCKY STRIKE "KAY KYSER"  
COMMERCIAL #3

4/24/40

*gang. Dean -17- as [unclear]*  
KYSER: Nice going ~~ride~~ - ~~I think George Duning's arrangement of~~  
~~and the Variety did a bang up job on that one,~~  
~~that old favorite and the way you played it was swell,~~  
*think so*  
don't you, chillun? Now, here's Dean Grauer with a dollars-  
and-cents proposition.

GRAUER: Folks, when you buy cigarettes - of course, you want the  
best value for your money. So wouldn't it be "good business"  
to take a tip from the men who spend many thousands of  
dollars each year buying tobacco? Listen to what was said  
recently by an independent tobacco buyer who has actually  
invested some \$200,000 of his own money in tobacco - Mr.  
R.G. Fleming of Middleburg, North Carolina...

MAN: It's a matter of dollars and cents to me to know tobacco.  
At the auctions, I've seen Lucky Strike buy the finest  
tobacco the farmers brought in. So it's natural for me to  
step up to the cigarette counter and say, "Luckies, please".  
I've been smoking 'em for 13 years now.

RUYSDAEL: Smokers, when you step up to the cigarette counter, remember  
this fact...Independent tobacco experts like Mr. Fleming -  
buyers, warehousemen, auctioneers - are the one group of  
men in all the world qualified to judge which cigarette  
company actually does buy the better tobacco. And they're  
as free to choose their own cigarette as you are. Sworn  
records show that - with these independent experts - with  
men who know tobacco best, it's Luckies 2 to 1. Remember  
that fact, next time you hear this chant (CHANT - 10  
SECONDS) Let the chant of the tobacco auctioneer remind  
you to ... smoke the smoke tobacco experts smoke! Next  
time, ask for Lucky Strike.

*So Far So Good*

8. ~~("I'VE GOT MY EYES ON YOU" . . . . . BABBITT AND ORCHESTRA)~~

(SEGUE TO:

9. ~~("ON THE ISLE OF MAY" . . . . . DUET AND ORCH)~~

(APPLAUSE)

(FANFARE . . . . .)

GRAUER: The Final Exam ... and over the dam go our sobbing  
seniors to stick their phizzes into these final quizzes...  
everything from dollars to doughnuts is at stake - when  
into this bake comes that shambles from the brambles -  
the ham what am -- The Mason-Dixon Man.. Kay Kyser!

(CHEERS)

FINAL QUESTION ROUND:

1. In our final round tonight we say love and kisses to all the girls named "Irene". And we'll devote the following questions to a musical discussion of that name - "Irene." Edith Day played the part of Irene in the original stage show of that name, and RKO has just made a moving picture of it in which Anna Nagel, as Irene, sings (PLAY). By the way, Albert Bernard of New Orleans, Louisiana, reminds us that the shade "Alice Blue" <sup>was</sup> ~~is~~ <sup>in honor of</sup> named after "Alice Roosevelt" - Teddy's daughter. Now tell us - is Irene Hervey Allan Jones' wife?

3. Which Irene was starred in "The Awful Truth", "Show Boat" "Love Affair", etc. John Lombardo of Buffalo recalls that in the picture "Roberta" she sang (PLAY).

2. Here's the theme song of a favorite radio personality whose name is Irene Wicker. Listen and name ~~the song and~~ the program for Miss Rita Burton of Los Angeles. (PLAY) Now which Irene is on the Welch Grape Juice program?

4. Miss Ruth Evans of Boston, Massachusetts says ~~this next song is closely associated with~~ <sup>helped to develop ballroom dancing in America</sup> another famous Irene. ~~Listen and tell us who it is.~~ (PLAY) Her husband's name was \_\_\_\_\_. If that was \_\_\_\_\_ and Irene, who are Tim and Irene? Now can you name a French actress and comedienne named Irene?

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GRAUER: Examinations are over, Professor -- the day is done.

(CHEERS)

KYSER: Hold everything, chillun -- school is out but you haven't got your report cards -- so while our faculty retires to the frowning room to figure your percentages - relax with me in the friendly spirit of convocation while Dean Grauer delivers the tobaccolaureate address.

GRAUER: Are you smoking more today ... more than you used to? Then remember these two important cigarette facts. One! Only Lucky Strike offers you the throat protection of the "Toasting" process. Two! Luckies are better than ever. They contain the cream of better-than-ever tobacco crops developed by Uncle Sam. Have you tried a Lucky Lately? With men who know tobacco best, it's Luckies two to one.

(PANFARE . . . . .)

KYSER: Rise and shine, kids - here come the grades. The faculty have rewarded -- awarded and decreed that the valedictory pupil of the week is none other than \_\_\_\_\_.

(APPLAUSE)



ability 4/24/40

*Godzooks*

KYSER:

~~Am me, oh my, dear~~ - if ~~brains~~ were  
*agility you could jump over a bullet with facility.*  
~~beauty you could write yourself mesh notes.~~

*and*  
the old school grip, (~~CORNY GRIP~~) pin on the badge (DRESS  
TEARING) - Pardon me, I tore your coat -- elect you to  
Phi Beta Kyser and award you this first prize of \$35.  
To you, dear second placer, this \$20 and to the other four  
scholars ten dollars each - and to all six, a carton of  
Luckies. Then at a flick of the pen - to each and every  
student here tonight, for fun, fuminations and fabulous  
fosdicks - a package of better-than-ever Lucky Strike  
cigarettes.

10. ("SAY SI SI" . . . . . ORCHESTRA)

(APPLAUSE)

(THEME . . . . .FADE ON CUE)

KYSER: Well, das all, chillun - school is out until we matriculate here with a new gang of unenlightened citizens next Wednesday night.

GRAUER: Pardon me, professor -- next week is the beginning of Daylight Saving, <sup>which only affect</sup> ~~the~~ corresponding scholars living in <sup>those not having Daylight Saving</sup> localities not having Daylight Time, <sup>^</sup> will go to class one hour earlier than usual.

KYSER: Thank you, Dean Ben Grauer. In the meantime, students, put a shine on your serge and polish <sup>up</sup> ~~on~~ your savvy of musical things by attending YOUR HIT PARADE starring Barry Wood and heard Saturday night over another station. And don't forget -- the address for questions to the old Professor is still Kay Kyser -- 480 Lexington Avenue, New York City. Until next Wednesday we'll be thinkin' 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. 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.

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4/23/40

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(REVISED)

WEAF

THE AMERICAN TOBACCO COMPANY

#110

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

( ) ( )  
10:00 - 11:00 PM

MAY 1, 1940

WEDNESDAY

REBROADCAST BY MILLER TAPE  
MUTUAL-NEW YORK STATE -  
5/2/40 - 8-9 P.M.

GRAUER: Have you tried a Lucky lately?

AUCTIONEER: (LONG CHANT...ENDING WITH "SOLD AMERICAN")

GRAUER: "Sold American" means fine tobacco for your Lucky Strikes.  
That's why with independent tobacco experts -- buyers,  
warehousemen and auctioneers -- with men who know tobacco  
best, it's Luckies two to one.

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

GRAUER: Lucky Strike presents Kay Kyser's College of Musical  
Knowledge...tonight's educational bender around the Maypole  
...for fun, finance and fraternity...

(CLASS BELL)

GRAUER: But there goes the bell - school's taking in - and here  
comes the Old Professor - Kay Kyser!

(KYSER THEME...)

5/1/40

KYSER:

Evenin' folks - how're ya all, and happy May Day to each and everyone of you. ~~Yes, it's seldom this day, and~~ *The most elegant fashion*

~~which is honored by so much fashion,~~ and these bare old walls <sup>are</sup> garlanded with ~~such~~ a profusion of flowers. And here are our six well-dressed scholars who <sup>with</sup> ~~only five~~

~~teachers are through they had just come to watch the~~ ~~festivities but their~~ numbers were drawn and they are now enrolled to take examinations for degrees and \$95 in prizes.

~~But that's life - you know it's going to be so tomorrow.~~

But, school ain't took in official yet - we got our Maying to do - so come on chillun, bend those bowers - shower down them flowers. Snub a bud but grab a blossom and - yets dance!

1. ("GOOD MORNING". . . . . ORCHESTRA)

(SEGUE TO)

2. ("TOO ROMANTIC". . . . . SIMMS & ORCHESTRA)

(APPLAUSE)

(COMMERCIAL #1)

(SLIGHT PAUSE BEFORE STARTING COMMERCIAL)

RUYSDAEL: "Finer tobacco means less nicotine" and impartial tests reveal that Luckies' finer tobaccos contain less nicotine than any other leading brand!

GRAUER: Consistently, regularly, for more than two years, careful laboratory tests have been made to determine the nicotine content of Luckies and other leading cigarettes. These tests reveal that, for this entire period of time, the nicotine content of Luckies has averaged 12% less than that of the four other leading brands - definitely less than any one of them. This lower nicotine content - revealed by tests made over a two year period and confirmed time after time by independent laboratories - is the natural result of buying finer cigarette tobaccos - tobaccos that are full-flavored yet low in nicotine content. Each year, we exhaustively analyze tobaccos before purchase - thus our buyers know with certainty what leaf is milder, better tasting, low in nicotine content - and buy it up.

RUYSDAEL: The result - a cigarette of finer tobaccos with a naturally lower nicotine content. Have you tried a Lucky lately? Remember, 'finer tobacco means less nicotine', and it is an authoritative fact that Luckies today contain less nicotine than any other leading brand. Remember also - with independent tobacco men, buyers, auctioneers and warehousemen, with men who know tobacco best, it's Luckies 2 to 1.

(LUCKY DAY ORCHESTRA)

(DESK BELL)

GRAUER: The first examination! Stand up, scholars. You've left  
 your homes to cudgel your domes just to prove ~~that your~~ <sup>the domes of</sup>  
 minds ~~are better than~~ <sup>are</sup> metronome. Oh, the flowers bloom  
 in the Spring, tra la, but to you that ain't a thing, ha  
 ha...cause this is where you got to do it or drag your tail  
 and always rue it. (NASTY LAUGH)

~~CONGRATULATIONS. Listen, we don't want no fancy talk.~~

~~Give us the long and the short of it.~~

GRAUER: Okay, freshmen - ~~you have~~ <sup>take up</sup> a stand.  
 You'll be sad but wiser.  
 All right, boys - strike up the band,  
 For here comes old Kay Kyser!

(KYSER MARCH. . . . .)

KYSER: Well, pull up my socks, ~~sure is nice to have a class with~~  
~~such a fine contempt for material things.~~ Step right up,  
 kind sirs, while I do a little spade work around the tree  
 of knowledge.

FIRST QUESTION ROUND

1. Harold R. Manning of Pigott, Arkansas writes in to say that when he was a kid he swallowed a cake of soap and ever since he's been singing (PLAY) Is Sally Rand famous as a bubble dancer? Are Buck and Bubbles a negro comedy team?

2. Miss Pearl Wilson of Jackson, Mississippi asks what radio comedienne <sup>says she</sup> ~~is supposed to~~ going to run for President. What negro comic's name is the same as the name of a city in New York State? What radio comedian has never signed an autograph? He gets seventy-five cents a week.

3. Here's the theme of one of America's most talked about orchestras at the present time. Mr. Eugene Raymond of Cranston, Rhode Island wants you to name the song and the leader it identifies. (PLAY)



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4. Since this is the first day of the fifth month, Miss Joan Platt of Salt Lake City, Utah, suggests I ask you the difference between May Day, ~~May~~<sup>MAY</sup> Day, Dennis Day, and ~~Day~~<sup>HAY</sup> Day.

5. And since this is the first day of May, Dick Austen of Brooklyn, New York feels the title of this next song is apropos. Let's see if you can name it. (PLAY) Now can you name two other songs that have the name \_\_\_\_\_ in their titles?

6. It's tonight's Right or Wronger and If I may, I'd like to start the merry month of May by having you say Yea or Nay to the following statements. Is this Right or Wrong:

1. Helen Hayes and Anna Nagel portrayed Victoria Regina on the stage and screen respectively.
2. A mandolin is a Chinese ~~ling~~<sup>dignitary</sup>.
3. The melody of the British national anthem "God Save the King" is the same as the melody to "America".
4. Ethel Waters, Ethel Merman, Ethel Shutta, Ethel Barrymore, and Ethyl Gas are all singers.

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7. The composer of this song is also an orchestra leader, and here's one of his compositions which he uses as his theme. Listen and tell Raymond Buchman of St. Louis, Missouri, all about it. (PLAY) Does <sup>we</sup> ~~he~~ look a little like ~~each other?~~

8. (SOUND: BEEP BEEP) Jeepers Creepers, here comes a Beep-Beeper. Joan Strong of Memphis, Tennessee wants you to listen to Lyman Gandee at the piano. (~~LYMAN PLAYS FIRST THREE CHORDS OF "PRELUDE IN G SHARP MINOR"~~) ~~Boy - I said Gandee, not Reimannhoff.~~ Now Lyman is going to play Pizicatto Polka, and every time he makes a mistake in the melody, we want you to say "Beep". Ready - go. (PLAY)

9. May fifth to eleventh is National Music Week, ~~the purpose of which is to help promote American Music.~~ Your old Professor feels that ~~one of the greatest influences in promoting music appreciation among the youth of America~~

~~is the existence of~~ the many hundreds of school bands

throughout the country, and here's a number that I bet

~~every kid who ever was in a high school band has most~~

~~likely~~ played at one time or another, and Charles Palmer

of Chicago, Illinois wants you to identify it. (PLAY) Was

that On the Mall, Stars and Stripes Forever, Washington

Post March, <sup>Our Director</sup> or Postal Telegraph on Parade. Now what other

great musical educator of youth comes on the air each

Friday saying, "Good afternoon, my dear children?"

(BELL)

(RADING CARS GO BY)

*Professor, time on the lam - the cars are here*

KYSER:

~~What are they doin'? Running a Speedway through here?~~

GRAUER:

*for the calculators are taken and are waiting to be graded*  
~~Now the exam just had to start.~~

KYSER:

*then drop your books and get your rewards.*  
~~Well, das all, chillun - go back to your benches. These~~

~~newfangled ideas that are creeping into education are going~~  
~~to be the death of me. <sup>are</sup> Are the report cards made out,~~  
~~and I see at a glance that <sup>are</sup> faculty? Well, hand 'em here - loose 'em, the best grade~~  
goes to none other than \_\_\_\_\_.

(APPLAUSE)

Congratulations, my dear boy...you're a fast man with an answer...with your hair-trigger bean, I have no qualms about promoting you to the senior class. Go - light up a Lucky Strike, ~~make a fraternity and get your ears starched for the final exam.~~ Recess is here, chillun - so if you're willin' and rarin' to go, we'll give school the boot and wiggle the toe. What I mean to say - is - come, yet's go.

3. ("WOODPECKER SONG". . . . .QUARTET AND ORCHESTRA)

(SEGUE TO:)

4. ("WHEN YOU WISH UPON A STAR". .BABBITT AND ORCHESTRA)

(APPLAUSE)

\*\*\*\*\* (COMMERCIAL)\*\*\*\*\*

GRAUER: Are you smoking more today? If, like most of us, you are smoking more than you used to, then it is important for you to know that finer tobacco means less nicotine.

Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has averaged 12% less than that of the four other leading brands...definitely less than any one of them. But even finer tobacco with less nicotine is not enough for Luckies. Because all tobacco even the finest contains certain harsh throat irritants, Lucky Strike developed the process "It's Toasted".

RUYSDAEL: "Toasting" does two things. It takes out certain harsh irritants and impurities found in all tobacco, and, with the concentrated sunshine of the Ultra-Violet Ray, it mellows the leaf. "It's Toasted" makes Luckies a light smoke easy on your throat. Over three million people have seen an actual movie of the "Toasting" Process, including our guests here in the studio audience tonight. So remember that Luckies are the only cigarette to give you finer tobacco with less nicotine, plus the throat-protection of the "Toasting" Process. Have you tried a Lucky lately?

5. ("STOP BEATIN' ROUND THE MULBERRY BUSH". .MASON AND ORCHESTRA)

(SEGUE TO)

6. ("SAY IT". . . . .SIMMS AND ORCHESTRA)

(APPLAUSE)

(COLLEGE SONG. . . .SEWANEE)

GRAUER: In ivied evening the old school song echoes across the campus...lamps go down and stars come up behind the tower where once a hundred sophomores sighed; and sighing of the past the soft May wind carries our song through flowering fields to you across the nation - as we pause to identify each station.

----- (S T A T I O N B R E A K) -----

(KYSER MARCH. . . . .)

GRAUER: The second semester comes to Kyser College - ~~it comes~~  
~~shook to those who thought college was all books and duties~~  
~~and no extracurricular life, and all with the same old~~  
 at a glance that when three beautiful and brow-burnished  
 co-eds prepare to improve their minds and mangle their  
 manicures by making <sup>new attacks on</sup> passes <sup>and</sup> at the mazuma, ~~that~~ the time  
 has come to sit up and take notice. <sup>But</sup> ~~Now~~ if there's  
 anybody here who thinks that life is all beer and skittles  
 let him raise his hand.

(RATCHET)

KYSER: I do.

GRAUER: You do? Who are you?

AUDIENCE: KAY KYSER!"

GRAUER: OH (APPLAUSE)

KYSER: So you don't know me in my new Spring hat. <sup>shall that life</sup> ~~I'll get to my~~  
~~questions that are gals~~  
*you're here today and a gone tomorrow.*

SECOND QUESTION ROUND:

1. Mr. Pat Mitchell of Los Angeles, California, says that most people who eat in Chinese restaurants order either Chop Suey or (PLAY) Can you name two Chinese characters either in songs <sup>radio</sup> or in movies?
  
2. I'm about to mention the names of four great men and Miss Ann Brown of Washington D.C., wants you to listen to their names and tell us which is a musician, physician, magician and an electrician. Steinmetz, Houdini, Ehrlich and Sibelius.
  
3. Now just to be sure you aren't asleep, we'll play a well-known orchestra theme song and Cortlandt Frye of Omaha, Nebraska wants you to tell us the name of it and whose theme it is. (PLAY) This doesn't count, but speaking of sleeping- if a ballad is sweet music and swing is hot music, what is snoring?

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4. Miss June King of Detroit, Michigan wants us to see what you know about the lyrics to songs. I'll give you a few lines from well-known numbers and then ask you a question. The title of the song will be the answer to my question. Do I make myself foggy? Mollie and me and baby make three--where do we live? Bee-dle-ee-um-bum-bum, bee-dle-ee-um-bum who's approaching? Creole babies walk along with rhythm in their thighs, rhythm in their feet and in their lips and in their eyes. Where are we? Absolutely, Mr. Gallagher, positively, Mr. Sheehan. Who said that?

5. Let's recall the title of this good old song for John A Riely of the University of North Carolina. (PLAY)  
Now tell us the difference between Marcheta, Marquee, and Marquette?

6. The names of several comedians are used in the following sentence, and Miss Mary O'Laughlin of Concord, New Hampshire wants you to pick out four of them. Ben grauer was leaving the stables for his first horseback ride and as he did the stable master gave him the following warning: "That horse is named Pearl, and I warn you if there's the smell of cologne in the wind she'll start to canter and you'll get an awful jolt, son, and I'm not fibbing. By the way, I'm not a Fibber when I say that your Old Professor and the Varsity crew are starting a week's engagement at the Fox Theatre in St. Louis commencing this Friday, the third.

7. Here's a song called "The Gentleman Awaits," and Mr. Kenneth Hames of Oklahoma City, Oklahoma, reminds us that it's an orchestra theme song. Let's listen quickly, because the gentleman awaits your answer as to the orchestra leader it identifies. (PLAY) Does he feature music of tomorrow, sweet swing, slide music or fashions in music?

8. Come around here, gal, and listen to the man who comes around. Harry Babbitt is about to sing a few verses of it and as he does Miss Helen Roberts of Cincinnati, Ohio, wants you to tell us who the man is he refers to in each verse. (PLAY)

9. Doing the rhumba is quite a sport these days, so I decided to learn. Bob Gallub of New York City recommended a teacher, but he turned out to be (PLAY) However, soon afterwards I met Carmen Miranda and she volunteered to teach me to rhumba (PLAY)

SOUND: (BELL)



GRAUER: The man from the glue works is outside, Professor -- says he heard exams were over.

KYSER: Can't keep a glue man down, Dean -- das all, chillun - ~~has~~ <sup>and you'll</sup>  
~~on to your Lily Daches~~ <sup>Lucky with it</sup> while the while I pore over your report cards. Ah yes -- ~~there it is. The big detectable~~  
~~decimals~~ ~~deciding~~ that the top gal of the second exam is none other than \_\_\_\_\_.

(APPLAUSE)

KYSER: Ah, dear Miss \_\_\_\_\_ - ~~I'm mighty tickled that you don't~~  
~~have to go downstairs and end up in a library as a pot~~  
~~of glue.~~ I promote you to the Spring finals -- so, go light up a Lucky Strike and <sup>wait</sup> ~~take a quick gander at your~~  
~~McJaffey~~ till you're invited out to compete for the final award.

GRAUER: Pardon me, professor -- speaking of awards. There's a gentleman here to give you an award. Mr. Martin Lewis, <sup>Associate</sup> ~~Eastern~~ Editor of "Movie and Radio Guide." <sup>huguenot</sup> Professor Kyser -- Mr. Martin Lewis.

KYSER: Welcome to our college, Mr. Lewis.

LEWIS: Thank you, Professor Kyser. It is my pleasure to present to you this trophy for winning "Movie and Radio Guide's" Star of Stars Poll for 1940 for having the best audience participation program on the air.

(APPLAUSE)

KYSER: Thank you, Martin Lewis -- thank you, "Movie and Radio Guide" -- and all of you listeners who honored us with your support throughout the past year. We'll 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, chillun, your flustered old Professor declares a recess - and invites you one and all to attend a special Sunrise recital.

7. ("THE WORLD IS WAITING FOR THE SUNRISE"....  
 ("SUNRISE SERENADE" \_\_\_\_\_ PRODUCTION)

(APPLAUSE)

\*\*\*\*\* (COMMERCIAL) \*\*\*\*\*

KYSER: Now here's Dean Grauer with news of a brand new school he's opening!

GRAUER: Professor, you've got me wrong! I merely said that lots of smokers could learn plenty about cigarettes, if they'd take a few tobacco lessons in this school....

(CHANT 10 SECONDS - "SOLD AMERICAN")

GRAUER: Yes, tobacco experts who follow that chant at the auctions are masters of one of the most difficult jobs. Take the case of Mr. G. E. Smith, tobacco warehouseman of Reidsville, North Carolina. Born and raised on a tobacco farm, he got a job in a tobacco warehouse years ago. And as he said recently:

MAN: That's when my real education started. I did every kind of job around that warehouse. I learned to distinguish between different varieties of tobacco - learned the value of each grade - and what cigarette companies buy what tobacco. I learned - plenty! So the fact I've smoked Luckies for 12 years certainly should say something about the quality of tobacco Lucky Strike buys.

