



AS Broadcast

THE AMERICAN TOBACCO COMPANY

Kay Kyser's College of Musical Knowledge

No.119

Wednesday - July 3, 1940

NILES: Have YOU tried a LUCKY lately,

AUCTIONEER:(BOONE) LONG CHANT - ENDING "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 - this week's epic attempt to run your musical I.Q. into four figures....for fun, \$95 in prizes and required courses in that famous makes-you-want-to-dance music. But the bell has rung - school's begun - so here's your dear beloved one - KAY KYSER!

AUDIENCE APPLAUSE

KYSER THEME

KYSER: Evenin' folks - how're ya all? I just know you students have lots of good answers tonight, and to the smartest ones, following an old Kyser custom, we offer <sup>in no misnomer</sup> diplomas - dollars for scholars and cash prizes for correct surmises -

Meanwhile, it's time to feel the elation of vacation and know the relaxation of syncopation -- What I mean is, it's time to strut up and me to shut up - so come on chillun, ~~retire~~ *get happy and gets dance*

(1. I WANT TO BE HAPPY.....ORCHESTRA)

segue to

(2. BLUE LOVEBIRDS.....SIMMS & ORCHESTRA)

(AUDIENCE APPLAUSE)

KYSER: Now, John Conte has a question ... Class, attention!

CONTE: Are you smoking more today - more than you used to? If you are, it's more important than ever before for you to choose a cigarette of proven mildness. Now here's why Lucky Strike is the answer...

NILES: The best guide to mildness is the amount of nicotine in your cigarette. Thanks to finer, selected tobaccos, Lucky Strike contains less nicotine than any other leading brand. Yes, authoritative laboratory 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!

CONTE: No accident, no miracle -- Luckies' lower nicotine content is the natural result of buying finer, selected cigarette tobaccos. Each year, we scientifically analyze tobaccos before purchase. Thus our buyers have a scientific double-check in selecting 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 that's genuinely mild, a cigarette with a naturally lower nicotine content. So remember: 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!

LUCKY DAY

ORCHESTRA

SCHOOL BELL

SOUND: (SCHOOL BELL)

NILES: The first examination! Wipe those grins off your faces, children, for now comes the serious side of life. The first three freshmen have been searched for answer books and are looking peaked near the old lecture platform. The doors are locked - the blackboards wiped clean - and here comes the old Professor, Kay Kyser.

(KYSER MARCH.....)

KYSER: Felicitations, freshmen - phooey on fun - let's face facts.

(ADD FIRST QUESTION ROUND)

(FIRST QUESTION ROUND)

1. Here's another embarrassing moment with the maestro. Miss Lillian Gebhart of Brooklyn, wants me to play something appropriate for tomorrow's holiday, but ~~she~~ says this is a "band leader boner" - <sup>tell us why</sup> ~~what~~ (PLAY). She says it's a patriotic holiday and has something to do with our national history. So does this one fit? (PLAY).

- 1. Easter Parade
- 2. Christopher Columbus

2. Beaver, Beaver, let's play Beaver. I'm going to name a list of well-known men and everytime I come to one with whom you associate a beard, Jerry Madden of Los Angeles, wants you to yell "Beaver". - Herbert Marshall, Louis Pasteur, Neptune, Charlie Chaplin, Jackie Cooper and the House of David Baseball team.

- Pasteur
- Neptune
- House of David