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RUYSDAEL: Now surely you'll agree that independent tobacco experts like Mr. G. E. Smith - warehousemen, buyers, auctioneers - are the one group of men in all the world qualified to judge which cigarette company actually does buy the finer tobacco. And sworn records show that with these independent experts - with men who know tobacco best, it's Luckies 2 to 1! Remember - finer tobacco means less nicotine, and it is an authoritative fact that Luckies today contain less nicotine than any other leading brand. Next time, ask for Lucky Strike.

8. ("I'VE GOT MY EYES ON YOU" ----- BABBITT AND ORCHESTRA)

(SEGUE TO:)

9. ("ON THE ISLE OF MAY" ----- DUET AND ORCHESTRA)

(APPLAUSE)

(FANFARE)

5/1/40

GRAUER: The final examination...four have flunked and two face commencement in the face and fall back -- we prop 'em back up -- there's no mercy...there's no quarter...there's no sun up in the sky for here comes that big shakeup man with the shake-down pan so don't try to leer-- just hep, hep --give a cheer.

(BAND: . . . PROP CHEER)

KYSER: Thanks boys--glad to have you all behind me-- I'll give it all I got.

1. After tonight we forsake Little Old New York for a few months of California class sessions. So we think it fitting to dedicate this final round to the Big City. ~~Of course we could devote several entire classes to New York, so tonight's discussion will be limited to~~ <sup>and</sup> a few of its musical streets. Thomas McMorrow of Hartford, Connecticut, says it'll be September before the Varsity crew <sup>and it</sup> hear again the (PLAY) Who is known as the Broadway Confucius? In the picture "Broadway Bill", Who was Broadway Bill? Was it Warner Baxter, <sup>a giraffe</sup> Myrna Loy or a horse?

2. Miss Virginia Price of Cedar Falls, Iowa reminds us that one of the busiest corners in the world is the intersection of Broadway and (PLAY) <sup>In the Empire State Bldg on 42nd St.</sup> ~~From the following list, pick three~~  
~~The Little Church around the Corner is not on 42nd St. but can you tell me what its noted for.~~  
~~Frank Sinatra, Bob Hope, Dick Powell, Ginger Rogers, Warner Baxter, Bob DeLoach, George Brent.~~

3. Now see if you can tell John Russo of Columbia University, New York City, what street this is. (PLAY) Was the Twelfth Street Rag written about a Street in New York? <sup>What street is known as Swing St.</sup> ~~Is there a Main Street in New York?~~

4. In the picture "On the Avenue" Alice Faye, Dick Powell, and Madeleine Carroll went (PLAY) Did Fannie Brice popularize the song "Rose of Washington Square"? Was she in the picture!?

(CLASS BELL)

5/1/40

GRAUER: School is over -- the examinations are finished.

(CHEERS)

KYSER: Hold on, chillun -- school is over but Commencement don't begin till our faculty has marked your exams. While they deliberate the matter, sit with me high on the rostrum while we listen to Dean <sup>Ban</sup> Grauer read the tobacco laureate address.

ANNOUNCER: Finer tobacco means less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has averaged 12% less than that of the four other leading brands - definitely less than any one of them. Here's the reason - Luckies analyze tobaccos before purchase - and this lower nicotine content is the natural result of buying finer cigarette tobaccos. Finer tobacco means less nicotine. Smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies 2 to 1.

(FANFARE . . . . .)

KYSER: Attention, scholars - the grades are in. The faculty board decrees that the high ranking student of the evening - top honor and degree scholar to be none other than

---

(APPLAUSE)

5/1/40

KYSER: Ah, dear \_\_\_\_\_ - your canny cogitation was a classic; while other May flowers are only green sprigs in the Spring, you have burst into full bloom with a boom.

SOUND: (BOOM)

KYSER: Thank you, boom. And into your pink palms like the petals from a petunia, dear \_\_\_\_\_ I place this first prize of \$35. ~~(She loves me, she loves me not.)~~ To you, dear second placer, this <sup>not \$35</sup> \$20 second prize. To the other four scholars ten dollars each and to all six a carton of Luckies. Then to each and every member of our student body here tonight--for that old school spirit, hearty cheers and pop-eyed prancing around the Maypole-- a package of better-than-ever Lucky Strike cigarettes.

(APPLAUSE)

10. ("EL RANCHO GRANDE" . . . . . ORCHESTRA)

(APPLAUSE)



5/1/40

(KYSER THEME . . . . .)

KYSER: Well, das all chillun -- school is recessed until we make our missionary trip with the lamp of musical culture next <sup>Wednesday</sup> ~~week~~ end and set up the old classroom in historic St. Louis. In the meantime we suggest you pay strict attention to your homework by attending YOUR HIT PARADE starring Barry Wood and heard Saturday night over another station.

GRAUER: And students -- here's a new address for questions to the old Professor-- Kay Kyser, Box 909, Los Angeles, California.

KYSER: That's right, Dean Grauer-- Box 909, Los Angeles. And now, until next Wednesday we'll be thinkin' 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. 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.

cr/lh/dm  
5/1/40

REBROADCAST BY MILLER TAPE  
MUTUAL-N.Y.STATE - 5/9/40  
8-9 P.M.

-1-

The American Tobacco Company  
Kay Kyser's College of Musical Knowledge - #111  
Wednesday, May 8th, 1940

NILES: Have you tried a Lucky lately?

AUCTIONEER: (LONG CHANT.....ENDING WITH "SOLD AMERICAN")

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.

("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.....)

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KYSER: Evenin', folks... *How're y' all*

~~AUDIENCES:~~ Evenin', ~~hey.~~

KYSER: Who're y' all?

HARRY: Why, professor, who're they all - don't you know -  
we're nestling on the banks of Old Man River -  
class is holding forth in my home town ---

KYSER: Why, Harry Babbitt - you don't mean --

HARRY: Yes, Professor - my own home town - good olde  
St. Louis.

(APPLAUSE)

KYSER: Well, Mark my Twain and Huckleberry my Finn -  
Old Man River sho has got me chillun and your  
old Professor is mighty happy to be in this  
beautiful city, with such a bright lookin' bunch  
of students and these six chosen at random  
candidates for \$95. in prizes - but right now  
come on, you St. Louis <sup>*lads & lassies*</sup> ~~chillun~~ - let that evenin'  
sun go down - yet's mess around and go to town.

1. ("SAY SI SI" .....ORCHESTRA)

segue to

2. ("WIND & RAIN IN YOUR HAIR".....SIMMS & ORCHESTRA)

(APPLAUSE)

MAY 8 1940

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KYSER: Say, Basil Ruysdael, folks are certainly talkin' about what you told 'em last week.

RUYSDAEL: Well, Professor, it's real cigarette news. Luckies' finer tobacco means less nicotine. Authoritative tests reveal that the nicotine content of Luckies <sup>for more than two years</sup> has been twelve percent less than the average of the four other leading brands - definitely less than any one of them!

NILES: Twelve percent less nicotine in Luckies due to finer, lighter selected tobaccos! Consistently, regularly, for more than two years, careful laboratory tests have been conducted to determine the nicotine in Luckies and other leading cigarettes. Luckies' lower nicotine content has been fully established by those tests and confirmed time after time by independent laboratories. No accident, no miracle, it's simply the natural result of buying finer, selected cigarette tobaccos. Each year, we scientifically analyse samples of tobacco before the auctions begin. Thus our buyers know with certainty beforehand just what tobacco is better-tasting - ripe and mellow, yet milder, low in nicotine content. That's the tobacco that's "Sold American" for Luckies

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MAY 8 1940

-3A-

RUYSDAEL: The result - a cigarette of finer tobaccos with a naturally lower nicotine content. Have you tried a Lucky lately? Remember, Luckies' finer tobacco means less nicotine, and it is an authoritative fact that Luckies today contain less nicotine than any other leading brand. With independent tobacco experts, auctioneers, buyers and warehousemen, with men who know tobacco best, it's Luckies 2 to 1!                      LUCKY DAY (Orchestra)

-3A-

MAY 8 1940

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SOUND: SCHOOL BELL

NILES: School takes in and our first three candidates for degrees and scholastic honors take a last look at the St. Louis they knew before culture came to claim them - but suddenly co-eds gasp and co-ops gape for here comes the Missouri Mauler - the old eight baller - not Tillie the Toiler - but that phfocey in St. Looie ....Kay Kyser!

(KYSER MARCH.....)

KYSER: Thank you, Ken Niles - dean of Summer Duties!  
Glad to have you with us again Ken. What could be better than to have Niles come to the Mississippi?  
Now, freshmen - face facts and don't fumble, mumble or stumble or I'll rumble and grumble till you're humble!

(ADD FIRST QUESTION ROUND)

-4-

## FIRST QUESTION ROUND

1. This is some view I have here in the old St. Louis classroom tonight. To the south I see cotton fields, to the north corn fields, to the west wheat fields and to the east (PLAY)

I'm told the word \_\_\_\_\_ means father of waters or great river as the Indians said and since St. Louis is located on the banks of America's largest river, Miss Mary Howell of Wilkes Barre, Pa. suggests the theme of our class session tonight be (PLAY)

2. Speaking of Old Man River, Frank Palony of St. Paul, wants you to name three books or plays based on life on the Mississippi. Maybe this list will help you: Tom Sawyer, Grapes of Wrath, Huckelberry Finn, Showboat, Swiss Family Robinson, Steamboat 'Round The Bend and Backwater.

3. Yes sir, Old Man River and his tributaries really cover a lot of territory. In fact Fred Patten of Lansing - Michigan says a fellow can start out in Des Moines, St. Paul, Pittsburgh, or even (PLAY) and end up his river trip (PLAY)

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4. Earl Minning of New Orleans, asks you to name two major league ball Clubs whose Ball Park is almost on the Banks of the Mississippi. A star slugger on the \_\_\_\_\_ is quite a musician and had his own orchestra known as the Mud Cats. Which one is he? This club is known as what gang?

5. When we think of the Mississippi, we also think of levees, river bottoms, swamp lands, deltas, bayous, etc., and Dorris Vaneck of Omaha, says that life along the river changes when there's (PLAY) Then all through the swamp lands you can hear (PLAY)

6. It's tonight's Right or Wrongers. In this first group of St. Louis sluggers, Bud Burns of St. Louis U. wants you to say Right or Wrong to the following statements:

1. The Mississippi Suite was written by Ferde Grofe.
2. In St. Louis, ladies' bedroom slippers are called Missouri Mules.
3. Orrin Tucker's birthplace is St. Louis
4. Branch Rickey wrote St. Louis Blues

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7. The mighty Mississippi can thank several terrific tributaries for its size, and Miss Sophie D. Mazur of Milwaukee, Wis. says the following songs should remind you of the names of a couple of those tributary rivers. For instance, if we played Red River Valley you'd think of the rip roaring Red River. Now what about this one? (PLAY) This should remind you of a river that shakes hands with Old Man River just about fifteen miles north of St. Louis. (PLAY)

8. Well ripple my river - if here isn't a chance for you to display your vocal ability. The song "Old Man River" is a wonderful vehicle for your rich bass baritone voice, so Harold MacInnerty of White Plains, New York wants you to imagine you're a Lawrence Tibbett for a moment and let us sell you down the river. (PLAY)

9. Henry Holding of Vineland, New Jersey - says - there's lots of sentiment and romance woven around Mr. Mississippi, but when the old man rears his floody head and goes on a rampage, folks from the Great Lakes to the Gulf of Mexico start shouting (PLAY). The higher he rises the farther they flee, but when he gets peaceful again, they go right back, because they love that good old (PLAY) Speakin' of beatin' those feet, your old Professor hopes a lot of you chillun will beat your feet to our "hopes-you-want-to-dance music" in Peoria this Friday night and at the Trianon in Chicago on Saturday night.  
(SOUND: CLASS BELL)

NILES: The bell is ringing ... time's a-winging

KYSER: Yes, Dean Niles, the exam is over and soon somebody will be in clover. Our faculty has graded you and now they report that the top scholar of the first exam is none other than \_\_\_\_\_

(APPLAUSE)

Ah, dear \_\_\_\_\_, St. Louis salutes you - Missouri mitts you and East St. Louis says Toodle-oo. So go <sup>part in the Ozarks and</sup> light up a Lucky Strike until you are called for the final exam. Recess is here, chillun - so put on your glad rags and crowd the ballroom till it sags ... come in sable if you're able - I'll be your Gable if you'll be my Grable. What I mean is table the bable and yets listen chillun - yets listen

3. ("FRIENDSHIP".....ORCHESTRA AND QUARTET)

segue to

4. ("HOW HIGH THE MOON".....BABBITT & ORCHESTRA)

(APPLAUSE)

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KYSER "Here's Basil Ruysdael to answer a very important question.

RUYSDAEL: The question is: How can Lucky Strike assure its smokers a cigarette of finer tobaccos with a naturally lower nicotine content? Well, the answer is, that Luckies analyze tobaccos before purchase.

NILES: During the Summer months, before the Auctions begin our tobacco buyers visit farm after farm in the choice cigarette-tobacco regions. They collect samples of leaf which seem to be of the high quality necessary for Lucky Strike and send those samples to our laboratory in Richmond, Virginia. There the tobacco's nicotine content and other important properties are measured. Then, a complete scientific report is prepared. Here's the result: Lucky Strike buyers at the markets know, before the auctions begin, what tobacco is better tasting - ripe and mellow, yet milder and low in nicotine content. So, you see, the skill of Lucky Strike buyers is backed by accurate scientific facts.

RUYSDAEL: And remember <sup>Independent tobacco</sup> -/experts confirm that the CREAM OF THE CROP is "SOLD AMERICAN". Have you tried a Lucky lately? Luckies finer tobacco means less nicotine, and impartial tests reveal that Luckies contain less nicotine than any other leading brand. Next time ask for Lucky Strike.

-9- Commercial  
 5. Alice Blue Gown - Orca.  
 6. Singig Hills - Babbitt  
 School Song.....

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NILES: Gently the blossoms fall in the moonlight, and  
under the elms, where the grass grows darkly  
green, the seniors sing. And softly on the soft  
spring night, the school song steals away to  
you across the nation - as fleetingly we  
pause to identify each station.

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

(KYSER MARCH.....)

NILES: The second semester comes to Kyser College like  
Mendelssohn to Spring and bounding up like brides  
with bouquets come our three beautiful St. Louis  
maids who will leap the hurdles with laughing  
girdles and strain their stays to see who pays ...  
ah but let their girlish laughter languish and grins  
give way to anguish 'cause here right now upon the  
scene comes that fickle fricasee from U.M.C.....  
that rockin' rogue who rode the rocky road from  
Rocky Mount to your abode - that question man from  
<sup>Tanforan</sup>  
Tamparan...Kay Kyser.

(CHEERS)

KYSER: Well, step up, my sizzlin' St. Louis Sisters of  
the Skillet and spill it....

(ADD SECOND QUESTION ROUND

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## SECOND QUESTION ROUND

1. Well, gals, I'm going to take the wind out of your sails and talk mostly about boats. Steamboats, showboats, tugboats, rowboats, even canoes. And on one of those boats C. J. Luckiey of Denver, says this was one of Old Man River's best pals - (PLAY) Who played the part of Tug Boat Annie in the picture? Was its locale the Mississippi?

2. Mr. Mississippi has also watched St. Louis grow from a jumping off place for the covered wagons to one of America's great industrial cities with two Universities - Washington and St. Louis U. - ~~a beautiful civic center~~ <sup>and many civic enterprises</sup> - and he's seen many a son and daughter of St. Louis become sensational. <sup>So</sup> From these ~~so~~ <sup>following</sup> hints Miss Mary Jean Shafer of Youngstown, Ohio wants you to name three of those personalities. First a novelist, and I don't mean William Randolph - A movie actress, and I don't mean Bette Davis - a radio singer, and I don't mean Kay Kyser.

3. Speaking of boats, let's name this one for Lloyd P. Crumb of Northeastern University, Boston. (PLAY) And now what about this one? (PLAY) Does the Swanee River flow into the Mississippi?

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4. Next Sunday, May 13th, is Mother's Day, and I'm sure Old Man River would want us to dedicate a question to that sweet occasion. So Miss Augusta Quiring of Wichita, Kansas wants you to name three songs with the word 'Mother' in their titles, or songs written about mother.

5. In addition to its Municipal Opera, which, by the way, is celebrating its twenty-second season of outdoor performances, I think one of the chief highlights of St. Louis is the Lindbergh Museum. When Colonel Lindbergh made his memorable flight I'm sure everyone here joined America in singing (PLAY) Max Millikin of Louisville, wants to know what was the name of his ship? What was the name of his book? What was the name of his wife before she was married?

6. Our second set of Right or Wrongs was sent in by Miss Dorothy Magnus of St. Paul. I'm from Missouri so You'll have to show me the Right from the Wrong in the following statements:

1. Casey Jones was a steamboat pilot.
2. Mark Twain was a Mississippi River Pilot.
3. Radio orchestra leaders Gus Haenschen, Eddie Dunstetter and Ted Straeter are all from St. Louis.
4. Huckleberry Finn named his river boat the "George Raft."

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7. H. A. Burgess of Oklahoma City, says that, ~~Ish Kibbicki had a~~ <sup>a friend of his, named</sup> ~~had a~~ <sup>Charley Horse</sup> riverboat experience that you chillun would like to hear. It's in three parts, so you three gals step up and listen to ~~Ish's~~ <sup>the</sup> story:

ISH: ~~Well, Kay - I got me a ticket and started down the~~ <sup>Charlie</sup> ~~river on a boat. Some nice looking fellows asked me to~~ <sup>got in a card game, lost all his</sup> ~~dough, was thrown off the boat. And not~~ <sup>Some nice looking fellows asked me to</sup> ~~play cards, and they were some players, too - every time~~ <sup>dough, was thrown off the boat. And not</sup> ~~having a penny in his pocket, asked the~~ <sup>play cards, and they were some players, too - every time</sup> ~~I'd get four aces they'd get five. Well, I lost all my~~ <sup>having a penny in his pocket, asked the</sup> ~~first person he met (Play) Charlie added~~ <sup>I'd get four aces they'd get five. Well, I lost all my</sup> ~~money and they threw me off the boat. When I come to~~ <sup>first person he met (Play) Charlie added</sup> ~~there was a man fishing and he looked at me and I~~ <sup>money and they threw me off the boat. When I come to</sup> ~~looked at him and I said (PLAY)~~ <sup>there was a man fishing and he looked at me and I</sup>

KYSER: ~~All right, Miss \_\_\_\_\_, what did Ish ask the man?~~  
Continue Ish.

ISH: ~~Well I said, "Please, Mister, lend me a dime. I'll pay~~  
you back (PLAY)

8. Now Miss \_\_\_\_\_, it's your turn. Carry on, Ish.

ISH: ~~Well, Just then I saw a fellow coming along in a canoe,~~ <sup>Charlie Horse</sup> ~~so I waded out in the river and held up my thumb, but~~ <sup>he</sup> ~~the man said, "Sorry, bud - I'm (PLAY)~~ <sup>his</sup>

KYSER: ~~Tough luck, Ish, and By the way, Miss \_\_\_\_\_ - Jean~~  
Hart of Chattanooga, Tennessee asks if Madeleine were a  
movie star, what would her last name be? Now if her first  
name were not Madeleine but her last name were Carroll,  
who might she be?

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*the story of Charley Horse*9. Now let's get back to <sup>n</sup> ~~Ish's adventures~~. Miss \_\_\_\_\_,

it's your turn.

*Charley finally crawled into an empty*~~ISH: Well, boss, - I finally had to walk to St. Louis where~~*packing case on the wharf*~~I crawled down to the wharves and fell asleep. A man~~came up and put a nice warm blanket over ~~me~~ <sup>him</sup> -- <sup>this</sup> I woke *Charlie*up and ~~I~~ <sup>he</sup> said, "Gee, thanks, Mister -- why did you dome this kindness and ~~he said~~ <sup>the man replied</sup> "Oh, forget it - because (PLAY)~~KYSER: Go on, Ish - what happened then?~~~~ISH: Well, we talked a while and <sup>then</sup> ~~he~~ <sup>man</sup> ~~said~~, "Ish, why~~don't you come up to my house, ~~and~~ let my cook makeyou a fine hot supper <sup>+</sup> then you can take my beautiful

daughter out in my car and go to a night club at my

expense. ~~How about it, he said - "we do things up~~~~brown here in St. Louis.~~~~KYSER: Yes - and what did you say?~~~~ISH: Ah, shucks, professor - <sup>Charley (the dope)</sup> ~~I~~ said, "No I can't do it,~~

cause believe it or not, I'm (PLAY)

Class Bell

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NILES: Time for the hollers -- time for the dollars --  
the exams are over so scuttle the scholars.

KYSER: You said it, Dean Niles, and our Faculty has  
retorted and honestly reported that the winner  
of the second exam is none other than \_\_\_\_\_.

(APPLAUSE)

Ah, dear Miss \_\_\_\_\_, you sho did tote  
that barge and lift that bale ... you get a little  
bright<sup>er</sup> and you'll land some Kale ... your lovely  
phiz should hang in the Hall of Quiz ... so light  
up a Lucky Strike and just sit tight as Ginny and  
the boys bring us somethin' fancy and fittin'  
for tonight.

7. ("ST. LOUIS BLUES" .....PRODUCTION)

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KYSER: Chillun, have you ever heard that tobacco auctioneer's chant in slow motion? Show 'em, F. E. Boone!

BOONE: Why, sure, I'll start in fast - then slow it down.  
(CHANTS FAST TO SLOW)

NILES: Folks, did you notice that, as the chant slows down, every word comes out clear?

BOONE: But, Mr. Niles, that chant sounds clear and plain to tobacco experts, no matter how fast I go.

NILES: Yes, Mr. Boone, it's the real Morse Code of Tobaccoland, isn't it? That weird sing-song records each bid, each sale at the tobacco auctions. So smokers, until you can understand every word of this....

BOONE: (CHANT VERY FAST 10 SECONDS - SOLD AMERICAN)

NILES: Until that chant is as clear to you as it is to tobacco experts - well, maybe you'd better take a tip from those experts on the one subject that chant is concerned with - tobacco. Tell them the facts, Mr. Ruysdael.

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RUYSDAEL: The only group of men in all the world qualified to judge which cigarette company buys the better tobacco at the auctions are the independent tobacco experts. These auctioneers, buyers and warehousemen actually see who buys what tobacco. And sworn records show that with these independent experts -- with men who know tobacco best - it's Luckies two to one. Now -- Luckies' finer tobacco means less nicotine. It is an authoritative fact that Luckies today contain less nicotine than any other leading brand. So - smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

("HOME SWEET HOME" . . . . . BABBITT AND ORCHESTRA)

(SEGUE TO "LOVER'S LULLABY". . . . . ORCHESTRA)

(APPLAUSE)

(FANFARE . . . . . )

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NILES: The final examination! The old school hall is quakin' -- St. Louis is shaken cause our champion scholars are about to be taken. So dab your eyes and stifle your cries, for thundering down with his frown and his gown comes that mangling enticer -- Perfesser Kay Kyser.

(CHORD)

KYSER: Yes, chillun - this is the last stand before Commencement -- so on your toes -- and anything goes.

(ADD FINAL QUESTION ROUND)

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1. In days gone by, one of the greatest entertainment institutions was the Showboat, and so Old Man River approves of our dedicating our final round to the past romances and glory of the showboat. Joseph T. Beez of Marquette University, Milwaukee, says that New Orleans, Natchez, Memphis, St. Louis, and every other river port was all agog with excitement when this cry went up. (PLAY) One of radio's greatest programs was The Showboat. Who was Captain Henry on that boat? Did Lanny Ross play the part of one of the sweethearts on that program?

2. Our theme song tonight "Old Man River" is from one of Jerome Kern's best loved musicals - "Showboat." Here's another hit from that show. (PLAY) From the following list, Miss Jean Doehrer of Bridgeport, Conn. wants you to pick two who sang "Old Man River" in "Showboat." Jules Bledsoe, Paul Robeson, George Washington Dewey, Clarence Muse and Rochester.

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3. If you saw the show or the picture, I'm sure you'll never forget the way this song was sung. (PLAY) William Stone, Jr. of Indianapolis, says the girl who sang that and also "My Bill" both on the stage and in the picture is famous for sitting on top of the piano when she sings. Who is she?

4. Bud Schwenk of Washington University feels that it will take only about four measures of this song from "Showboat" for you to name the title. (PLAY) Was Irene Dunne in the picture version of "Showboat?" What was the name of the Showboat in the show "Showboat?" Was it the Nancy Lee, the Golden Queen, Cotton Blossom or The Billy Bryant?

(SOUND: CLASS BELL)

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NILES: It's all over --- examinations are over.

(CHEERS)

KYSER: Hold on, chillun -- examinations are over, but our faculty must go into their huddle to grade the answers. While they are gone, sit with me in convocation while we hear Dean Niles deliver the tobacco-laureate address.

NILES: Luckies' finer tobacco means less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands -- definitely less than any one of them. Here's the reason -- Luckies analyze tobaccos before purchase -- and this lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobacco means less nicotine. Smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

(FANFARE . . . . .)

KYSER: The faculty has returned ... the report cards are made out and the highest mark in the class goes to none other than \_\_\_\_\_.

(APPLAUSE)

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KYSER: Ah, dear \_\_\_\_\_, you went through college like a tramp through revolving doors. With your mighty mind you will end up with more rocks than Fort Knox. I launch you upon a life of opulent luxury with this first prize of \$35. Go, and never do an honest day's work again in all your life. To you, dear second placer, a pat on the back and these twenty soft green dollars to dry your eyes with. To the other four scholars 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 gargantuan grunts and those sacrifice bunts and that old gashouse spirit -- a package of better than ever Lucky Strike cigarettes.

(APPLAUSE)

10. ("BEER BARREL POLKA" . . . . . ORCHESTRA)  
 (KYSER THEME . . . . .)

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KYSER: Well, das all, chillun -- the old classroom hits the trail until next Wednesday night when we set up our store in California. In the meantime brush up on your groundwork in higher musical knowledge by attending YOUR HIT PARADE starring Barry Wood and heard Saturday night over another station. And don't forget -- the address for questions to the old Professor is Kay Kyser, Box 909, Los Angeles, California. And now, until next Wednesday we'll be thinkin' of you. This is Kay Kyser sayin' thanks to St. Louis - and to y'all for bein' with us ... and ... so long, everybody.

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

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

(SONG CREDITS ... IF ANY)

THIS IS THE NATIONAL BROADCASTING COMPANY

*as Broadcast*

THE AMERICAN TOBACCO COMPANY  
KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE  
#112

Wednesday, May 15, 1940

NILES: Have you tried a Lucky lately?

AUCTIONEER: (LONG CHANT ... ENDING WITH "SOLD AMERICAN")

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.

("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 . . . . .)

KYSER:

Evenin', folks -- how're ya all? Well, here we are again, with our feet in the Pacific Ocean -- ~~the old College pitched on the side of a hill in Hollywood. The lamp of higher learning,~~ with our two summer Doans, Ken Miles,

Dean of Public Speaking, ~~John Conti,~~ Dean of Public

*Smoking - and Speaking,* burning bright for our first six Sunkist, *god-blessed*

*Students,* chosen at random to take examinations for highest degrees and \$95 in prizes. ~~We've done our~~

~~musical missionary work the country o'er and now,~~ *yes* tonight,

it's Hollywood's Hour to Howl ... but before class begins,

chillun, let's have a totter 'round the terrain ... *a*

bounce around the bowl, and be glad you came -- what I mean to say is come on, yes dance!

1. ("WHO" . . . . . ORCHESTRA)

Segue to

2. ("SAY IT". . . . . SIMMS & ORCHESTRA)

(APPLAUSE)

KYSER: Folks, here's a rapid-fire summary of that big cigarette news.

NILES: Fact one!

CONTE: Luckies' finer tobacco means less nicotine.

NILES: Fact two!

CONTE: Authoritative tests reveal that the nicotine content of Luckies, for more than two years, has been twelve per cent less than the average of the four other leading brands ... ~~definitely~~ less than any one of them.

NILES: Fact three!

CONTE: Luckies' lower nicotine content is the natural result of buying finer, selected cigarette tobaccos.

NILES: You see, at the tobacco auctions, Lucky Strike buyers <sup>are</sup> ~~have~~ *well prepared* ~~an~~ *advantage*. For we scientifically analyze samples of tobacco before the auctions begin. So our buyers <sup>can</sup> ~~know~~ *select* ~~beforehand~~ *that* ~~what~~ tobacco is better-tasting - ripe and mellow, yet milder, low in nicotine content. That's the tobacco that's "Sold American" for Luckies.

CONTE: Have you tried a Lucky lately? Remember, Luckies' finer tobacco ~~means~~ *show* less nicotine and ~~it is an~~ *test* authoritative ~~fact - confirmed time after time by independent research laboratories -~~ that Luckies ~~to~~ contain less nicotine than any other leading brand. For a cigarette of finer tobaccos, with a naturally lower nicotine content smoke the smoke tobacco experts smoke. With independent tobacco experts - auctioneers, buyers and warehousemen - with men who know tobacco best - it's Luckies 2 to 1!

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

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(SOUND: SCHOOL BELL)

NILES: Stop your din -- class takes in! Outside the janitor sulks in the sun ... inside the proud parents pace the parquet in the palm room -- as the first three Hollywood Hooligans close their books, and step up to the lecture platform.

(SOUND: <sup>FINGER'S SNAPPING</sup> ~~BOOKS SNAPPED~~)

NILES: <sup>JACK: Ah Teacher</sup> ~~A red faced student left over from St. Louis last week,~~ <sup>Who are you young man?</sup> ~~now.~~  
<sup>I'm a</sup> ~~raises his hand.~~

~~(SOUND: SNAPPING FINGERS)~~

~~NILES: What is it, my boy?~~

~~JACK:~~ <sup>and</sup> I know the answer now.

(SOUND: SHOT)

NILES: We had to shoot him -- this is California where everybody gets a fresh start ... and now here comes that imp and upstart who hasn't been good since childhood -- that poison ivy from the wildwood, Kay Kyser.

(KYSER MARCH . . . . .)

KYSER: Greetings, Sunshines -- and you'd better shine son, or you'll go down like the sun does in the Pacific.

(ADD FIRST QUESTION ROUND)

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FIRST QUESTION ROUND

1. You know we had a wonderful trip out to California. Mythically speaking, the whole gang boarded a plane in Chicago and sang (PLAY) Bob Tatge of the University of New Mexico reminds us that's a certain orchestra leader's theme song. Wonder if you can tell us who he is.

2. Our make-believe musical airplane trip jumps around quite a bit, and first we passed over Pike's Peak. We saw two love birds perched on the top and here's what the fellow was singing to his gal. (PLAY) Then as we passed over the Grand Canyon we heard an (PLAY)

3. As our plane passed over Yellowstone National Park we heard a certain geyser singing (PLAY) The next time we looked down we were over the desert and we saw Death Valley Scottie writing (PLAY)

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4. Our mythical maneuvering took us over many other nationally known places of interest. I'll name a few and Miss Dorothy Michael of Little Rock, Arkansas wants you to name the states that at least three of them are in: Boulder Dam, The Rushmore Memorial, The Mormon Tabernacle, The Will Rogers Memorial and the Garden of the Gods.

5. What a trip and at the right time of the year, because Leslie Gaston of Seattle claims that the West is prettiest (PLAY) And at night it's even prettier, especially (PLAY) Whose theme is the last song we played?

6. There are certain popular expressions associated with the playing of various instruments - for instance, we say "beat a drum" - "squeeze an accordion," etc. Now I'll name a few instruments and Miss Gail Wilbur of Shreveport, Louisiana wants you to name an expression that's associated with the playing of each of them! Trumpet, banjo, trombone, hurdy-gurdy.

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7. Eldon Hoch of Des Moines, Iowa reminds us that the following theme identifies a great Xylophone playing orchestra leader. Listen and tell us who he is. (PLAY) In the National League, what baseball team is known as The Reds?

SOUND - BEEP BEEP

8. Jeepers creepers, here's a beep beep beeper. We're going to play a few bars of "Stop, It's Wonderful" and, for Vi Malless of Indianapolis every time the band stops you say "Beep" and then be sure to come in at the end of the phrase with the words "it's wonderful." (PLAY)

9. Here's a teaser from Terre Haute. Mrs. Alice Lyles wants you to tell us the title of this tune. (PLAY) Now tell us the difference between a tavern, a cavern and a cave man.

(SOUND: BELL)



NILES: Attention, Professor - the examination has gone away so  
save the freshmen for another day.

KYSER: Well, das all, freshmen -- faint when ready while our  
faculty grade your answers.

(SOUND: <sup>DESK</sup>~~RING~~ BELL)

KYSER: They are through and report that the top scholar of the  
first exam is none other than \_\_\_\_\_.

(APPLAUSE)

Ah, brother - you are a credit to old Alpha Alpha Ouch --  
so go brighten the corner like little Jack Horner and light  
up a Lucky Strike until you're called as a senior for the  
June finals. Right now, <sup>it</sup> recess runs away with care .. so  
take a dare, chillun, and go on a tear -- grab a galsy ..  
grab a palsy -- right this way there's nothing to it --  
so one - two - come on and do it!

3. ("THE WOODPECKER SONG" . . . . . QUARTET & ORCHESTRA)

segue to

4. ("LET THERE BE LOVE" . . . . . BABBITT & ORCHESTRA)

(APPLAUSE)

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COMMERCIAL II

KYSER: Now here's John Conte with a Do-you-knower!

CONTE: Do you know how Lucky Strike can assure its smokers a cigarette of finer tobaccos with a naturally lower nicotine content? Well, the <sup>big</sup> reason is that Lucky Strike tobacco buyers are aided by scientific analyses of tobacco made before purchase. Here's how that works ...

NILES: Before the crops go to the auctions, samples of leaf tobacco are collected by Lucky Strike tobacco buyers from farms all over the choice cigarette tobacco regions. These samples which the buyers judge to be of the high quality necessary to Lucky Strike, are sent to the Richmond laboratories, for careful analysis. Among other important tobacco qualities measured is the nicotine content. So our buyers at the auctions <sup>can tell</sup> ~~know~~ that tobaccos of such-and-such a type from such-and-such a region are not only ripe and mellow, better-tasting, but milder, low in nicotine content. These are the tobaccos they buy up for Luckies.

CONTE: Independent tobacco experts confirm that Luckies buy the Cream of the Crop. And remember, <sup>authoritative</sup> ~~impartial~~ tests reveal that the nicotine content of Luckies, for more than two years, has been twelve per cent less than the average of the four other leading brands - ~~definitely~~ less than any one of them. Have you tried a Lucky lately?

5. ("12TH STREET RAG!" . . . . . ORCHESTRA)

segue to

6. ("YOU YOU DARLIN!" . . . . . SIMMS & ORCHESTRA)

(APPLAUSE)

(ORCHESTRA - COLLEGE SONG - OLD NASSAU)

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NILES:

On the campus "Old North" peals in the twilight as the  
 seniors stroll beside the lake ... and drowsily the  
 college listens amid the <sup>stately elms</sup> ~~trees~~ to an echo of her proud  
 song lifted as softly away like a sophomore to his <sup>syllabus</sup> ~~tattling~~  
 we steal across the nation to identify each station.

..STATION BREAK..

(KYSER MARCH . . . . .)

NILES:

The second semester looms upon the educational scene like  
 a close-up on the screen. The title is ~~the comes~~ --

"Three Smart Girls" -- three Hollywood pearls who have the  
 old college for an oyster. Here they come to take their

examinations -- equal to any situations -- now they ~~are~~ <sup>cheer</sup> --

now they <sup>snivel</sup> ~~hug~~ <sup>now they shake</sup> each other with fear. <sup>Come here with a beer</sup> Could it be the \$95  
<sup>comes Ray Kyser crying in his beer.</sup> in prizes ... or is it bloodhounds to frighten our Elizes.

who has 'em in his toils ... who's gonna have at these  
 woikin' girls?

AUDIENCE:

KAY KYSER

(APPLAUSE)

KYSER:

Curses -- foiled by Sarah the sampson sophomore. Never

fear, <sup>me</sup> ~~my~~ proud beauties - you'll get your screen test right  
<sup>will triumph overall,</sup>  
~~now . . . make up, step up, and emote.~~

(ADD SECOND QUESTION ROUND)

## SECOND QUESTION ROUND

1. Keith Beumeister of the University of Wisconsin says the firm of Potash and Perlmutter wanted to know why they were losing so much money so they called in an efficiency expert. This efficiency expert immediately started singing (PLAY) But after close observation, he reported to Potash and Perlmutter he couldn't find anything wrong with their company, but he'd strongly suggest that they (PLAY)
  
2. Being in Hollywood, Kay Higgins of Glendale, California, says its very appropriate to "ask" a question about Oscar, so tell me what is a moving picture Oscar and who are two of the following Oscars - Oscar Levant, Oscar Wilde, Oscar of the Waldorf, Oscar Hammerstein, Osculation.
  
3. "How I'll Miss You When the Summer Is Gone" is the name of this next song and that song plus the characteristic introduction which we're about to play, identifies a famous band. Listen and tell us the band leader's name. (PLAY) Jackie Winn of Augusta, Georgia reminds us that there are several well-known orchestra leaders who are graduates of the Hal Kemp orchestra, and wants you to name two of them.

MAY 15 1940

4. On the beach at Santa Monica yesterday a couple of love birds were billing and cooing and Miss Kathleen Baker of Manchester, New Hampshire says that the following lyrics should give you a clue as to who they were, and what they were saying. He said to her - "In all my dreams, your fair face beams - you're the flower of my heart," Who was she? And she replied, "You're not handsome it's true, but when I look at you" -- What was his name? They looked at each other and said "Life with its sorrow, life with its tears, fades into dreams when I see you're near." What did they vow to each other?

5. Wendell Locke of Springfield, Mo. says I should reward you with a red ruby if you recall the title of this song. (PLAY) Who is Benny Rubin? And who is Rube Bloom?

*Dalby*

6. Here we are in the west, but east or west, H.L. Richardson of Duluth, wants you to do your best to say No or Yes to the following Quest -- Is this right or wrong.

1. Mildred Bailey's dad was Bailey of Barnum and Bailey.
2. Shirley Temple may soon retire from the screen.
3. Veloz and Yolanda are Mr. and Mrs. in real life.
4. Jimmy Durante is famous for his portrayal of Cyrano de Bergerac.

5 your old *Professor* and the *Varsity* *Coon* are opening the 1940 season at Santa Catalina Island this Saturday.

MAY 15 1940

7. Well known nationally and well loved here on the West Coast for many years is the band leader identified with the song we're about to play. Name his theme and him for Miss Ethel Spers of Akron. (PLAY) Did Shirley Ross and Bing Crosby formerly sing with him? (He and Abe Lyman started out as a two-man band.)

8. Here are the words to "California Here I Come" and Bob McClure of Chattanooga, Tennessee wants you to show us how well you can sing them. You start and somewhere along the line I'll say "beep" and when I do, stop singing and start whistling. Be sure to follow the words, because when I say "beep" again I want you to go back to the words, wherever they are. Do I make myself non-understandable?

9. Really, our gang came West by train so they sang this song all the way - (PLAY) Now if that's \_\_\_\_\_? Helen Howard of Portland, Oregon wants to know what this is. (PLAY)

(SOUND: BELL)

MAY 15 1940

NILES: One moment, Professor - the examination is wound up and wampus wants its little women and we all want to know who won.

KYSER: Well, waste my breath and wrack my brains ... das all, chillun -- curtsey or collapse while our cameras pan over to the faculty for a photo finish.

(SOUND: <sup>*Bush*</sup> ~~BELL~~ BELL)

KYSER: There it is - the report of the top scholar of the second examination -- none other than \_\_\_\_\_

(APPLAUSE)

Ah, dear Miss \_\_\_\_\_ - ~~I grasp your hand~~ ... I promote you to be a senior so go, light up a Lucky Strike and lay out your commencement clothes ~~for you~~ ~~have only one examination between you and a graduation present.~~ Recess is here again so I've got a notion to push - ponder and pensiveness in the ocean -- My peppy and pulchritudinous playmates, come on "Lets Terpsichorate.

~~(ADD INTRODUCTION TO PRODUCTION NUMBER)~~

7. ("PLAYMATES" . . . . . PRODUCTION)

(APPLAUSE)

MAY 15 1940

("PLAYMATES" . . . . . PRODUCTION)

KYSER: Dean Niles, do you know a good swimming coach at Catalina?

NILES: Professor, I can picture you in a swimming suit. (KYSER: Woo-woo!) But seriously, Professor, I can recommend a very good coach over there. He knows swimming - like those tobacco experts know tobacco. And as smokers and swimmers will both agree, it pays to take a tip from the experts. Folks, when you buy those twenty cigarettes in a package, why not take a hint from a man who has sold enough tobacco to make hundreds of millions of cigarettes. His name: Joe Burnett. His home: Buffalo Springs, Virginia. And this is his job:

(FADE IN CHANT - FADE OUT)

NILES: Yes, Joe Burnett is one of the outstanding tobacco auctioneers in the business. He sells to all cigarette companies. He knows what tobacco they buy. And for his own cigarette, he has chosen Luckies for the past 10 years.



CONTE: Smokers, follow the example of independent tobacco experts like Mr. Burnett - auctioneers, buyers, warehousemen. They're the one group of men in all the world best qualified to judge which cigarette company buys the finer tobacco. And sworn records show that, with these independent experts - with men who know tobacco best, it's Luckies 2 to 1! Next time you hear this chant (CHANT - 10 SECONDS) Let that chant remind you to ... smoke the smoke tobacco experts smoke! Remember - Luckies', finer tobacco ~~mean~~ less nicotine, and ~~it is an~~ authoritative *tests* <sup>show</sup> fact that Luckies ~~today~~ contain less nicotine than any other leading brand. Next time, ask for Lucky Strike.

- 8. ("MEET THE SUN HALF WAY" . . . . . BABBITT & ORCHESTRA)  
     Sogue to
- 9. ("ON THE ISLE OF MAY" . . . . . DUET & ORCHESTRA)  
     (FANFARE . . . . .)

MAY 15 1940

NILES: The final examination! Commencement stares our seniors in the face ... will they flunk and have to stay in school, or will they graduate and have to go to work. Ah, it is crucial -- it's a crisis -- there's no way out ... there's no way in. ~~Here~~ Here comes the man who comes around -- toolate for jumping! So hold your ground!

(SOUND: MOUTH SIREN)

KYSER: Ah, dear scholars, don't pucker and frown - just answer the queries and go to town.

(ADD FINAL QUESTION ROUND)

MAY 15 1940

FINAL ROUND

1. Tonight we'd like to devote our final round to the life of one of America's most glamorous stars of yesterday, Lillian Russell, around whom Twentieth Century-Fox has just made a new picture which ~~is having its premier tonight at Clinton, Iowa where she was born and also at Pittsburgh where she made her home.~~ Mrs. Billie Fredericks of Hollywood reminds us that in the picture in addition to singing "My Evening Star", "The Band Played On", and "Comin' Thru the Rye," Alice Faye as Lillian Russell sings this great melody. (PLAY) What was perhaps the height of Lillian Russell's career was from 1880 till shortly after 1900 which is now known as what era?

2. Walter Kurek of Chicago, says that in addition to Alice Faye there are many other stars in the picture. I'll mention a few of the previous roles that they are famous for and you give us their real names: Diamond Jim Brady; then Young Mr. Lincoln who was also Tom Joad in "Grapes of Wrath." And third - he was Stephen Foster in the picture "Swanee River"; he was also well-known as Master of Ceremonies on the Charlie McCarthy program. *and the First Nighter*

3. Now let's take the name Lillian Russell apart. Mrs. Walter Pezay of Grand Rapids, Michigan, wants you to name two movie actresses, one named Lillian and one named Russell. Getting back to the Gay Nineties, pick two of the following who reached the pinnacle of their prominence in the Lillian Russell era: Eddie Foy, Weber and Fields, Gallagher and Shean, Belle Baker, Tony Pastor and Tony Martin.

4. Here's another well-known American song featured in the picture which lots of us are familiar with as a gospel song. (PLAY) Johnny Wolford of Texas A & M, Texas, reminds us that a team of famous comic opera writers who were an integral part of the Gay Nineties are also depicted in the picture. They wrote "Gondoliers," "Iolanthe," "Pirates of Penzance," "Mikado" and so forth. Who are they?

SOUND: CLASS BELL

NILES: Take down the goal posts, students -- exams are over. <sup>May 15 1940</sup>  
(CHEERS)

KYSER: Not so fast, dear <sup>one</sup> ~~students~~ -- we've reached our goal but  
repose till the reports are posted. So while our faculty  
huddle, sit with me in brief convocation while Dean Niles  
delivers the tobacco laurate address.

NILES: *Luckies finer tobacco mean less nicotine.*  
Authoritative tests reveal that, for more than two years,  
the nicotine content of Luckies has been twelve percent  
less than the average of the four other leading brands -  
~~definitely~~ <sup>*you see*</sup> less than any one of them. ~~Here's the reason -~~  
Luckies analyze tobacco before purchase - and their lower  
nicotine content is the natural result of buying finer  
selected cigarette tobaccos. Luckies' finer tobacco ~~mean~~  
less nicotine. So smoke the smoke tobacco exports smoke.  
With men who know tobacco best, it's Luckies two to one.

(FANFARE . . . . .)

KYSER: -- the faculty returns with its official report...naming  
the top honor and degree scholar of the week to be none  
other than \_\_\_\_\_

(APPLAUSE)

MAY 15 1940

KYSER:

Ah, dear \_\_\_\_\_ - ~~once again your tired~~  
~~old Dixie proxy stands upon the campus green at Commencement~~  
~~time ready to launch another batch of graduates.~~ Like the  
butterfly from the cocoon you are full grown and ready to  
go forth on your own in life's complex endeavor. Money  
talks so ~~is up that languid lunch hook~~ and take these \$35  
loud speaking dollars for first prize -- go forth into the  
world and snub your neighbors. Then to you, dear second  
placer, this \$20 second prize and a ticket to summer  
school. To the other four scholars ten dollars each and  
to all six a carton of Luckies. Then to each and every  
member of our student body here tonight for the fun, frenzy  
and those pinches in the clinches - a package of  
better-than-ever Lucky Strike cigarettes.

(APPLAUSE)

10. (~~I'VE GOT MY EYES ON YOU~~) . . . . . ORCHESTRA)

*Lucky Day*

~~KYSER THEMES~~

MAY 15 1940

KYSER: Well, das all, chillun - This Saturday we open the 1940 season at Santa Catalina Island, so next Wednesday evening, the old school will take in, out in the Blue Pacific. Until then shake the sand out of your musical shoes and brush up on your educational reserves by attending another session of YOUR HIT PARADE starring Barry Wood and heard Saturday night over another station. And don't forget the address for questions to the old Professor is Kay Kyser, Box 909, Los Angeles. And now until next Wednesday night we'll be thinkin' of you. This is Kay Kyser sayin' thanks for bein' 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, who also *improvised the chant of Mr. Joe Burnett of Buffalo Springs, Va.*  
(SONG CREDITS ... IF ANY)

THIS IS THE NATIONAL BROADCASTING COMPANY

*Aut Broadcast*

THE AMERICAN TOBACCO COMPANY  
Kay Kyser's College of Musical Knowledge  
#113

Wednesday - May 22, 1940

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NILES: Have you tried a Lucky lately?

AUCTIONEER: (LONG CHANT..., ENDING WITH "SOLD AMERICAN")

NILES: "Sold American" means fine tobacco for your Lucky Strikes. That's why with independent tobacco experts -- buyers, warehousemen and auctioneers -- with men who know tobacco best - it's Luckies two to one.

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

NILES: Lucky Strike presents Kay Kyser's College of Musical Knowledge....your Wednesday night's educational bender for fun, ninety-five dollars in prizes and makes-you-want-to-dance music.....

(SOUND: CLASS BELL)

NILES: There goes the bell....class takes in and the fun begins, for here comes the Old Professor -- Kay Kyser.

(KYSER THEME.....)



KYSER: Evenin' folks -- how're ya all? Welcome to the dunes  
 and the tunes of Old <sup>Santa</sup>Catalina Island....that little hunk  
 of America completely surrounded by the Pacific where  
we're surrounded tonight by sun-burned scholars -- six  
 of whom are arranged tastefully up here with me on the  
 lecture platform. <sup>But before we start our summer school session this evening</sup>  
<sup>being due for our Fishing Frolic</sup> So hurry - hurry....put away your  
 worry...no serious talk - Come on chillun "let's  
 lambeth walk".

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

2. ("THE SINGING HILLS".....DUET & ORCHESTRA)  
 (APPLAUSE)

MAY 22 1940

Commercial #1

KYSER: Say, Dean Niles, tell 'em the big news that smokers are talking about from Maine to California!

NILES: Luckies' finer tobaccos mean less nicotine. Authoritative tests made for more than two years reveal that, for this period of time, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands - less than any one of them! No accident, no miracle - this is the natural result of buying finer, selected cigarette tobaccos. Here's how we do it.

CONTE: Each year Lucky Strike analyzes tobaccos before purchase. So the skill of our tobacco buyers at the auctions is backed by scientific fact. They can tell just what tobacco is better-tasting - ripe and mellow, yet milder - naturally low in nicotine content. That's the tobacco that's "Sold American" for Luckies.

NILES: Have you tried a Lucky lately? Remember - Luckies' finer tobaccos mean less nicotine. For over two years, ~~we have made~~ consistent, regular laboratory tests, *have been made* carefully measuring the nicotine content of Luckies and other leading cigarettes. These authoritative tests show that Lucky Strike - a cigarette of finer selected tobaccos - contains less nicotine than any other leading brand. With independent tobacco experts, auctioneers, buyers and warehousemen, with men who know tobacco best, it's Luckies 2 to 1!

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

MAY 22 1940

(SOUND: CLASS BELL)

WILES: Drop your candy, freshmen -- put aside your idle ways, for examinations rear their ugly heads. You first three gentlemen beware - those pink, untroubled, cherubic faces may soon be lined and careworn - those boyish smiles curved downwards into frowns of dejection - those bright eyes dulled by ----- but why prattle on about a gruesome fate? Because it'll be great if you know the answers, mate. All I can say is be warned and be wiser, for toddling on comes your old Professor - Kay Kyser!

(KYSER MARCH.....)

(APPLAUSE)

KYSER: Welcome, my freshmen friends -- answer with spunk or else you flunk.

(ADD FIRST QUESTION ROUND)

1. Before class took in tonight we celebrated our return to Catalina by holding singing class with the students - here in the old lecture hall - and everything was going along fine until I said, "Now (PLAY)" I noticed that Harry Slaugh of Catalina renegged on that one. I questioned him, and he said, "I'll sing like a birdie -- but not now." I said, "Be specific - when?" And he replied (PLAY)

*Jean Chicago*  
2. Duggan of Ill wants you to tell us the difference between Colonna, Pomona, Ramona and Kimona.

3. Here's a beautiful song that John Baker of La *Shoreport* says is also well known as an orchestra leaders theme. Tell us the song and the orchestre leader. (PLAY) Was Phil Harris once co-leader of an orchestra with Carol Loffner?

MAY 22 1940

4. <sup>Winnie</sup> Salome of Philadelphia contends there are many songs that are known by the first lines of their lyrics as well as their titles. So let's linger for a moment on these lyrics and enlighten the lady. What's the correct name of this one -- Be it ever so humble. I come from Alabama with a banjo on my knee. Gone are the days when my heart was young and gay.

5. Here's a pretty ditty with a pretty name. Tell us what it is.  
 (PLAY) Now WT Messers of Orchestra Mus. wants you to name three well-known Wickeys.

*Margaret Portland*

6. It's tonight's Right or Wronger and Hall of Oregon wants us to catch you in our Catalina question net, so be cautious before you bite and say the following statements are wrong or right:

- Rostrami famous violinist*
1. ~~Reganini~~ is a chemical.
  2. Billy Rose was a writer of the song "Barney Google."
  3. Putties and bath tub scenes are associated with Cecil B. DeMille.
  4. Sophie Tucker has two sons who are orchestra leaders.

7. The name of this orchestra theme is "Apurksedy." See if you can identify the leader for Richard Pattis of <sup>U.C.L.A.</sup> Los Angeles. Here's a hint that should help you. Play, Eddy. He formerly played with whom?

SOUND: BEEP BEEP BEEP BOYS.

8. Beep Beep -- Jeepers creepers, here comes a beep beep beeper. Now don't go jump in the ocean, it's not going to be as hard as you think. Arnie Trimp of Indianapolis wants us to play a bit of the William Tell Overture, and the first time through I'll say Beep Beep in certain places, and the second time you put in the "Beep" -- but don't you say beep the first time - the first time I'm going to say beep. Do I make myself complete, unquestionably ambiguous?

(PLAY)

9. Here's a broken-down ding-buster from Brooklyn, Allen Cooley wants you to just tell us what's broken down in the following song. (PLAY) As Lyman Gandee plays, tell us what instrument he is imitating. Now what's broken? (PLAY) What's broken down in this song? (PLAY)

SOUND: BELL

MAY 22 1940

NILES: The first exam has passed on, Professor, and the scholars have passed out.

KYSER: Well, shut my mouth and catch my Catalina! Das all, chillun - the exam is over and our faculty have graded your answers and declare that promotion to the senior class goes to none other than \_\_\_\_\_.

(APPLAUSE)

Ah, dear Mr. \_\_\_\_\_, you have proved that sitting in the sun all day is the way to get ahead. Go light up a Lucky Strike and languish in luxury until you are called for your finals. Right now recess is at hand -- time to be footloose and fancy free, so if you're willin', come chillun -- let's throw a bender with an extra-curricular sender.

3. (WOODPECKER SONG.....QUARTET & ORCHESTRA)

segue to

4. ("TOC ROMANTIC".....SIMMS & ORCHESTRA)

(APPLAUSE)

MAY 22 1940

COMMERCIAL 2

KYSER: Chillun, here's a question and an answer.

CONTE: The question -

NILES: How does Lucky Strike give its smokers a cigarette of finer selected tobaccos with a naturally lower nicotine content?

CONTE: The answer -

NILES: Lucky Strike tobacco buyers at the auctions are aided by scientific analyses of tobacco made before purchase. Each year, before the crop goes to the auctions, samples of leaf tobacco are collected by Lucky Strike buyers from farms all over the choice cigarette tobacco regions. These samples, which our buyers judge to be of the high quality suitable for Lucky Strike, are sent to our Richmond laboratories, for careful analysis. Among other important tobacco qualities measured is the nicotine content. So our buyers at the auctions can tell just what tobaccos are ripe and mellow, better-tasting, yet milder, low in nicotine content. These are the tobaccos they select for **Luckies**.

CONTE: Independent tobacco experts confirm that Luckies buy the Cream of the Crop. And remember, authoritative tests reveal that, for more than two years, the average nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands - less than any one of them. Have you tried a Lucky lately?

5. ("I'VE GOT RHYTHM".....ORCHESTRA)

(APPLAUSE) - segue to

6. ("IMAGINATION").....BABBITT & ORCHESTRA)

(APPLAUSE) - segue

SCHOOL SONG -- UNIVERSITY OF CALIFORNIA

*Virginia*

a



MAY 22 1940

NILES: Softly the song of Alma Mater echoes ... lightly through  
 the flowers and fields ... lightly past the darkened dorm  
 ... lightly past the <sup>LAKE</sup> Campanile ... lightly ... softly ...  
 calling you back to the old school dreaming beneath the  
 hill, goes the song of Alma Mater, as going quietly, too,  
 we steal across the nation to identify each station.

... STATION BREAK ...

(KYSER MARCH.....)

NILES: The second semester of Kyser College comes to Catalina  
 with a <sup>bang</sup> clang ...

(SOUND: ~~CLANG~~)

NILES: Necks are craned and crew cuts canted in the direction of  
 our second three competing scholars -- three beautiful  
 fugitives from a sarong who would rather be right than  
 wrong ... these fashionable femmes -- these Catalina whams  
 with the wonderful gams are ready to hitch up their bustle  
 and get into the tussle, cause into their lives like a bad  
 case of hives comes that slap-happy pappy, that pixie from  
 Dixie, that pink-pated pedagogue from under a log ... your  
 professional quizzer -- the old perfizzer.

(SOUND:

<sup>Pop</sup>  
~~SKY ROCKET EFFECT~~)

*Now listen closely you Catalina cuties  
 while I pop the quizzer.*

KYSER: Some Fizzle, eh kid, --- Well come on you feminine fire  
 crackers - let's explode.

MAY 22 1940

SECOND QUESTION ROUND

1. On the way to class tonight I overheard a couple on the boardwalk. And by telling the first lines of the songs we're about to play, you will know what they were saying. The fellow was saying (PLAY) She sniffled, opened her eyes wide, smiled a bit and said (PLAY) So he started crying. Then she was happy and flattered, but he looked at her and said, "I have a confession to make, dear - I'm not crying over you, I'm (PLAY) Now you ask me what happened next. He punched me in the nose for eavesdropping.

2. Speaking of crying, John Badshaw of Morristown N.J. hopes you won't shed tears when I ask you who is known as the Town Crier? Does Sylvia Sidney have crying scenes in most of her movies? Who cries "Who's You-hudi?" Do babies cry for "Waldorf-Astoria."

3. Here is orchestra leader Bernie Cumming's theme song. Ronald News of Louisville Kentucky wants to listen and tell us the name of it. (PLAY)  
Of what country does it make you think?

MAY 22 1940

4. A few weeks ago we asked for the names of magazines that had one word and one syllable <sup>titles</sup> ~~names~~ such as Time, Life, Look, Pic, Click, etc. Tonight <sup>Langford</sup> ~~Tremaine~~ of Detroit wants you to name a few well-known magazines with one-word titles, but you can take as many syllables as you like. Maybe these hints will help. Fame and \_\_\_\_\_ . Give me \_\_\_\_\_ or give me death. John Jones, Esq. \_\_\_\_\_ is the spice of life. Not neopolitan, or metropolitan but \_\_\_\_\_ . Wedge shoes are <sup>quite</sup> ~~all~~ the \_\_\_\_\_ .

5. The merry month of May - which means once more the circus is on its way. Carl Welch of Houston wants you to tell us what part of the circus parade this reminds you of. (PLAY) Barnum and Bailey and Ringling Brothers are reputed to have the largest gorilla alive. What's his name?

6. Right now the famous Hull House in Chicago is celebrating its 50th anniversary, and Forraine Engels of Milwaukee wants to know if Hull House was founded by Henry Hull, Jane Addams or Maude Adams. (~~Who, by the way, is said to be the first to establish this type of settlement house in America?~~) Did Benny Goodman once play clarinet in the Hull House band?

MAY 22 1940

7. \_\_\_\_\_ of \_\_\_\_\_ says it shouldn't take you weeks, days, hours, or minutes to name the orchestra leader this theme song identifies. (PLAY) Walter Winchell coined his slogan - Dancing With \_\_\_\_\_. Now, did Bob Crosby once sing with him?

8. Even at Catalina there's a man who comes around. We have written special lyrics to that ditty and as Harry Babbitt sings them \_\_\_\_\_ of \_\_\_\_\_ wants you to <sup>identify</sup> ~~advise~~ <sup>know</sup> the man included in each verse. (PLAY)

9. Here's an inspiring song from the show "Hit the Deck." Let's name it for \_\_\_\_\_ of \_\_\_\_\_ (PLAY) Now, can you spell it?

(SOUND: BELL)

MAY 22 1940

NILES: Professor - close your book ... time to give the students the hook.

KYSER: Well, das all, chillun - the exam is over, and the faculty declares that the top honor gal of the second stanza is none other than -- \_\_\_\_\_.

(APPLAUSE)

Well, take off your frown, little Alice Blue Gown, you have gone to town. I congratulate you - I embrace you - (Oh Boy) - I chuck you under the chin. Go light up a Lucky Strike and pack your hope chest cause you'll be called for the final exam. Recess is with us again, scholars.....so come on you Johns - Jakes - and Jimneys -- grab those Myrtles - Marys and Minnies. "Let's do the Hula Hula".

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

(APPLAUSE)

MAY 22 1940

(~~"DON'T BRING LULU".....MASON AND PRODUCTION~~)

NILES: Professor, you've been a dance band leader ever since college, haven't you?

KYSER: That's right, Mr. Census-Taker Niles!

NILES: Well, for questions about dance music, I'd refer folks to you. For questions about radio announcing, they could ask John Conte or me. But for tobacco questions, they'll get the real facts from ...

(CHANT 10 SECONDS - SOLD AMERICAN)

NILES: Yes, tobacco experts at the auctions, know the real tobacco facts. A well-known independent tobacco buyer - Charles L. Saunders of Greensville, North Carolina - told us recently:

MAN: I buy an average of 150,000 pounds of tobacco a year. So I know tobacco. Now at the auctions I see Lucky Strike buy prime mellow leaf - ripe as ripe can be. That's why I've smoked Luckies for 15 years.

CONTE: Smokers, you'll agree that independent tobacco experts like Mr. Saunders - buyers, warehousemen, auctioneers - are the one group of men in all the world best qualified to judge which cigarette company buys the finer tobacco. Sworn records show that, with these independent experts - with men who know tobacco best, it's Luckies 2 to 1! (CHANT - FADE IN AND OUT) And smokers, remember - Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that Luckies contain less nicotine than any other leading brand. So smoke the smoke tobacco experts smoke. Next time, ask for Lucky Strike.

8. ("ALICE BLUE GOWN" (SEGUE) .....ORCHESTRA)

9. ("WITH THE WIND AND THE RAIN IN YOUR HAIR"...(SIMMS & ORCHESTRA)  
(APPLAUSE)

FANFARE

MAY 22 1940

NILES: The final exam! Catalina cuddles...the Pacific purrs...  
the Rockies rock...the Plains are in pain -- the Prairies  
are contrary...Chicago shudders, New York yowls and the  
South is sad for this is the senior class and here comes  
the works, alas, so if you've got any tears let them fall  
for down the hall and into the classroom comes the old  
Professor in all his glory and that means the end of some  
student's story.

(CHORD IN G)

KYSER: Dean Niles - indubitably that was unquestionably an  
unexcelled outburst of unaccountable oratory - in other  
words you said a mouthful, kid.

MAY 22 1940

FINAL ROUND:

1. And now in honor of our coming back to Catalina Island,  
 we'd like to dedicate our final round to this beauty  
 spot and at the same time discuss a few other islands.  
 For instance, there's one called Isle of Capri.  
 Now <sup>Lourene</sup> Jente of Minnesota wants to know where and what is  
 Coney Island.  
 And what is Ellis Island.

2. Now <sup>Barbara</sup> Wilken of <sup>Bridget</sup> Conn wants us to take a trip to (PLAY)  
 By the way, who wrote \_\_\_\_\_ (The Book I Mean)  
 And what is Devil's Island?



3 There's nothing more beautiful than Catalina Island in the month of May, so Roy Phillips, Parkersburg W. Va. says it's very apropos for us to play (PLAY). Now is that based on Tschaiikowsky's Romeo and Juliet Overture, his Andante Cantabile or Pathetique Symphony?

4. Once a week the theme of a certain radio program takes us to the (PLAY). What's the song and what's the program? You're very charming, but you can't take an hour to answer. If you do Phil Spitalny will hate you. Now where are the Thousand Islands? Or if you can't tell us that, can you give us a recipe for thousand island dressing?

(SOUND: BELL)

MAY 22 1940

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NILES: School's out ... school's out!

(CHEERS)

KYSER: Hold the shouts -- hold your shouts -- the exams are over, but save your cheers and your tears. And while our faculty haggle over the results, join with me in brief convocation while Dean Niles delivers the tobacco laurate address.

NILES: Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

(FANFARE . . . . .)

KYSER: The grades are in! And I place the gold star -- the top honor -- the degree for the evening on the report card of

---

(APPLAUSE)

-19-

MAY 22 1940

KYSER: Ah, dear \_\_\_\_\_ - you have braved the ice packs, the flaming deserts, the swamp lands of unfamiliar stretches of musical learning and staked out a new continent which shall be known forevermore in old school circles as \_\_\_\_\_ Land. Upon your heaving chest I pin the old school medal and into your gaping hands I pour this first prize of \$35. Go, and never lift a finger. To you, dear second placer - this award of \$20, and to the other four scholars ten dollars each. And to all six a carton ~~each~~ of Luckies. Then to each and every member of our student body here tonight for those hearty hallelujahs and awe-inspiring <sup>answers</sup> ~~acms~~, a package of better-than-ever Lucky Strike cigarettes.

(APPLAUSE)

10. ("LIZA" . . . . . ORCHESTRA) *Lucky Day*

MAY 22 1940

KYSER: Well, das all, chillun -- the old classroom turns down its lights until next Wednesday night when we shall knuckle the skulls of a new batch of neophytes for musical honors. In the meantime, don't neglect your YOUR HIT PARADE homework with Barry Wood, <sup>Orvin Tucker</sup> Wee Bonnie Baker and all the Hit Paraders, heard Saturday night over another station. And don't forget - the address for questions to the old Professor is Kay Kyser, Box 909, Los Angeles, California. And now, until next Wednesday we'll be thinkin' of you. This is Kay Kyser sayin' -- thanks for bein' with us ... and ... so long, everybody.

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

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

(SONG CREDITS ... IF ANY)

THIS IS THE NATIONAL BROADCASTING COMPANY.

*As Broad*

The American Tobacco Company  
Kay Kyser's College of Musical Knowledge, #114  
May 29, 1940.

NILES: Have you tried a Lucky lately?

AUCTIONEER: (LONG CHANT...ENDING WITH "SOLD AMERICAN")

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.

("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.....(Note to Conti & Niles - hold audience  
applause till a few bars of theme is  
established)

MAY 29 1940

-2-

KYSER: Evenin' folks...how're ya all? On behalf of the footloose faculty and fancy free friends of the old college, I bid you welcome to this adorable adobe school house on Santa Catalina Island, <sup>O</sup>ut in Mr. Balboa's Pacific Ocean. ~~Tonight~~ the flying fishes play - the freshmen cavort on the sands, and in the old classroom we have chosen six more scholars to take examinations for higher musical degrees and \$95 in prizes. But first, we throw our weekly ice cream social ~~...so step up, parents, and be patronized...step up, students, and be lionized -- step up, chillun, and be torpsichorized.~~ What I mean to say is prepare for play -- come on, kids, and romp this way!

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

segue to

2. ("SAY IT".....SIMMS & ORCHESTRA)

(APPLAUSE)

MAY 29 1940

Commercial No. 1 - May 29, 1940

NILES: Smokers, here's real cigarette news. Luckies' finer tobaccos mean less nicotine! Yes, authoritative tests, made for more than two years, reveal that, for this period of time, the average nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands - less than any one of them.

CONTE: Twelve per cent less nicotine in Luckies! No accident, no miracle. Luckies' lower nicotine content is the natural result of buying finer, selected cigarette tobaccos.

NILES: Each year, we scientifically analyze samples of leaf tobacco before purchase - before the auctions begin. Thus our buyers have the help of science in selecting tobaccos that are better-tasting, ripe and mellow, yet milder - naturally low in nicotine content. That's the tobacco that's "Sold American" for Luckies.

CONTE: Have you tried a Lucky lately? Remember, Luckies' finer tobaccos mean less nicotine, and authoritative tests show that Luckies contain less nicotine than any other leading brand. With independent tobacco experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1!

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

SOUND: ~~CLASS BELL~~

MAY 29 1940

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NILES: Class is now taking in!

~~(CHORD)~~ - LONDON BRIDGE IS FALLING DOWN

SULLY: Take a key and lock it up

Lock it up

Lock it up

Take a key and lock it up

Our old class room

~~(SOUND: DOOR SLAMS)~~

JACK: The first three freshmen take your place

Take your place

Take your place

The first three freshmen take your place

On the rostrum

~~(SOUND: RUNNING FEET)~~

HARRY: The old professor'll take them down

Take them down

Take them down

The old professor'll take them down

AUDIENCE: { Old -----  
KAY KYSER!

(AUDIENCE AND BAND CHEERS)

KYSER: Well, step up, freshmen -- How y'all? -- Answer right  
or else you'll fall.



MAY 29 1940

FIRST QUESTION ROUND

The name of this skit is "My Son My Son". The scene - Santa Catalina -  
the time today -

*the bird farm today*

1. ~~I was up at the Bird Farm and~~ while strolling around, I heard a  
child crying and yelling (PLAY) I went over to him and said, "What's  
your name, sonny, and why are you crying?" He replied, "My name's  
Kelly and I'm crying because (PLAY)." Just then I heard a woman  
frantically calling (PLAY) I brought them together and guess what  
happened -- ~~nothing -- he kissed his Ma and she spanked her son.~~  
*she bought him both an Ice Cream cone*

2. Josephine Bolton of Seattle, would like for you to name a  
personality for <sup>3 out</sup> each of the following first names -- Fred, Ed, Ted,  
Ned, Jed and Red.

3. Tell John A. Carata of Dorchester, Massachusetts what orchestra  
leader's theme song this is. (PLAY) What program is he on? Who was  
on it for many years before him?

MAY 29 1940

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4. This fellow John Conte certainly has lots of gals - in fact I saw him with three in one evening. Ann Williams of Memphis says the following well-known lyrics to certain songs should help you tell us who they were. First, he was with a dream of a girl with the light brown hair. To the second one I heard him say, "Is there anybody finer in the state of Carolina." And to the third he said, "After all is said and done, you're the only only one Ch - "

5. Wylie L. Hopkins of University of Maryland, College Park, Maryland, wants you to listen to these well-known ditties and tell us which is Arkansas Traveller. (PLAY) (PLAY) Now if that were Arkansas Traveler, what was the other one?

6. One of California's greatest products inspired this next question. On the way to Catalina we saw lots of oil wells in the water, so Mary Scannel of Chicago thinks it's apropos for you to name three well-known people, etc. who are named "Wells".

- 6 -

MAY 29 1940

- 7 -

7. A certain well-known orchestra leader uses his fraternity song for his theme. First let's name the song for Harrison Cowell of Avalon, California. (PLAY) Now is that the theme of Herbie Kay, Herbie Holmes or Ray Herbeck?

8. Look out for the man who comes around. We have some more special lyrics to that song tonight, and as Harry Babbitt sings them, tell Conway Lammer of Dallas, Texas who the personalities are in each verse. (PLAY)

9. Here's a hit song from the Broadway show "Sons O' Guns" which starred Lili Damita. Mrs. Mable Walter of Des Moines, Iowa wants you to name it. (PLAY) Now what radio personality is always saying "Why?"

CLASS

(SOUND: BELL)

k

- 7 -

MAY 29 1940

NILES: The exam has to take its leave---and leave the scholars in a peeve.

KYSER: Well, scholars, don't frown - just exhale and fall down - ~~for our faculty is on the job and they have~~ <sup>he</sup> graded your exam---giving top honors to none other than \_\_\_\_\_.  
(APPLAUSE)

KYSER: Ah dear Mr. \_\_\_\_\_ a few questions ago you were just a freshman---the next time I call you up, you'll be a senior. Go light up a lucky Strike for this is recess time and cogitation departs from Catalina, let Tommy truck with Tessie --- Louis leap with Lena and Bobby bounce with Bessie -- in fact all you <sup>Gals & Gabs</sup> chillun come on yets circulate!

3. ("MY! MY! . . . . .MASON & ORCHESTRA)  
segue to

4. ("I CAN'T LOVE YOU ANY MORE. . . . . BABBITT & ORCHESTRA)  
(APPLAUSE)

LUCKY STRIKE "KAY KYSER"  
COMMERCIAL NO. 2 - MAY 29, 1940

MAY 29 1940

KYSER: Say there, Dean Niles, I suppose folks are doing a lot of talking about that cigarette news of yours.

NILES: Yes, they are, Professor. Smokers from Coast to Coast are interested in knowing that Luckies' finer tobaccos mean less nicotine. And there's spacial interest in how Lucky Strike selects those finer, milder tobaccos. The answer's easy. The big reason is because we scientifically analyze tobaccos before purchase.

CONTE: You see, folks, each year before the auctions begin, Lucky Strike tobacco buyers visit farm after farm in the choice cigarette-tobacco regions. They select tobaccos which they judge to be of the high quality suitable for Lucky Strike and send samples to our laboratory in Richmond, Virginia. There, scientists measure the tobacco's nicotine content and other important properties. The facts are sent in a scientific report back to our tobacco buyers for their guidance at the auctions.

NILES: Skill and tradition backed up by science. That's why Lucky Strike gets finer selected tobaccos -- tobaccos that are better-tasting, ripe and mellow, yet milder -- low in nicotine content. Independent tobacco experts confirm that Luckies buy the Cream of the Crop. And Luckies' finer tobaccos mean less nicotine. Remember, authoritative tests show that Luckies contain less nicotine than any other leading brand. With men who know tobacco best, it's Luckies 2 to 1.

5. ("PLAYMATES" . . . . . QUARTET & ORCHESTRA)

6. ("SHAKE DOWN THE STARS)

APPLAUSE

MAY 29 1940

NILES: As the haze of vernal twilight falls, the old school march echoes in cloistered halls .... the roses droop by prexy's stoop. Only a lonely freshman 'neath a frond ... a junior by his juke box and a sobbing senior stay behind to bid farewell as racing across the nation we go to identify each station.

STATION BREAK

KYSER MARCH.....)

NILES: <sup>Am</sup> ~~Hardly a freshmen is now alive to see our second semester arrive. S. but throw open the doors we'll settle for a trio of sophomores...~~ eh, yes the clouds are pink above Catalina for into our educational arena come three gorgeous molls to clutter our halls....three lovely little native girls who never heard of strings of pearls.....~~they have signed up to take exams not for glory and for 95 clams~~ .... and down from his palm tree lured by the sight, comes that monster of the metronome, that blast in the night - that constitutional, institutional Carolina blight----that enemy of man with the pan like a Panda - your old professor Manda.

(CHORD)

(AUDIENCE APPLAUSE)

KYSER: Well, step right up my little island blossoms ... answer my questions and don't play possums.

MAY 29 1940

SECOND QUESTION ROUND

1. Santa Catalina has seen much love in bloom but oft-times she's seen a young man's fancy turn to fickleness, especially when there's (PLAY). Just last night I saw a Don Juan desert his lady fair for a charming miss seated on the next bench, which made her all aglow. But the angry first miss got mad and went over, slapped the second girl in the face and said: "You're a Worm". You're all aglow, hey, well, just go ahead and (PLAY)
  
2. Helen Cara, of Jersey City, New Jersey, wants to know with what radio program you'd associate these names - Clifton Fadiman, F.P.A., Oscar Levant, John Kiernan. With what program would you associate *Abbott & Costello - Ted Collins* ~~Brenda and Cobina, and Yehudi?~~ With what program would you associate B.A. Rolfe and Linda Lee? Believe it or not, they're on every Friday ~~night~~.
  
3. Let's name this song and the orchestra leader it identifies for Louis Hargrove of Honolulu. (PLAY) Is he Gilda Gray's son?

MAY 29 1940

4. Beaver, Beaver, let's play Beaver. I'm going to name a few men and every time I mention one who is identified with a Beard, Kay Higgins of Glendale, California wants you to yell Beaver. -- Rip Van Winkle, John Garfield, President Garfield, Nelson Eddy, Man Mountain Dean, Jerry Colonna, and King Henry the Eighth.
  
5. We've taken the current #1, #2 and #3 songs on "Your Hit Parade" and jumbled them all up. We'll play them for you in this jumbled fashion and Sidney Smith of Baton Rouge, Louisiana wants you to detect what the 3 songs are, and then tell us which you think is #1 on "Your Hit Parade". (PLAY)
  
6. It's tonite's Right or Wronger. So for a moment we say so long to songs and turn to Right from Wrongs. Adele Repnan of Cincinnati wants you to say Right or Wrong to the following statements: (1) Katherine Cornell is the Dean of Women at Cornell University. (2) Paderewski was once Premier of his country. (3) The melody to "Hail Hail the Gang's All Here" is from Gilbert & Sullivan's "Pirates of Penzance". (4) Maex Baer's brother Bugs Baer is also a fighter.



7. "Musical Host to the Coast" is the slogan of an orchestra leader whose theme we're about to play. See if you can tell Mal Jones of St. Louis who he is. (PLAY) Did he discover Pinkey Tomlin?

SOUND: BEEP BEEP

8. Beep Beep, Jeepers Creepers, here comes a Beep Beep Beeper. Here are the words to the "Little Red Fox". Alma Campbell of Detroit wants to see how well you can sing them. I'll try to fox you because somewhere along the line I'm going to say "Beep" and when I do, stop singing the words and start whistling the tune. Then when I say "Beep" again go back to the words. Let's go! (PLAY)
9. What's the name of this song asks Richard Walling of Minneapolis. (PLAY) Can you name two other songs with the word \_\_\_\_\_ in their titles?

(SOUND: CLASS BELL)

NILES: Hold, professor - the exams have scattered and these maidens are tattered and battered,

KYSER: Collapse gals, and powder your noses for our faculty has made out your report cards stating that two have flunked and one has passed --- none other than ---

(AUDIENCE APPLAUSE)

KYSER: Ah, dear Miss ----now you are an educated woman --- you can leave behind that life of indolent ease and come up to the big house and bake cakes. Go light up a Lucky Strike and cut out a calico kimona for commencement. Right now, <sup>we</sup> ~~our second official recess~~ relaxe for rigorous regimen and with a tommy hawk for a baton I lead you forth to a pow-wow as Ginny, Harry and the Boys lead us thru George Dunnings arrangement of this beautiful Indian Melody.

7. ("PALE MOON" . . . . . PRODUCTION)

(APPLAUSE)

NILES: Say, Professor, why don't you ever test your students by having them imitate the chant of the tobacco auctioneer?

KYSER: Well, Dean Niles, it's because I'm a little afraid what the results would be if they ever tried following F. E. Boone in this...

BOONE: (CHANT 10 SECONDS - SOLD AMERICAN)

NILES: Most folks will concede - they can't do that chant like the experts can. And most folks will concede, too - that, when it comes to judging tobacco, these experts who spend their lives buying, selling and handling the leaf, are the best judges of tobacco quality ... Yes, and the best qualified to judge which cigarette company buys the finer tobacco at the auctions. So listen to this fact that speaks volumes to every smoker.

CCNTE: Independent tobacco experts - auctioneers, buyers and warehousemen - deal with all cigarette companies but are not connected with any. As perfectly impartial judges, they see who buys what tobacco. And their verdict is recorded in sworn records open to the public. Among these independent experts, Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined. Remember this fact, next time you hear ... (CHANT 3 TO 4 SECONDS FADE IN AND OUT) Let that chant remind you - with men who know tobacco best, it's Luckies 2 to 1. Remember also - Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that Luckies contain less nicotine than any other leading brand. So smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

8. ("THE CONTINENTAL" . . . .ORCHESTRA  
SEGUE

9. WHEN YOU WISH UPON A STAR

BABELITE & ORCH

MAY 29 1940

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NILES: The final exam! ~~the student body are wedged into their seats with delight~~....our two seniors are snivelling with sincerity as the semester sizzles and commencement brings the need for colossal cogitation --- yes, they rattle before the battle and their breath comes in short pants while in long pants patters to the podium that prexy of the platters - that pop-eyed - penny foolish perriwigg pated pundit who pesters peevish pupils - popsy wopsy pay pyser.

(HOLD APPLAUSE)

SOUND: CASH REGISTER & SPIELLING COINS

KYSER: That's the pay-off kids if you speak in simple syllables, and no snide snickers on the side.

-16-

1. America has several distinguished teams of popular song writers one of the most prominent of which is Robin and Rainger, and so tonight we'd like to devote our final round to the discussion of the names "Robin" and "Rainger" and their accomplishments as a team of writers. Bruce Hunt of University of Arizona, ~~Tucson, Arizona~~ says probably one of the sweetest songs they ever wrote is (PLAY).

Now tell us who sang that in the picture and who murders it on the violin.

2. Here's another beautiful ballad that Leo Robin and Ralph Rainger gave us. (PLAY)

Now can you name a personality whose first name is June?

Was Lois January a member of the Team "Molasses and January"?

MAY 29 1940

3. M. Dawson Binns of Denver contends that one of their  
greatest songs is this one - the theme of a very popular  
radio program. (PLAY) ~~What program does it identify?~~  
And speaking of Rainger, who headed the Rogers Rangers  
in the picture "Northwest Passage?"  
Is the Lone Ranger's horse named Aluminum?

4. In addition to "Faithful Forever" "With Every Breath I Take"  
"Blue Hawaii" and "I Have Eyes", Robin and Rainger wrote this big  
Bing Crosby hit of a few years back. (PLAY) And speaking of  
Robin, who killed Cock Robin with his bow and arrow.  
What radio comedian's first name is "Robin"? ~~Would one of  
his old jokes be called "Robin" the cradle?"~~

(SOUND CLASS BELL)

MAY 29 1940

- 19 -

NILES: Off with our hats, chillun - class is over.

(CHEERS)

KYSER: Stop, students and sit down. Such unseemly conduct in the classroom. True - too true, class is over --- but remember the reports are not made out yet --- so - sit with me in brief convocation the while we hear Dean Niles deliver the tobacco-laureat address.

NILES: Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve percent less than the average of the four other leading brands - less than any one of them. You see - Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

(FANFARE)

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MAY 29 1940

KYSER: Rise and shine, scholars --- the results are in!  
Our faculty report that the top honor and degree student  
of the week is none other than\_\_\_\_\_.

(AUDIENCE APPLAUSE)

KYSER: Ah --dear-----you have proved that mind is over  
matter like a marquee is over a doorman ... Take  
this first prize of \$35 and for the rest of your  
life never cast your eyes down a help wanted column.  
To you, dear second place scholar, because it was  
only a freak of coincidence that you did not take  
top honors, I give you this second award of \$20. To  
the other four scholars 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  
cheers, chuckles and chop, chop chop - a package of  
better-than-ever Lucky Strike cigarettes.

(APPLAUSE)

10. ("EL RANCHO GRANDE". . . . .ORCHESTRA)

(KYSER THEME)



MAY 29 1940

KYSER:

well, das all chillun ----school is out, so dust off the black boards and go back to the beach - the casino and the glass bottom boat until we gather before the lecture platform next Wednesday night here on old Santa Catalina. In the meantime, for your homework, listen to Your Hit Parade with Barry Wood, Wee Bonnie Baker, and Orrin Tucker - Bee Weiss, Mark Warnow and all the Hit Paraders heard Saturday night over another station.

NILES:

And don't forget, the address for questions to the old Professor is Kay Kyser, Box 909, Los Angeles.

KYSER:

Thank you, Dean Niles. And now until next Wednesday night we'll be thinkin' of you. This is Kay Kyser sayin' thanks for bein' with us ... and ... so long, everybody.

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

NILES:

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

(SONG CREDITS ... IF ANY)

THIS IS THE NATIONAL BROADCASTING COMPANY

JUNE

*As Broadcast*

The American Tobacco Company  
Kay Kyser's College of Musical Knowledge - #115  
Wednesday, June 5th, 1940

NILES: Have you tried a Lucky lately?

AUCTIONEER: (LONG CHANT ... ENDING WITH "SOLD AMERICAN")

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.

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. . . .)

JUN 5 1940

*Another Santa Catalina*

KYSER:

Evenin' folks -- how're ya all? ~~Once again we greet you~~

*welcome*

from the Old School Hall perched high on the island wall .

~~of Santa Catalina. Whenever we turn~~ We face 6 stern

scholars of all shapes and sizes who are out for the

dollars that make up our prizes. ~~Yes~~ *Besides*, it's a fine night

to improve your minds, students, but before we sample your

savvy, put aside your worry and on with hurry ... right this

way for the old school stomp -- get gay, chillun, and come

on, yes romp ...

1. (~~"F-WON'T DANCE"~~ *LIZA* . . . . . ORCHESTRA)

segue to

2. ("TOO ROMANTIC" . . . . . SIMMS & ORCHESTRA)

(APPLAUSE)

COMMERCIAL #1 - June 5, 1940

KYSER: Here are six little words that have a history,

NILES: (SLOWLY) Luckies' finer tobaccos mean less nicotine ... Yes smokers, authoritative tests reveal that, for over two years, the average nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands -- less than any one of them, Now here's the big reason ...

CONTE: Luckies' lower nicotine content is the natural result of buying finer, selected cigarette tobaccos. Each year, we scientifically analyze samples of leaf tobacco before purchase -- before the auctions begin. Thus our buyers have the help of science in selecting tobaccos that are better-tasting, ripe and mellow, yet milder -- naturally low in nicotine content. That's the tobacco that's "Sold American" for Luckies.

NILES: Have you tried a Lucky lately? Remember, Luckies' finer tobaccos mean less nicotine, and authoritative tests show that Luckies contain less nicotine than any other leading brand. With independent tobacco experts -- auctioneers, buyers and warehousemen -- with men who know tobacco best, it's Luckies 2 to 1!

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

SOUND: SCHOOL BELL

*But*

NILES: Attention, students - class is now in session. <sup>1</sup> Before you can register you must answer this question: Who is Carolina's loss and Catalina's gain ... that Mason-Dixon pain ... that gent who knows his P's and Q's ... that pedagogue who collects his dues ... that shamblin', amblin', scramblin' man? *who is he? - students*

~~HARRY: Yehoody!~~

~~(SOUND: DESK BELL)~~

~~NILES: Students!~~

AUDIENCE: Key Kyser!  
(APPLAUSE)

KYSER: Well, greetings, scholars -- ~~get rid of your hollars and scramble for the dollars.~~ Off with freshmen caps -- away with freshmen naps -- and watch out for freshmen <sup>this</sup> traps.

1. Tonight we inaugurate a series of "silly willies" which we'll call band-leader Boners, or "Embarrassing Moments for the Maestro". For instance, a bride and groom came dancing last night, so I asked ~~John~~ <sup>MARY - to take his trombone</sup> to play an appropriate "Just Got Married Song". So he played (PLAY). And then Miss Claudia Walton of the University of Southern California wants me to tell you about the time that two-ton Tony Galento and a <sup>fat</sup> ~~Big Balloon Bertha~~ lady got up to dance and before I could stop them the band played (PLAY).
  
2. Speaking of the polka, Jack Sobel of Brooklyn, New York asks what's the polka? What's a polka-dot? Who was James K. Polk?
  
3. A certain well-known orchestra leader uses the following song to sign off the air - mind you, not on, but off the air - Name ~~the~~ <sup>it</sup> ~~song~~ for Miss Mary Eibert of St. Paul, Minnesota, and also the leader. (PLAY) Maybe this will help you - he comes on the air with "Hot Lips".

JUN 5 1940

4. Lots of well-known people have first names that could denote either sex. I'll name a few of them and Alfred Waitt of Boston, Massachusetts wants you to tell us whether they are men or women - Zane Gray, Ira Gershwin, Gene Buck, ~~Ruby Newman~~, <sup>Gene Stratton Porter</sup> <sup>Michael Strange</sup>

5. Since this is a recital in remembering, we're about to reel off three songs and Miss Ruth Ann Davey of Chicago, ~~Illinois~~ reassures me that you can readily recall the names of at least two of them.  
(PLAY)

6. Here come the what-whats. J. Allen of Toronto, Canada wants you to take out the word 'what' in the following song titles and give us the correct names of the songs. First - What you What upon a What. 2. <sup>What</sup> ~~With~~ the what and the what in your what. When What What a Whatip and I What a What What What.



JUN 5 1940

7. Mrs. J. O. Robbins of Little Rock, Arkansas says it'll be *easy for you to name this well known folk song and* very noble of you to tell us whether the following song is the *orchestra theme of Ray Noble, Leighton Noble or Noble Sissle.*

~~(PLAY) Does Ray Noble give the Nobel prize?~~

(SOUND: BEEP BEEP)

8. Beep beep -- Jeepers Creepers, it's another beep beep beeper.

We're going to play ~~a bit of the Blue Danube Waltz~~ *the same song* and ~~the 1st time through I'll put in the beeps and the 2nd time through every time we come to bum bum bum bum,~~ *the 1st* Robert Chester of

Birmingham, Alabama wants you to sing the melody, but use the *in the same places I sang the first time* word Beep. For instance, ~~(KAY DEMONSTRATES)~~ and then when ~~I say "Beep" you whistle the melody.~~ Now, do I have you completely confused? If so, proceed. (PLAY)

*If that was Funiculi - What is this one*

9. ~~Let's name this popular Gershwin melody for Miss Grace Stratton of Dayton, Ohio. (PLAY) Now from what patriotic American song is the line "Of Thee I Sing" taken?~~ *wants to know who wrote it*

*Victor Herbert  
" Jalugo  
" Schenitzer  
or  
Victor Records*

(SOUND: BELL)

JUN 5 1940

NILES: Professor -- with scholars defeated - the exams are completed.

KYSER: Then das all, chillun -- buckle your safety belts for our faculty report is on its way....yes, here it comes (SOUND: BURLESQUE PLANE LANDING) -- a perfect three point bit of scoring saying that the <sup>winner is</sup> ~~winning grade~~ of the first exam goes to none other than \_\_\_\_\_

(APPLAUSE)

Ah, dear Mr. \_\_\_\_\_, ~~it is easy to see that with~~ <sup>what</sup> your mental equipment ~~the future will be nothing but fried chicken and gravy.~~ Go, light up a Lucky Strike and move your belongings to the Senior Dormitory until you are called for the June finals. Recess rollicks in right now and rhythm romps away to riot. ~~Put aside your thinking caps,~~ <sup>So</sup> ~~kids,~~ and relax to a sax and put a shine on the wax. What I mean is - blow steam and come on, <sup>angel child</sup> yes dance!

*Angel Child*

3. ("~~WHO'S YERUDI?~~" .....MASON, BABBITT & ORCHESTRA)

*Where's the*  
*Segue to*

4. ("~~IMAGINATION~~" .....BABBIT & ORCHESTRA)

(APPLAUSE)

JUN 5 1940

KYSER: Dean Niles, I think the folks want to hear more about that cigarette news you told us a few minutes ago.

NILES: Well, the story behind the news is interesting. So let me tell you just how Lucky Strike goes about bringing you a cigarette of finer, selected tobaccos with a naturally lower nicotine content. The big reason is that we scientifically analyze tobaccos before purchase. Each year before the auctions begin, Lucky Strike tobacco buyers visit farm after farm in the choice cigarette-tobacco regions. They select tobaccos which they judge to be of Lucky Strike quality and send samples to our laboratory in Richmond, Virginia. There, scientists measure the tobaccos' nicotine content and other important properties. The facts are sent in a scientific report back to our tobacco buyers for their guidance at the auctions.

CONTE: Skill and tradition backed up by science! That's why Lucky Strike gets finer selected tobaccos - tobaccos that are better-tasting, ripe and mellow, yet milder - low in nicotine content. Authoritative tests show that Luckies contain less nicotine than any other leading brand. Remember independent tobacco experts confirm that Luckies buy the Cream of the Crop. -- With men who know tobacco best, it's Luckies 2 to 1! Have you tried a Lucky lately?

("WOODPECKER SONG".....ORCHESTRA)

~~("WHERE WAS I".....SIMMS & ORCHESTRA)~~

*End of* <sup>been</sup>  
 KYSER: ~~For~~ all of you who have just graduated or are on the  
 threshold of commencement, we'd like to ~~play this~~ <sup>sing</sup> song ---

(SCHOOL SONG.....COLLEGE FRIENDSHIPS)

NILES: Farewell to the old school ivied on the hill ... farewell  
 to the years of comradeship and the sights we loved so well  
 -- and as the old song echoes softly in the twilight, the  
 heart of Alma Mater fills and the hand reaches out to her  
 sons and daughters. God speed you on Commencement and let  
 the ties and the sighs of June bring you back in after  
 years.

School Song up and out and applause

NILES: We pause for station identification.

...STATION BREAK...

(KYSER MARCH. . . .)

NILES: The second semester of Kyser College barges in like a  
 bride's father with a blunderbuss and close behind, huddled  
 and muddled with their luminous orbs a-pop, come our freshman  
 femmes -- the second three scholars to take their exams, ~~th,~~  
~~it is a tender sight to see such beauty bound for boodle --~~  
~~yes, it is a tender sight, but now their doe-like looks are~~  
~~fizzed with fright -- they gape to the right and hold on,~~  
~~tight .. for~~ <sup>and</sup> ~~with a thundering tantrum and a quivering~~  
~~antrim -- comes, that sly Snide -- not Jekyll but Hyde ...~~  
 that turf pawing pappy with the questions so snappy - that  
 great gruesome goon who laughs like a loon -- that elusive,  
 elictable, illustrious quizzer -- with pardonable pride --  
 your old Perfizzer!

*See your chords* (CHORD) *blowed like the Niles.*

KYSER: Welcome, my Catalina coquettes ... cudgle your cerebelli  
 and don't lay any bets.

1. Last Saturday night while a gay crowd, including many movie stars danced at the St. Catherine here at Santa Catalina, two bandits appeared and said, "Stick 'em up - it's a hold up!" Now I'll hold you up while you name the following songs which will tell the rest of our story. One bandit said to the other - "You take the moving picture stars - in other words, while I handle the rest of the crowd you (PLAY) As the gunman approached <sup>Joe Penner</sup> ~~Mickey Rooney's~~ table for two, <sup>Joe</sup> ~~Mickey~~ stood up, pointed his finger right in his face, <sup>laughed</sup> and said (PLAY) The bandits were so frightened they dropped their guns and ran away. So <sup>Joe</sup> ~~Mickey~~ triumphantly turned to sit down but found his table empty. He yelled, <sup>Hey, you noth men - Don't ever do that</sup> Help, I've been robbed - ~~hey~~ - (PLAY)

2. Here's a plushy little posy from Palo Alto, California. Miss <sup>Jean Edwards</sup> ~~Jeanie Gaillard~~ asks you to distinguish between O Catherina, Pasadena, Occarina and Farina.

3. In addition to "In My Reverie, "Study In Brown," and others, a certain orchestra leader composed his theme song which we're about to play. Miller Kaufman of Indianapolis wants you to name the theme and the leader. (PLAY) Did Bea Wain formerly sing with him?

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4. Cary Grant and Rosalind Russell made a very funny picture called "His Girl Friday," and this prompted ~~U.S.L.A.'s pet co-ed, Fat Friday,~~ *Rochester, Jack Benny's man Friday* to ask me to ask you what Broadway columnist has a Girl Friday? What famous character in a book had a man Friday?

5. And speaking of days in the week, Jim Phillips of Ewing, Missouri wants to know what day this is. (PLAY) Is Ice Cream, Marshmallow and chocolate syrup called a Billy Sunday? Well, who was Billy Sunday?

6. Now getting back to Wednesday, Miss Mary Tully of New Haven, Connecticut reminds us it's time for our Right or Wronger - so "Hop along Cassidy" and tell me whether the following statements are right or wrong.

1. Eddie Cantor is the grandfather of a boy.
2. Bing Crosby, Bob Crosby and Percy Crosby are brothers.
3. "Oh Suzanna" was a Republican campaign song in 1936.
4. Freeman and Gosden are the real names of Lum and Abner.

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7. Lyman Gandee is about to play a bit of two well-known piano numbers and one of them is Vincent Lopez's theme. Listen and tell Roy A. Davis of Wilson, North Carolina which you think it is. (PLAY)

8. Comes time to sing a spell. Miss Joan Ward of Pueblo, Colorado wants you to spell a few simple three-letter words for us, but first Sully and I will show you how it goes. (PLAY) Now you try your luck.

9. I hope your heart won't miss a beat when I ask you to name this song. (PLAY) Now Mr. Teho Casey of Muskogee, Oklahoma wants you to name three kinds of \_\_\_\_\_.

(SOUND: BELL)

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14.

NILES: Pardon, professor -- ~~time to desist for the gals don't~~  
~~miss~~. Mom came for Jeanny so the exam is now fini!

KYSER: Well, shudder in your shifts, gals -- ~~for the faculty is~~  
~~making out your report cards~~. Yes ~~and~~ here comes the top  
grade of the second exam -- to none other than Miss \_\_\_\_\_.

(APPLAUSE)

Ah, Miss \_\_\_\_\_ - don't ever tell your boy friend how  
smart you are, ~~for with your erudition you will have him~~  
*or you'll have him as confused*  
~~as confused~~ as a poodle in a puddle. I ~~promote you to~~  
~~the senior class~~ -- go, light up a Lucky Strike and  
hush your fuss till commencement. Recess is with us again,  
scholars, ~~so come squaff a waffle, wiggle and giggle~~  
*don't be weary - just be cheery - start shaggin*  
*and answer this query - Who Yehudi*  
~~without a quain or quibble as we hear the sad sad tale of~~

~~Ich Kabibble~~

*Who's Yehudi*

7. ("~~DON'T DROP A BUG IN THE SLOT~~".....PRODUCTION)

(APPLAUSE)

14.



JUN 5 1940

KYSER: Chillun, here's the Tobacco Auctioneers' own march of time.  
(CHANT UP - 4 SECONDS - THEN FADE)

NILES: Tobacco auctioneers didn't always chant that fast. Back in our great-great grandfather's time, sales were slower - so the chant went like this:

BOONE: What am I bid gentlemen, for this fine leaf. 8 dollars bid. Do I hear 9-9-9-9 dollars bid? (FADING) Let's make it 10.

NILES: But then sales went faster and faster, so the chant speeded up through the years. Now here's the way that chant developed -- an evolution of 40 - 60 - 80 years condensed into just ten seconds.

(CHANT SLOW TO FAST - 10 SECONDS)

NILES: Smokers, the independent tobacco experts of America -- auctioneers, buyers and warehousemen - are inheritors of one of our most precious business traditions. They are proud of their knowledge of tobacco, proud of their impartiality and independence. And they see who buys what tobacco at the auctions. So surely they're the one group of men in all the world best qualified to judge which cigarette company buys the finer tobaccos. And here's their verdict, as shown by sworn records...

CONTE: With independent tobacco experts - with men who know tobacco best, Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined. And smokers, remember- Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that Luckies contain less nicotine than any other leading brand. So smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

("YOURS IS MY HEART ALONE".....DUET AND ORCHESTRA)

SEGUE

*Imagination*

(~~"ANGEL CHILD"~~.....BABBIT AND ORCHESTRA)

FANFARE

NILES: The Final Exam! Sophomores snicker and seniors sob... commencement lies ahead and parents have faces that are red. <sup>In</sup> The Catalina classroom is ~~in a state of collapse~~ and the student body shivers under its wraps for ~~this is~~ <sup>it</sup> the time for the ~~final~~ test and no matter how you cut it somebody comes out best. So hats off and let's all stand-- Professor is coming, so strike up the band.

(KYSER MARCH. . . .)

KYSER: Step up, seniors, ~~and stifle your cries~~ -- blurt out the answers and make no mistake, for <sup>now</sup> ~~June~~ is the time we cut up the cake.

JUN 5 1940

FINAL ROUND

1. It's so wonderful to lie on the beach here at Santa Catalina and watch the Blue Pacific roll in and out that I think it's very appropriate to set our final round on the beach. (PLAY) Now Bill Musselman of Purdue University asks - is the Black Sea black, the Red Sea red, the Dead Sea dead? ~~And the Gray Sea, Gray~~  
~~(No the Gray Sea's Uncle Allen)~~

2. Now, Betty Brown of Portland, Oregon reminds us that it's always wonderful (PLAY). Where's Bali? In the East or West Indies? Is Rex Beach a summer resort? Would a silly fellow on the beach be called a Beach Nut?

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3. Harold Simpson of Chattanooga, Tennessee says don't forget how wonderful it is (PLAY) Can you spell it? Is a woman who combs her hair on the beach - a beachcomber? Who was the star of the picture "The Beachcomber?"

4. What is the sea in this song? (PLAY) What does that mean, and in what language? Now what is the CCC? - ~~What's a High C?~~

(SOUND: BELL)

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NILES: The pupils are pale and eager for kale -- the exams are over.

(CHEERS)

KYSER: Sustamagoochamakoppaadbasustimatch... stop that hilarious exhibition of animal spirits. ~~True, the exams are over,~~ <sup>has</sup> ~~but~~ the faculty ~~has~~ not made out the final reports - so contain yourselves, chillun, and come sit with me in a brief convocation while we hear Dean Niles deliver the tobaccolaureate address.

NILES: Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve percent less than the average of the four other leading brands...less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

(FANFARE. . . .)

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KYSER: Stand, scholars, and hear the announcement of degrees. Our faculty ~~in joint session~~ has weighed the performances of our seniors and they ~~do~~ officially declare that the top honor and degree scholar of the evening is none other than \_\_\_\_\_.

(APPLAUSE)

Ah, dear \_\_\_\_\_, full many a flower is doomed to blush unseen, but with your learning - ~~your erudition - your~~ ~~slant gowen~~ you can afford to go through life blushing in public. A perfect match for the red of your cheeks is the green of these \$35 first prize. To you, dear second senior, I award this second prize of \$20 .., to the other four scholars 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 nimble nods, agile prods and ear bending bellows - a package of better-than-ever Lucky Strike Cigarettes.

(APPLAUSE)

10. (~~"Liza"~~ *I Want Dance* . . . . . ORCHESTRA)

~~(KYSER THEME THINKING OF YOU)~~

KYSER: Well, das all, chillun -- the old College grants everyone a holiday until we sally forth into the land of musical ignorance next Wednesday night in our Island classroom at Santa Catalina. In the meantime, don't forget YOUR HIT PARADE with ~~Harry Wood, Bonnie Baker and Orvin Tucker,~~ and all the Hit Paraders, heard Saturday night over another station. And don't forget - the address for questions to the Old Professor is Kay Kyser, Box 909, Los Angeles, California. And now, until next Wednesday we'll be thinkin' of you. This is Kay Kyser sayin' - thanks for bein' with us....and....so long, everybody.

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

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

(SONG CREDITS....IF ANY)

THIS IS THE NATIONAL BROADCASTING COMPANY.

The American Tobacco Company

*As Broadcast*

Kay Kyser's College of Musical Knowledge - #116

Wednesday, June 12th, 1940

NILES: Have you tried a Lucky lately?

BOONE: (LONG CHANT ... ENDING WITH "SOLD AMERICAN")

NILES: "Sold American" means fine tobacco for your Lucky Strikes.  
That's why with independent tobacco experts - buyers,  
warehousemen and auctioneers - with men who know tobacco  
best - it's Luckies two to one.

("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. . . .)



JUN 12 1940,

KYSER: Evenin' folks - how're ya all? Welcome to a ~~June~~ night session of the ~~old~~ school, held <sup>here</sup> ~~tonight~~ upon the white sands and ~~velvety lawns~~ of <sup>Green hill Santa</sup> ~~old~~ Catalina Island. The old <sup>Our</sup> lecture platform is latticed with palms and laced with moonlight, and ~~straw~~ ~~about~~ ~~near~~ ~~at~~ ~~hand~~ ~~in~~ ~~orderly~~ ~~abandon~~ are six starry-eyed scholars, wrenched by the hand of fate ~~from their indolent postures~~ and hurried forward to take examinations for top degrees and \$95 in prizes. But before we paw up the turf and tear up the terrain with ~~bitter~~ ~~bitter~~, our agents pass among you with ice cream and soda pop, so <sup>And were about to get</sup> ~~pull up a sand dune~~ and ~~sit down~~ while we get together in a campus clutch -- a titanic <sup>toddle</sup> ~~totter~~ with a tot who likes it hot -- what I mean to say is the campus calls - the downbeat falls - so come on <sup>Chilun Hallelujah</sup> yes dance!

1. ("HALLELUJAH" . . . . . ORCHESTRA)  
segue to
2. ("SHAKE DOWN THE STARS" . . . . . SIMMS & ORCHESTRA)  
(APPLAUSE)

JUN 12 1940

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Commercial #1 - June 12, 1940

KYSER: Now attention, class ... Our Dean of Public Smoking has something for you to write at the top of your slates, Here it is.

NILES: Luckies' finer tobaccos mean less nicotine. Regularly, consistently, for over two years, careful laboratory tests were made to determine the nicotine content of Luckies and other leading cigarettes. These authoritative tests reveal that, for this period of time, the average nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands -- less than any one of them. Now here's the big reason ...

CONTE: No accident, no miracle, Luckies' lower nicotine content is the natural result of buying finer, selected, cigarette tobaccos. Each year, we scientifically analyze samples of leaf tobacco before purchase. Thus our buyers at the auctions have the help of science in selecting tobaccos that are better-tasting, ripe and mellow, yet milder -- naturally low in nicotine content. That's the tobacco that's "Sold American" for Luckies.

NILES: Have you tried a Lucky lately? Remember, Luckies' finer tobaccos mean less nicotine, and authoritative tests show that Luckies contain less nicotine than any other leading brand. With independent tobacco experts -- auctioneers, buyers and warehousemen -- with men who know tobacco best, it's Luckies 2 to 1!

LUCKY DAY .....ORCHESTRA

SOUND: SCHOOL BELL

-3-

JUN 12 1940

NILES: You first three scholars - freshmen all - step forward to the rostrum for class is now in session. Dear freshmen, now you are men, you find yourselves in a different world -- those golden curls will soon be shorn -- those buster-brown collars are soon to wilt -- those velvet pants are soon to bag -- those fresh, rosy cheeks soon to pale. Get ready to quail while I unveil the frail male whose a snail with the kale - Kay Kyser.

(KYSER MARCH.....) (AUDIENCE APPLAUSE)

KYSER: ~~Ah, fee fi fo fum -- Freshmen are father's favorite fun.~~  
 Step up, my Catalina classmates -- remember your <sup>names</sup> ~~names~~  
 and forget your dates.

FIRST QUESTION ROUND

1. Tonight we continue our series of "band leader boners" or "embarrassing moments for the maestro". During dinner at the St. Catherine, I was told there were quite a few politicians in the room. I thought they were democrats so I played (PLAY) Imagine my embarrassment - they were Republicans, and did they blush - Yes sir, they were a group of (PLAY).
  
2. For John Bradas of Shreveport, La., distinguish the difference between Santa Barbara, Santa Lucia, Santa Anita and Santa Claus.
  
3. Let's name the orchestra leader identified with this theme. (PLAY) He's on the "Pot of Gold" program, also the Treasure Hunt, but tell Miss Jean Dugan of Chicago, what program he was on previously for several years.

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4. Here's a sentence containing the names of many magazines and Arnold McGuire of Hollywood, wants you to listen and then pick out four of the magazines, "A fellow named Ken, had the time of his life taking a look at College humor - He picked a thousand jokes, started to clique and was a success, proving there's a fortune in gags."
5. Let's name this good old song for Miss Winnie Holmes of Philadelphia, (PLAY) What's the last name of Whispering Jack? Who featured "When the Pussywillow Whispers to the Catnip?"
6. It's tonight's Right or Wronger and whether you whisper or shout let's tell ~~W. J. Meggs, of Worcester, Mass.,~~ *Jack Manhard of Boston* what it's all about. Are these statements right or wrong, (1) The theme song of the "Cook's Tours" is "At Home on the Range." (2) Orchestra leaders Jimmy and Tommy Dorsey - Lennie Hayton, Henry Busse and Jack Teagarden were formerly with Paul Whiteman? (3) The Lute and the Lyre instruments were strummed or plucked. (4) Huckleberry Finn was the son of Mickey Finn.

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FIRST QUESTION ROUND (Cont'd)

7. Orchestra leader, Harry Owens, is also a composer. In fact he composed his own theme song which is (PLAY) What does \_\_\_\_\_ mean? Now tell Miss Margaret Hall of Portland, Oregon, who sang that in the picture "Waikiki Wedding?"
8. Richard Potter of U.C.L.A. Los Angeles, says there's no song that expresses good fellowship better than "Sweet Adeline". So he wants us to be a couple of good fellows and sing it together. Now I'll take the lead and you follow with the echoes, ~~and then when we get into the middle strain you~~ grab a harmony note. Oh Boy, this's going to be good! (PLAY) Sweet Adeline, My Adeline, At night dear heart, for you I pine. In all my dreams, your fair face beams, You're the flower of my heart, Sweet Adeline.
- This was the*  
9. ~~Here's~~ theme of a well-known quintet. Miss Anita Trinz of Indianapolis, Ind. wants you to name the song and the quintet. (PLAY) Now if that's \_\_\_\_\_ who is Randolph \_\_\_\_\_?

(SOUND: SCHOOL BELL)

NILES: Professor - the exam is over -- the scholars have made their slips - one will be in the chips ... so it's time for report cards, Mr. Tips.

KYSER: You said it, Dean Niles -- so pull up your socks, scholars, while our faculty come through with your grades. Here they are, giving the passing mark to none other than \_\_\_\_\_.

(APPLAUSE)

Ah, dear Mr. \_\_\_\_\_, You is a youth who's a truth sleuth. ~~You have amazing acumen and an awe-inspiring array of agile and accurate addenda.~~ I hereby promote you to the senior class and you now have the right to carry a cane and cop a <sup>carry over</sup> ~~cake~~ with a co-ed. Go, light up a Lucky Strike and cram for commencement. We will now recess, scholars.

(CHEERS)

Oh, you want to play, eh? All right -- Get cozy with a Catalina Cuty -- it's your solemn June night duty - grab yourself some floor space while we set a dizzy dance pace. What I mean to say is - Come on chilluns - yet's dance --

3. ("MEET THE SUN HALF WAY" . . . . .BABBITT & ORCHESTRA)  
segue to

4. ("LOVER'S LULLABY" . . . . .ORCHESTRA)

(APPLAUSE)

JUN 12 1940

Commercial #2 - June 12, 1940

KYSER: Chillun, our next contestant in a new kind of quiz ... is John Conte. Shoot those questions at him, Dean Niles.

NILES: First question: How does Lucky Strike give smokers a cigarette of finer selected tobaccos with a naturally lower nicotine content?

CONTE: The answer is that we scientifically analyze tobaccos before purchase.

NILES: How is that done?

CONTE: Each year, Lucky Strike tobacco buyers visit the regions where the best cigarette tobacco is grown. From farm after farm, they select samples of tobacco which they judge fine enough for Luckies and send them to our laboratories in Richmond, Virginia. There, scientists measure the nicotine content and other important properties of the leaf. These facts go back to our tobacco buyers before the auctions begin.

NILES: And what is the result?

CONTE: The result is that our buyers, with this scientific double-check, can select the tobaccos that are not only ripe and mellow, but milder -- low in nicotine content. Authoritative tests reveal that Luckies contain less nicotine than any other leading brand. Remember - independent tobacco experts confirm that Luckies buy the Cream of the Crop. With men who know tobacco best, it's Luckies 2 to 1. Have you tried a Lucky lately?

5. ("PLAYMATES", . . . . . QUARTET & ORCHESTRA)  
segue

6. ("IT'S A WONDERFUL WORLD", . . . . . SIMMS & ORCHESTRA)



JUN 12 1940

(SCHOOL SONG. . .) Stanford Alma Mater (PLAY IT) B F

NILES: Red are the roses on college hill and green the ivy that  
clings ... green, too, are the memories of you who  
Commencement took away as silent and sad the college stands  
and softly the song reaches out to you and softly too like  
seniors sadly going, we steal across the nation to identify  
each station.

.. STATION BREAK ..

(KYSER MARCH. . .)

NILES: ~~Sing a song of sophomores snoring in the sand ... up, you  
lazy rascals for~~ The second semester of Kyser College comes  
to Catalina like a co-ed crashing into a cactus plant!

*KAY*  
(SOUND: BURLESQUE SCREAM)

NILES: ~~Yes, the second examination is now in session, bringing our  
second three competing scholars before the lecture platform..  
three chattering chickadees -- three Helens of Troy whose  
beauty will launch a thousand tips -- but now they grimace  
and now they frown -- their oomph changes to ouch, for out  
of his crouch like a giant panda springing leaps our luminous  
lug whose bark is worse than his hug ... that quiz-happy pest  
with his patented test -- the guy who plays 'em close to the  
vest -- the old perfesser to feather your nest -- Kay Kyser!~~  
(CHEERS)

KYSER: Well, step right up, my Catalina colleens and shake the hand  
that shook the hand of the original Dixieland Band.

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SECOND QUESTION ROUND

1. A young bride groom met one of his old buddies on the street and invited him up to the house for dinner. Naturally his pal wanted to know how to get there so the bridegroom explained. First you build a (PLAY) Then you follow the path (PLAY) Then you'll see My Blue Heaven. The buddy exclaimed, "quit your kiddin", but the bridegroom replied, "No, I'm not kidding (PLAY)

2. Here's a wiz-dinger from Buffalo. I'm going to mention a word that has a commonly-known slang synonym which will be the first or last name of a well-known personality. Ted Reno wants you to complete the name. For instance if I said "scream" the synonym would be "scat" and "scat" could be Scat Davis. Now the first word is money - give me a slang word for money. A dollar bill. A statement of indebtedness. Light-headed or screwy.

3. Tell us the name of this song, my dear. (PLAY) That's Jan Garber's theme song and Miss Jacquelyne Tremaine of Detroit, Mich., wants you to tell us what his slogan on the radio is - Is it "the magic fingers of radio, the king of jazz, rippling rhythm, or what?

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4. Carl Welch of Houston, Texas has used the lyrics to some well-known songs to <sup>form</sup> tell a little skit and by naming the songs you'll unfold the story. Here on the beach at Santa Catalina - last night we overheard a boy say to his girl "Tomatoes are cheaper, Potatoes are cheaper. (PLAY) She sighed, looked into his eyes and said you have won my heart, but "This is my first <sup>affair</sup> offense, so - (PLAY) In confiding to his roommate he found she had told him the same thing. The next time he saw her he said "your first <sup>affair</sup> offense, eh, well, "The <sup>moon was</sup> ~~stars~~ were all aglow and heaven was in your eyes, the night that you told me those - (PLAY)

5. You'll be a gal after my own heart if you'll tell Miss Lorraine Engels of Milwaukee, the name of this good old song (PLAY) Now here's a hit song from the picture \_\_\_\_\_ which starred Marion Davies. Let's name it. (PLAY)

6. Here's one from Budd Hell of Dartmouth College, New Hampshire, - In the picture "Mr. Deeds Goes to Town" who was Mr. Deeds? Was he also Mr. Smith in "Mr. Smith Goes to Washington?"

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7. Lyman Gandee will now impersonate a well-known orchestra leader and piano stylist. Tell Miss Betty Clark of Nashville, Tenn. who the orchestra leader is. (PLAY) Did he make the phenominal records of "Old Man Mose?" Patricia Norman sang on the record?
8. Speaking of records here are two notes of a song which has just had a record breaking record sale. When you hear these two notes, Jack Carter of Denver, Colorado, wants you to name the song. (PLAY) This's a little unfair, isn't it? Well we'll play three notes (PLAY 3 NOTES) - We'll play <sup>6</sup>~~four~~ notes (PLAY 4 NOTES).
9. Here's a ditty that's a dear to the hearts of everyone. Miss Barbara Wilkens of Bridgeport, Conn., wants you to give us two well-known names for it. (PLAY)

SOUND: SCHOOL BELL

NILES: That's all professor -- the exam is suffering from severe contusions and the scholars have come to the same conclusion.

KYSER: Well - then faint in formation, females, while the faculty nip through your grades -- figure, figure, fotyms, fotyms-- they have added and subtracted and ~~the report comes in~~ <sup>final</sup> that the honor gal of the second stanza is none other than \_\_\_\_\_.

(APPLAUSE)

Ah, dear Miss \_\_\_\_\_ the old school shakes like an aspen in wonder at your answerin' to our askin'... ~~with your superwoman mentality you will leave your mark upon the world of music like the footprint of Gargantua.~~ Go, light up a Lucky Strike and weave a daisy chain for commencement. Recess has come again, chillun and our Dean of arrangements George Denning is at his best as the boys play --- and Ginny - Harry - Jack and Max - sing us through the "Kashmiri Song".

7. ("KASHMIRI SONG".....PRODUCTION)

(APPLAUSE)

KYSER: Now Dean Niles invites us on a specially conducted tour of Tobaccoland.

NILES: First, let's drop in on Georgia in July. The Bright tobacco grown here is already being brought to market. Listen...the auctions begin ...

(CHANT - 4 SECONDS - FADE FAST & OUT)

NILES: After Georgia, we head North to the Carolinas and Virginia. These auctions, later to start, are at their height in September and October.

(START FADE IN OF CHANT UNDER "OCTOBER" - UP FULL 4 SECONDS FADE FAST AND OUT)

NILES: Now westward to Kentucky and Tennessee. Here, in the Burley tobacco belt, sales continue through December and January, till the curtain is rung down on this great annual tobacco show in February.

(FADE IN CHANT UNDER ABOVE LAST 2 WORDS - UP FULL 4 SECONDS SOLD AMERICAN)

NILES: Smokers, the independent experts who follow the tobacco auctions year after year actually see what tobacco the different cigarette companies buy. And being independent - auctioneers, buyers and warehousemen - they're the one group of men in all the world best qualified to judge which cigarette company buys the finer tobaccos. So this fact speaks volumes:

CONTE: Sworn records show that with these independent experts - with men who know tobacco best, it's Luckies 2 to 1! Remember - Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that Luckies contain less nicotine than any other leading brand. So smoke the smoke tobacco experts smoke. Next time, ask for Lucky Strike.

8. "MY MY" MASON & ORCHESTRA

9. ~~"THE SINGING HILLS" BABBITT & ORCHESTRA~~

APPLAUSE

FANFARE

NILES:

The Final Exam....Hawaii is horrified -- Alaska is aghast --  
 the East has its ear to the ground and the west wails like  
 a banshee in the night, for the June examinations have  
 come to test our best -- these two senior scholars who  
 totter forward to lead with their chin - to go down swinging  
 or gloriously win. ~~But chillun, don't you cry - this is no~~  
~~time for salty tears - no time for hearty cheers - no time~~  
~~for girlish giggles - no time for Catalina wiggles~~ <sup>Yes</sup> - this  
 is where you ups to June and I don't mean moon -- I mean  
 that old professor goon -- Kay Kyser!

(SOUND: SLIDE WHISTLE)

KYSER:

Come on, seniors, try to tally -- ~~everybody is pals in~~  
~~Tin Pan Alley~~ - so answer up and do not <sup>dilly</sup> dally!

JUN 12 1940

(FINAL ROUND)

1. Hats Off to Fathers! Since next Sunday is Father's Day, we'd like to dedicate this final round to that occasion, and first off Miss Margaret Hall of Portland, Oregon, says on Sunday, the nation will be shouting - (PLAY) In George McManus's comic strip "Bringing Up Father" who plays the father? ~~What's the~~  
*Where does "Father" get his corned beef and cabbage*  
~~daughter's name in that family?~~
  
2. To lots of us, our male parent is known as "daddy" so ~~Richard~~  
~~Potter of U.C.L.A., Los Angeles,~~ wants us to delve into a dissertation on "dear old dad". Lyman Gandee, with one finger will pick out the first line of a well-known daddy song and we want you to name it. (PLAY) And Mary Martin will hate you if you don't get this one (PLAY). *Is Pa Perkins a radio program*



JUN 12 1940

*Dr. Dave Cooper of Villanova*

3. ~~Mr. Martin Carmichael of Villa Grove, Pa.~~ asks who plays the father in The Hardy Family? Who was Daddy-Long-Legs? How do you picture Father Time?

4. Of course we are always grateful for what Dad does, but especially this Sunday be sure to (PLAY). Now Miss Anita Trinz of Indianapolis, asks who is the Father of Boys Town? Is it Father Duffy, Father Flannery, or Father Flanigan? Who played the part in the picture?

June 12 1940

NILES: Exams are over, professor - it's all over but the shouting.

(CHEERS)

KYSER: ~~Quiet, students - I'll take the back of me hand to you.~~  
The exams are over, but our faculty must retire to grade these scholars for top degrees. While they are gone, join me in brief convocation while we hear Dean Niles deliver the tobaccolaureate address.

NILES: Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer, selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

(FANFARE . . . . )

KYSER: The class will please stand.

(SOUND: ~~SLIDE WHISTLE~~) *Class getting up*

KYSER: I will now read the faculty report. Top degrees and honors are awarded to the best pupil of the week - the student with the highest average - none other than

\_\_\_\_\_  
(APPLAUSE)

Ah, dear \_\_\_\_\_, I salute you - never have these weak old eyes been brightened by the sight of a better student ... ~~never have these bent old ears been soothed by more glib answers -- with your erudition you will some day be able to jump from the frying pan into the fire.~~ I award you this first prize of \$35 - Now Go live the life of Riley - live the life of Farley and press the first valve down. To you, dear second placer, this second prize of \$20 and to the other four scholars 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 hearty answers and hilarious teamwork, a package of better-than-ever Lucky Strike Cigarettes.

(APPLAUSE) *Lucky DAY*

10.. (~~"IN THE MOOD" . . . . . ORCHESTRA~~)

(APPLAUSE)

JUN 12 1940

KYSER:

Well, das all, chillun - school is out until we go to work  
 on another generation of musical disciples next Wednesday  
 night ~~at the same time. Until then you have no assignments~~  
<sup>from Hollywood</sup>  
~~for home work, only a compulsory session to~~ brush up on  
 your musical groundwork by attending YOUR HIT PARADE with  
 Barry Wood, Orrin Tucker, wee Bonnie Baker and all the  
 Hit Paraders, heard Saturday night over another station.  
 And don't forget -- the address for questions to the old  
 Professor is Kay Kyser, Box 909, Los Angeles, California.  
 And now, until next Wednesday we'll be thinkin' of you.  
 This is Kay Kyser sayin' - thanks for bein' with us ...  
 and ... so long, everybody.

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

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

(SONG CREDITS ... IF ANY)

THIS IS THE NATIONAL BROADCASTING COMPANY

*As Broadcast*

THE AMERICAN TOBACCO COMPANY

Kay Kyser's College of Musical Knowledge

#117

Wednesday - 6/19/40

---

NILES: Have you tried a Lucky lately?

AUCTIONEER: (ONE LONG SALE....ENDING WITH "SOLD AMERICAN")

NILES: "Sold American" means fine tobacco for your Lucky Strikes.  
That's why with independent tobacco experts - buyers,  
warehousemen and auctioneers - with men who know tobacco  
best, it's Luckies two to one.

("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.....)

KYSER: Evenin' folks - how're ya all? Welcome back to summer school - the old class hall hails from Hollywood tonight and here with me on the lecture platform are a representative group of natives -- of the tribe Homus Hollywoodus -- six scholars selected by chance to take examinations for top degrees and \$95 in prizes. But before our musical micrometers measure their minds, ~~let's open our hampers of goodies and picnic on pasture -- let the old folks nod their noggins, let the young luns gambol like the lambs...give a little, sing a little,~~ bounce a little and come on, chillun, yes dance!

1. ("ROSE COLORED GLASSES".....ORCHESTRA)  
segue to
2. ("BLUE LOVEBIRDS".....SIMMS & ORCHESTRA)  
(APPLAUSE)

KYSER: Sit up and take notice, chillun, 'cause here's Dean Niles with real cigarette news!

NILES: Luckies' finer tobaccos mean less nicotine....Let me repeat....Luckies' finer tobaccos mean less nicotine! There, in a nutshell, you have the result of Luckies' many years of experience in selecting the finer cigarette tobaccos. Now here are the actual laboratory facts....

CONTE: Consistently, regularly, for over two years, careful tests have been made to determine the nicotine content of Luckies and other leading cigarettes. These authoritative tests reveal that, for this period of time, the average nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands -- less than any one of them.

NILES: And remember -- Luckies' lower nicotine content is the natural result of buying finer selected cigarette tobaccos....Each year, we scientifically analyze samples of leaf tobacco before purchase -- before the auctions begin. Thus our tobacco buyers have the help of science in selecting tobaccos that are ripe and mellow, yet milder -- naturally low in nicotine content. That's the tobacco that's "Sold American" for Luckies.

CONTE: Have you tried a Lucky lately? Luckies' finer tobaccos mean less nicotine. With independent tobacco experts -- auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1!

(ORCHESTRA.....LUCKY DAY)

(SOUND: CLASS BELL)

NILES: Silence, scholars - class is now in session.

(GROANS)

NILES: Relax your pained looks and open up your music books. The first examination is about to begin. These first three freshmen, ~~approximately 547 pounds in their brogans - representing an educational investment of approximately 100,000 dollars by their dotting parents,~~ are about to be quizzed for degrees, <sup>and</sup> prizes ~~and to determine for all time whether the effort expended upon them was worth the trouble.~~ They totter forward hand in hand -- they quiver and quake and get ready for the clam bake - and I'm gonna scam 'cause here comes the old clam, Kay Kyser.

(KYSER MARCH.....)

KYSER: Aha, a fig for fun, my frivolous freshmen -- here's where you face facts, fumble and falter or fatten on finance.

(ADD FIRST QUESTION ROUND)



FIRST QUESTION ROUND

1. Miss Frances Tidwell of Southern Methodist University, Dallas, Texas, wants us to start with another of our "band leader boners" or "embarrassing moments <sup>for</sup> with the maestro" - so here goes. A lovelorn looking lad limped up to the bandstand last night and said (PLAY) We <sup>In our hurry to</sup> hurriedly complied with his request ~~and without thinking~~ we played (PLAY)

2. Michael Gilbert of Philadelphia, wants you to distinguish between San Francisco, Pianissimo, Joe Frisco and Crisco.

5. Here's a number one song that vocalist Eddy Howard wrote in collaboration with a certain band leader. Miss Ruth Berman of Lynn, Mass. wants you to name the song and then tell us the orchestra leader with whom you associate it. (PLAY)

4. Let's string along with Dick Wheeler of Los Angeles, and name three stringed instruments ~~for him~~ that are not played with a bow.

5. I don't know why, but I think this next one is a honey and so does Miss Elsie Jean Horton of Kinston, North Carolina. We're about to play a bit of two well known songs and we want you to tell us the names of both of them. (PLAY) (PLAY)

6. James Cole of New York City wants to know who invented the phonograph? In the two pictures of his life, who was young \_\_\_\_\_ and who was \_\_\_\_\_ the man?

7. Mrs. J. O. Robbins of Little Rock, Ark., says it'll be very noble of you to tell us whether the following song is the orchestra theme of Ray Noble, Leighton Noble or Noble Sissle. (PLAY)  
Does Ray Noble give the Nobel Prize?

8. Look out for the man who comes around. We have some more special lyrics to that song tonight, and as Harry Babbitt sings them, tell Mark Maurin, St. Paul, Minnesota, who the personalities are in each verse. (PLAY)

9. Let's name this great Gershwin melody for Miss Grace Stratton of Dayton, Ohio. (PLAY) Now from what patriotic American song is the line "Of Thee I Sing" taken?

NILES: Ah, professor, stop your jests - away with tests - the exam is done now let's see who won.

KYSER: Yes, my <sup>fearless</sup> ~~darling~~ freshmen - you've howled and scowled, so ~~let's~~ <sup>as we</sup> throw in the towel. <sup>we learn from the wise old owls</sup> Our faculty has nipped through your ~~scores and they peep your grades,~~ naming that the top honor scholar of the first exam <sup>to be</sup> is none other than \_\_\_\_\_.

(APPLAUSE)

Dear Mr. \_\_\_\_\_, now you can put on dry clothes for never again will cynical sophomores toss you into the old school lake. ~~Keep your freshman hat for a souvenir, for now you are promoted to the senior class,~~ Go, light up a Lucky Strike and browse <sup>around the trophy room</sup> amidst the old school busts till you are called for the June finals. Right now <sup>to recess</sup> ~~this class is declared recessed.~~

(CHEERS)

KYSER: Do you want to go on a field trip?

AUDIENCE: No!

KYSER: Do you want to go to the museum?

AUDIENCE: No!

KYSER: Then what <sup>will we do</sup> ~~do you want to do?~~

AUDIENCE: Yetz dance!

(APPLAUSE)

KYSER: You said it, chillun - come on, then, and hit it.

5. ("TENNESSEE FISH FRY" . . . . . MASON & ORCHESTRA)

segue to

4. ("IMAGINATION" . . . . . BABBITT & ORCHESTRA)

(APPLAUSE)

KYSER: Now here's Dean Niles -- who really has something to talk about!

NILES: And I do mean it's sumpin', Professor ..., Luckies' finer tobaccos mean less nicotine. That simple statement of fact has roused interest among smokers from Coast to Coast. They want to know how Lucky Strike gets those finer cigarette tobaccos that are naturally low in nicotine content. Well, the answer's easy. The big reason is that we scientifically analyze tobaccos before purchase. Now here's how it's done ...

CONTE: Each year before the auctions begin, Lucky Strike tobacco buyers visit farm after farm in the choice cigarette-tobacco regions. They select tobaccos which they judge to be of the high quality suitable for Lucky Strike and send samples to our laboratory in Richmond, Virginia. There, scientists measure the tobacco's nicotine content and other important properties, and send back a scientific report to our tobacco buyers for their guidance at the auctions.

NILES: Skill and tradition backed up by science! That's why Lucky Strike gets finer selected tobaccos -- tobaccos that are better-tasting, ripe and mellow, yet milder -- low in nicotine content. Remember, authoritative tests show that Luckies contain less nicotine than any other leading brand. And independent tobacco experts confirm that Luckies buy the Cream of the Crop. With men who know tobacco best, it's Luckies 2 to 1.

- 5. ("WOODPECKER SONG" . . . . . ORCHESTRA)
- 6. ("WHERE WAS I" . . . . . SIMMS & ORCHESTRA)
- ("SCHOOL SONG" . . . . . CORNELL UNIVERSITY)

b

NILES: Twilight falls and lights twinkle in the town -- but on the hill the old school is a shadow against the night - sad and dreaming and alone she stands remembering again the sights and sounds of you - hearing again her soft song gently wafted across the fields as gently, too, like a freshman fond of freedom, we tiptoe across the nation to identify each station.

STATION BREAK

NILES: The second semester comes to Kyser College like a twinge of neuralgia in the rain. ~~In the midst of such undergraduate unpleasantness the only notes of cheer are the pulchritudinous do-re and mi now approaching the old lecture platform --~~ <sup>are</sup> three flowering damosels fresh from the ranks of our screaming co-eds, ready and eager to take their ask-me-anothers for fun and fortune. They smile with simple cheerfulness -- ~~they look at one another~~ -- they look askance and try to dance -- they fix their beautiful eyes upon an apparition -- they think it's candy, ~~but they're~~ <sup>But</sup> ~~wrong.~~ They're living in a world of dreams for what they see is not at all what it seems -- it's monstrous, it's illegal, it's not cricket - not spinach - not hot - not cold -- it's (SCREAMS) Kay Kyser!

(SOUND: SLIDE WHISTLE AND CRASH)

KYSER: ~~It's a small world. Howdy gals, let's be gals. If you'll~~ <sup>Now</sup> smooth down your waving bustles, ~~you can be~~ my Lillian Russells and leap into these educational tussels.

(ADD SECOND QUESTION ROUND)

SECOND QUESTION ROUND

1. Here's one from Arthur Ingram of Clemson College, South Carolina. He says Popeye was sitting at the next table to him in a restaurant yesterday and when Betty Boop, the waitress, came over to wait on him, Popeye got fresh and she chided him, saying (PLAY). But Popeye persisted, so Betty Boop - plainly perturbed - pulled away and as she did, just by coincidence, she got her foot caught in the leg of the table. There was a loud noise, a crash of dishes and chairs falling, and Popeye seated on the floor was yelling (PLAY)
  
2. Miss Margaret Gallagher of Denver, Colorado reminds us that certain movie stars are kidded about their large physical features. For instance - Eddie Cantor for his big eyes - and therefore she thinks it fair for me to ask you to name a personality who's known for a big mouth - big ears - big nose - big feet.
  
3. Alfred Baer of Chicago, Ill. says that in addition to "Mood Indigo", "In My Solitude", and many others, a certain negro orchestra leader also composed (PLAY) Name the song and the orchestra leader.

4. Let's untwist a few twisted song titles for Miss Hyla Alderman of New Haven, Conn. Listen to the following and give us the correct names of the songs. First, a trio of petite one-syllable expressions. With an abundance of mazuma and a personal pronoun of the second person, Everything's hunky-dory or peaches and cream.

5. Here's a song terrifically sung by Ethel Merman and Bert Lehr in Buddy DeSylva's New York hit show "DuBarry Was A Lady" and we feature it so much that A. Nelson of Oakland, Calif. is confident you'll be able to name it for us. (PLAY) Now we'd like for you to distinguish between friendship, courtship and hardship.

6. It's tonight's right or wronger and Miss Ruth Dorel of New Orleans, La. wants you to beat the bell and hurry and tell us whether the following statements are right or wrong:

1. Ted Weems directs the orchestra on the Band Wagon program.
2. Morton Downey is Joan Bennett and Constance Bennett's brother-in-law,
3. Oh Johnny Oh was written twenty-three years ago.
4. Limeade, Lemonade and George Ade are all soft drinks.



7. We're about to play "The Perfect Song" which was the theme of the picture, "Birth of a Nation." Victor Lantz of Portland, Oregon reminds us it's also the theme of one of America's best loved radio programs. Listen and tell us whom it identifies. (PLAY) In their skit, which one is married -- I don't mean in real life, I mean on the air.

8. We're about to play a well-known musical phrase and Miss Catherine McIntyre of La Crosse, Wisconsin wants you to give us two names for it. (PLAY)

9. Back when McKinley was running for president, Robert Porter of Indianapolis, Indiana says this song ran him a close race for popularity. Name it for us. (PLAY) Name two other songs with the word "Town" in their titles.

(SOUND: BELL)

NILES: Professor, get these dames out of your educational chowder, for the exam has taken a powder.

KYSER: Well, das all, maidens. *You're huffed and you're puffed*  
~~grape yourselves around whilst~~  
*but a couple you're muffed*  
~~the faculty ink up your report card.~~ And before you can  
*Swiss Family Robinson*  
say ~~no~~ stands for tuition, they declare that the top scholar of the second examination is none other than

(APPLAUSE)

Ah, dear Miss Muffett, you can go sit on a tuffet and ~~wait~~  
~~till you're called for the final round.~~ You're one blossom who can play 'possum, 'cause you are hereby promoted by faculty decree to be a senior. Light up a Lucky Strike and languish by the lagoon with a goon who can hum a toon. Recess is here agin chillun, so lets heed the request of Edgar Guest. He says you played it just a bit in the question round now play all of it and lets go to town - So lets go!

7. ("FRIENDSHIP". . . . . PRODUCTION)

(APPLAUSE)

KYSER: Chillun, Dean Niles says he can read your minds...

NILES: That's a gross exaggeration, Professor. I just said that if the average smoker met a tobacco auctioneer, he'd probably ask him two questions. The first question would be how in the world the auctioneer does this ;..

(FADE IN CHANT 4 SECONDS - FADE OUT)

NILES: Well, the answer is that most tobacco auctioneers practise that chant from childhood up, It's like another language to them. But now I'll bet Mr. Average Smoker would ask the tobacco auctioneer another question: Which cigarette company really gets the finer tobacco at the auctions? For the answer to that, let me refer all smokers to sworn records which anyone may examine. These records show that among independent tobacco experts -- auctioneers, buyers and warehousemen - Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined.

CONTE: Smokers, surely you'll agree that independent tobacco experts - men who earn their living buying, selling and handling tobacco - are the one group of men in all the world best qualified to judge which cigarette company buys the finer tobaccos. So remember their example next time you hear this chant (CHANT 10 SECONDS - SOLD AMERICAN) Let the chant of the tobacco auctioneer remind you: with men who know tobacco best, it's Luckies 2 to 1. And, smokers, remember - Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that Luckies contain less nicotine than any other leading brand. So - smoke the smoke tobacco experts smoke. Next time, ask for Lucky Strike.

8. ("GAUCHO SERENADE", . . . . . ORCHESTRA)

9. ("I HAVEN'T TIME TO BE A MILLIONAIRE, . . .

FANFARE

6-19-40

NILES: The Final Exam! Up to now it was all beer and skittles. Freshmen fumbled - sophomores sobbed into their sassafrass.. but now it's different - now it's bleak. Gone are the days when these hearts were young and gay - gone are the cotton fields away. All that's left are these senior students ready to give their all and prove to the world that they got it on the ball. ~~But now they quiver and now they groan and now they try to belt for home. But it's much too late - they've closed the gate and here's the guy with the pointed dome.~~

(SOUND:

MOUTH SIREN)

KYSER:

*Let try to keep the ball rolling Dear Niles.*  
~~Bless my soul, chillun, it seems only yesterday you were~~

~~playing in the sand pile and now you're full fledged candidates for degrees. Ah well - time certainly droops along.~~

(ADD FINAL ROUND)

FINAL QUESTION ROUND

1. Houses and homes play an important part in the names of songs and personalities, and so the theme of our final round here in the little red school house will be houses. Miss Adele Burton of Chaffey Junior College, California wants you to tell us what type of house was written about in this song. (PLAY) Now distinguish between the White House, Billy House and Maxwell House. Would churning in a bungalow be called cottage cheese?

2. Orchestra leader Jack Little wrote about a certain type of abode in this ditty. (PLAY) Now tell Howard Hughes of Birmingham, Alabama what famous American dance team was named just the exact opposite of a shanty. Can you name an orchestra leader who has the same last name?

3. Now this "house" song takes us over to Hawaii. (PLAY) From the following list of homes, Artie Weil of New York City wants you to pick the nationality you'd associate with three of them: chateau, tepee, villa, chalet, igloo.

4. Now let's come back to the wide-open spaces of America and talk about the (PLAY) Now Ruth Owens of Butte, Montana would like for you to distinguish between roundhouse, ~~Homer~~ and "A House by the Side of the Road" <sup>asks</sup> What foods do you associate with Porterhouse - Parkerhouse? *3 Chophouse.*

*Why is a roundhouse like a wigwam? - They're both homes for injuns.*

(SOUND: BELL)



KYSER:

Dear \_\_\_\_\_ in scholarly restraint and academic aplomb I congratulate you) ~~I enable you with the award of our trustees~~ and I enhance your grouch box with this first prize of \$35. Go, take your way into the world and eat crackers in bed. To you, dear second placer, ~~the honor of awarding~~ this Fosdick prize of \$20. To the other four scholars 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 volunteer answers and hearty cheers, a package of better-than-ever-Lucky Strike cigarettes.

*I have  
your best  
mistake  
you in  
the budget*

(APPLAUSE)

*Lucky Day*

10.

~~("I WANT TO BE HAPPY")~~ ..... (ORCHESTRA)

KAY KYSER THEME



KYSER: Well, das all, chillun -- the old bake has beached its bottom until we burnish the magic lamp of musical culture next Wednesday night and ~~summon up the genial geni of sun and finance.~~ In the meantime, keep your ears pink and pointed by attending ~~the Saturday night session of YOUR HIT PARADE with Benny Wood, Bonnie Baker and Orrin Tucker, and all the Hit Paraders,~~ heard Saturday night over another station. And don't forget - the address for questions to the Old Professor is Kay Kyser, Box 909, Los Angeles, California. And now, until next Wednesday we'll be thinkin' of you. This is Kay Kyser sayin' - thanks for bein' with us ... and ... so long, everybody.

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

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

(SONG CREDITS...IF ANY)

THIS IS THE NATIONAL BROADCASTING COMPANY.

*as Broadcast*

THE AMERICAN TOBACCO COMPANY

Kay Kyser's College of Musical Knowledge

#118

Wednesday - 6/26/40

---

NILES: Have you tried a Lucky lately?

AUCTIONEER: (ONE LONG SALE....ENDING WITH "SOLD AMERICAN")

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.

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

NILES: Lucky Strike presents Kay Kyser's College of Musical Knowledge....Wednesday night's big get-together devoted to sparing the rod and spoiling the child -- for fun, \$95.00 in prizes and second helpings of that famous makes you want to dance music....*conducted by*

~~(SOUND: CLASS BELL)~~

NILES: ~~There goes the bell - so grab your books and get in class for here comes that tan thin man with the over-worked pan -- your old professor man ---- Kay Kyser.~~

(KYSER THEME.....)

KYSER:

*It's time to broaden your brain*  
 Evenin' folks --- how're ya all....~~we're here to elevate~~  
~~your lowly minds to a nation of noggins who are bread about~~  
 Brahms and chic about Chopin....these six specimens for  
 our mental calisthenics are pure ~~volunteers~~ ~~rabbits~~  
 chosen at random by our vigilant scientists - ready to  
 take their examinations for high musical honors. <sup>*there here beside me*</sup> And so <sup>*on the lecture*</sup>  
 much for our preamble --- now for the good things of life --  
 ice cream and candy and everything else. <sup>*dandy*</sup>

(WOMAN SCREAMS)

KYSER:

Don't get excited, lady - that was no mouse - only a  
 freshman asking you to dance -- ~~and say boys --- you're~~  
~~in the old school now and not behind the plow ----~~ so,  
 grab your dames and front and center ---- one two, here's  
 the old magoo!

1. ("WHY".....ORCHESTRA)  
 segue to
2. ("FOOLS RUSH IN".....SIMMS & ORCHESTRA)  
 (APPLAUSE)

KYSER: Attention, students! Niles has news! How about it, Dean?

NILES: Yes, folks, this is real cigarette news I have here....  
Luckies' finer tobaccos mean less nicotine! Authoritative tests reveal that, for over two years, the average nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands -- less than any one of them. Now here's the big reason....

CONTE: Luckies' lower nicotine content is the natural result of buying finer, selected cigarette tobaccos. Each year, we scientifically analyze samples of leaf tobacco before purchase - before the auctions begin. Thus our buyers have a scientific double check in selecting tobaccos that are better-tasting, ripe and mellow, yet milder -- naturally low in nicotine content. That's the tobacco that's "Sold American" for Luckies.

NILES: Have you tried a Lucky lately? Remember, Luckies' finer tobaccos mean less nicotine, and authoritative tests show that Luckies contain less nicotine than any other leading brand. With independent tobacco experts -- auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1!

("LUCKY DAY" ORCHESTRA)

(SOUND: SCHOOL BELL)

NILES: The first examination!...relax your chubby little fists, students -- let the flies out of the ink wells and raise your fat little faces towards the picture of our founding father ---- ~~it may seem like a picture of an extinct volcano, kiddies, but it is really teacher~~ ---- the kindly gent who will test you and maybe best you. So step forward freshmen to take your exams ---- the picture is veiled and professor is hailed ---- here he comes now - the Carolina wow ---- Kay Kyser.

(KYSER MARCH. . . .)

KYSER: Welcome freshmen ---- keep your hankies handy and do not drop your candy.

(ADD FIRST QUESTION ROUND)

FIRST QUESTION ROUND

1. Jim Garner of Indianapolis wants us to tell of another embarrassing moment for the maestro - ~~and believe me here's~~ <sup>So</sup> a band-leader boner that's a beauty. A California delegate danced by ~~the bandstand~~ the other night and said, "I'm on my way to the Republican National Convention, so how about an appropriate song." <sup>Isairson, and</sup> ~~Without realizing it,~~ we played (PLAY)  
 After we got that straightened out, he said - "You know, I'm for Thomas E. Dewey - How about his campaign song." So I <sup>said sure and</sup> ~~made the big~~ <sup>we played</sup> ~~mistake of playing~~ (PLAY)

2. Miss Elizabeth Pearce of Memphis, wants to know if you know the difference between Reno, Screeno, Nino, Carlos Malino.

3. Bob Falkner of Spokane, Washington says he'll be blue if you miss this golden opportunity to name a song. (PLAY) Of whom does that remind you? Kate Smith has a basket ball team, Joe E. Brown owns a <sup>basket team</sup> ~~lighter~~, but what does Bing Crosby own?

4. The names of some well known movie personalities are hidden in the following axioms or statements, and Mrs. P. T. Wyman of Birmingham, wants you to find them.

1. To err is human, to forgive divine.
2. It's a flat house that has no gables.
3. Two Hedys are better than one.
4. The finer the thread the Shearer the hose.

5. ~~Don't give me any trouble - just~~ tell William Butts of Glendale, the name of this song. (PLAY) Now define any three of the following - Waterloo, Igloo, Betty Lou, hullabaloo.

6. It's tonight's right or wronger, and Miss Lucille Richardson of Detroit says there'll be a hullabaloo and maybe you'll meet your Waterloo if you can't distinguish between false and true. Are the following statements correct.

1. Mary and Jane Bryant are granddaughters of William Jennings Bryant *recently fought Antonio Lopez*
2. Jack Dempsey *is going to fight again.*
3. Sinclair Lewis, the writer, is not related to Ted Lewis, the band leader.
4. Bowl o' bouillabaisse is a Yale school song.

7. Gardner Pratt of Bridgewater, Massachusetts is pretty sure you'll know the name of the following song, but he wonders if you'll know the orchestra leader who composed it and uses it as his theme. (PLAY) Did he formerly play with Paul Whitoman?

8. That man who comes around is here again and Miss Ruth Fink of St. Louis, wants you to listen and tell us what personality is in each verse that Harry Babbitt sings.

9. Here's a song that's a pip. Let's see if you can name it. (PLAY) The composer of that song also wrote "You're the Top," "Friendship", "Night and Day" and a lot of others, and Stanley Jacobs of Brooklyn wonders if you know who he is. Is it Hoagy Carmichael, Irving Berlin, Cole Porter or Walter Donaldson?

(SOUND: BELL)



NILES: (RINGING BELL) The exam is over for the faculty has made out their reports.

KYSER: Thank you, Dean Niles -- the fine Spencerian hands of our faculty write in flowing script that the top honor scholar of the first exam is none other than --

(APPLAUSE)

KYSER: Ah, dear Mr. \_\_\_\_\_ you are a ~~credit to your class and~~ a brilliant light in the galaxy of musical big wigs ... go, light up a Lucky Strike and enter the senior dormitory -- ~~nibble at the good things of life~~ until you are called for the June finals. Now your old professor removes his misting specs -- bares his winning grin and shouts -- RECESS!

Chillun - RECESS!

(CHEERS)

3. ("PLAYMATES" . . . . . MASON & ORCHESTRA)

4. ("MAKE BELIEVE ISLAND" . . . . . BABBITT & ORCHESTRA)

(APPLAUSE)

Smoking man text

(COMMERCIAL #2)

KYSER: Now, students, here's the number one question for all you smokers.

CONTE: Are you smoking more today - more than you used to? If you're like most of us, your answer will be: Yes! Now that makes more important than ever before one essential quality in the cigarette you choose. It should be genuinely mild.

NILES: Yes, folks, the more you smoke, the more you want a cigarette of proven mildness. Now the best guide to mildness is the amount of nicotine in your cigarette. Thanks to finer tobacco Lucky Strike contains less nicotine than any of the four other leading brands. Yes, authoritative laboratory tests reveal that for more than two years the average nicotine content of Luckies has been twelve percent less than the average of the four other leading brands -- less than any one of them!

CONTE: And remember - Luckies' lower nicotine content is the natural result of buying finer, selected cigarette tobaccos. Each year, we analyze tobaccos before purchase. With this scientific double-check, our buyers can select the tobaccos that are not only ripe and mellow but milder - low in nicotine content. Surely the more you smoke, the more you want a cigarette of proven mildness - a cigarette with a naturally lower nicotine content. So remember, Luckies' finer tobaccos mean less nicotine. Smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies 2 to 1.

- 5. (~~"WHEN BUDDA SMILES"~~ . . . . . ORCHESTRA)
- 6. ("HOW CAN I EVER BE ALONE" . . . . . SIMMS & ORCHESTRA)

b

(COLLEGE SONG. . . . . UNIVERSITY OF ILLINOIS - ORANGE BLUE)

NILES: By Gregory Hall the birds are in their nests and sophomores play their aces close to their vests -- seniors sit in sorority manor and freshmen frisk in the field by the old school pond - but over all the old school holds sway and as the song makes its way softly through the moonlit hills, we follow the faculty into the hurly burly world as going across the nation we pause to identify each station.

\*\*\*STATION BREAK\*\*\*

(KYSER MARCH. . . .)

NILES: The second semester comes to Kyser College like a heavy knocking at the door.

(KNOCKING AT DOOR)

(DOOR OPENS)

(LOON LAUGH)

NILES: And who should come nipping into these sacred halls of learning but three frivolous females who have deserted their new washing machines -- their twenty children and their weary husbands and sweethearts ~~to win for themselves a place in the sun of higher musical knowledge. It's a touching sight -- but no one dast lay a hand on these beauteous maidens -- no, they are saved for a worser fate -- a fate with a face like a fatuous fawn -- a funster whose fun is filching facts - a figment out of fable who <sup>isn't Calamou</sup> ~~belongs in a~~ <sup>who isn't Belle</sup> ~~babel -- so a fig for your weeping -- a fig for your screams~~ ~~means~~ that prince of bad dreams and you know who that means -- Kay Kyser.~~

(CHEERS)

KYSER: Ah -- my beautiful three -- your old professor wouldn't harm <sup>you</sup> ~~one hair on your pretty little heads~~ -- but I might paddle you if you don't know the answers,

(ADD SECOND QUESTION ROUND)

1. Tonight we start another series of sillies called "Do you know what," and here's the initial nonsensical number. A. M. Copeland of San Antonio, Texas asks do you know what the football sang to the punter's toe. CONTESTANT: No. KYSER: Well, the football sang to the punter's toe (PLAY) Silly, isn't it? Now do you know what the cloud sang to the falling star? CONTESTANT: No. KYSER: Well, the cloud sang to the falling star (PLAY)

2. Miss Annette Alexander of Atlanta, reminds us that lots of well known radio characters are continuously talked about but are never heard. I'll name a few of them and we want you to tell us with whom they are associated. Grandpa Snazzy. Carmichael. Her brother. Mrs. Crawford (My wife is very unhappy.)

3. Here's a bit of music that identifies one of the well known newsreels and Miss Dorothy Ogden of Long Beach, California wants you to listen and tell us which one it is. (PLAY) Now with which newsreel would you associate Lew Lehr?

4. Let's listen to Lyman Gandee for a second. (PLAY) Now would you call those chords, arpeggios, notes or scales? Matthew Golden of Pittsburgh, wants you to define two or three kinds. For instance, the *long green ones with picture of President on them* kind, ~~you pay interest on in the bank --~~ the kind you write on the bottom or in the margin of an article or book -- the kind that puppy-lovers exchange in school. Can you play footnotes on a shoe-horn?

5. Let's fool around with another "do you know what." Miss Ethel Spira of Akron wants to know what the cork sang to the champagne bottle as the waiter opened it. Well the cork sang to the champagne bottle (PLAY) Do you know what ~~the pilot said~~ <sup>one more song</sup> to the ~~co-pilot as their plane crashed~~ <sup>other money in the cash register</sup> ~~into the mint?~~ Well, the pilot said to the co-pilot as the plane ~~crashed into the mint~~ (PLAY)

6. A few years back there was a very famous record made called the Two Black Crows. Tell Kenneth Hames of Oklahoma City, whether that was made by Weber and Fields, Moran and Mack, Pick and Pat, Gallagher and Sheean, or Lillian and Russell? Can you think of any line of that record?

7. Here's one from Miss Helen MacCulloch of Little Rock. It's an orchestra theme and as Richard the Lionhearted would say - "It's good timber on which to limber your brain and remember his name." (PLAY)  
Did \_\_\_\_\_ direct the Studebaker Champions?

8. Beep beep, jeepers creepers, it's a beep beep beeper, and Frederick Schmidt of Waterford, Wisconsin wants to see how well you can beep to the tune of "By the Sea." Everytime the orchestra stops you <sup>Push this</sup> ~~say~~ "~~Beep~~" <sup>horn</sup> beep beep, according to how many notes they leave out of the melody. Okay, let's go. (PLAY)

9. I hope this won't cause a rift between us, but Miss Ruth Grady of Louisville, wants you to name this stirring melody. (PLAY) Is that "The Desert Song," "The Rogue Song," "The Riff Song," or "The Wine Song?" - (SOUND: BELL)

*Did Lawrence Tibbett sing the Rogue Song in the picture "The Rogue Song"?*

NILES: Time for report cards, professor - the exam is over.

KYSER: Thank you --- just a moment gals --- yes, here it is ---  
the official tally naming the honor girl of the second  
exam to be none other than \_\_\_\_\_.

(APPLAUSE)

KYSER: Dear Miss \_\_\_\_\_ You have beauty - you have charm and  
you have starred in your initial drama, "When the Brains  
Came" --- So go light up a Lucky Strike and chuck yourself  
under the chin until we call you for the finals. Recess  
is here again, chillun, so come out of the huddle -  
catch a cutie - and cuddle and help us straighten out this  
muddle .

7. ("WHO'S YEHUDI" . . . . . PRODUCTION)

(APPLAUSE)



KYSER: Chillun, it won't be long now, before the 1940 tobacco crop goes to auction -- so you'd better hurry, if you want to get a job doin' this....

(CHANT - 10 SECONDS - SOLD AMERICAN)

NILES: Folks, anyone with the proper tobacco background and knowledge of the leaf can actually attend a school for tobacco auctioneers. There's one being conducted by the famous auctioneer, Otis Grey Rucker, down in Kinston, North Carolina. Mr. Rucker not only teaches his students how to do this (FADE IN CHANT - 4 SECONDS - FADE OUT) but he teaches them to judge with expert eye the different types of tobacco. And by his own example he teaches them what cigarette is the tobacco experts' cigarette. For as Mr. Rucker said recently:

MAN: As an independent tobacco man, I can conscientiously say that the finest tobaccos sold at auction go to Lucky Strike. So I've smoked Luckies myself since 1917.

CONTE: Smokers, you'll agree that independent tobacco experts like Mr. Rucker -- auctioneers, buyers and warehousemen -- are the one group of men in all the world best qualified to judge which cigarette company buys the finer tobaccos. And sworn records show that with these independent experts -- with men who know tobacco best, it's Luckies 2 to 1. Remember - Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that Luckies contain less nicotine than any other leading brand. So smoke the smoke tobacco experts smoke. Next time, ask for Lucky Strike.

(8. "THE BREEZE AND I".....DUET & ORCHESTRA)

(9. ~~"THE SINGING HILLS".....BABBITT & ORCHESTRA~~)

(FANFARE.....)

NILES: The final exam --- ~~the old classroom is decked in flowers --~~  
~~the faculty have been carefully washed and starched --~~  
~~the examination has been sent in by special committee ---~~  
the two senior scholars are ready to take it -- hundreds  
have fainted -- twenty children have been lost --- the  
ants have got in the picnic lunch. There's only one thing  
more and it's coming in that door - name it and you can  
have it.

AUDIENCE: KAY KYSER

KYSER: Well you got me so you have to take me home ---- and, I  
eat like a horse. Now, ~~seniors ---- your graduation~~  
~~presents have been tastefully arranged on the platform~~  
~~and all you have to do is pass your exam.~~

(ADD FINAL QUESTION ROUND)



3. Tell Mrs. T. R. Kemp, of New Orleans, who's getting married in this song (PLAY) Is a bride's wedding wardrobe called her betrothal? What does betrothal mean?

4. Bob Brasier of Butte, Montana, says lots of June jailbirds - (I mean love birds) say "I do", grab their bags and (PLAY). Yes, to good old Niagara Falls - as they left what was probably thrown at them? When the bride throws her bouquet to her bridesmaids what's the legend about who catches it?

(CLASS BELL)

NILES: (RINGING BELL) Hat's off, kids -- the exams are over.

(CHEERS)

KYSER: Tchh -- tchh -- quiet, children -- don't excite the faculty, they are grading the exams. Just sit with me quietly in convocation while we hear Dean Niles deliver the tobacco laureate address.

NILES: Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands -- less than any one of them. You see -- Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer, selected cigarette tobaccos.

Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

(FANFARE . . . . .)

KYSER: The grades are in --- chillun, Rise and whine as I read the report -- top degree and top honors in this graduation go to none other than \_\_\_\_\_.

(APPLAUSE)

KYSER:

Ah -- dear -- I rush forward to clasp your mitten -- I  
 drape this old academic arm around your frail shoulders --  
 I award you, <sup>both</sup> this first prize of \$35 -- go forth into the  
 busy world a wealthy and a wiser man ~~(woman)~~ -- to you <sup>4 other</sup>  
~~dear second placer~~ <sup>students</sup> this six yards of crying towel and  
~~a second prize of \$20 to the other four scholars~~ 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 hearty and volunteer answers, a package of  
 better than ever Lucky Strike cigarettes.

- 10. ("YOU CAN'T PULL THE WOOL OVER MY EYES" . . . . . ORCHESTRA)  
 (KYSER THEME -- THINKING OF YOU)

KYSER:

Well, das all chillun -- class is dismissed until we open for business next Wednesday night at the same time. . Keep your figures in shape until we meet again and brush up on your musical larnin' by attending the Saturday night session of YOUR HIT PARADE with Barry Wood, Bonnie Baker and Orrin Tucker, and all the Hit Paraders, heard Saturday night over another station. And don't forget - the address for questions to the Old Professor is Kay Kyser, Box 909, Los Angeles, California. And now, until next Wednesday we'll be thinkin' of you. This is Kay Kyser sayin' - thanks for bein' with us .... and .... so long, everybody.

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

HILES:

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

(SONG CREDITS ... IF ANY)

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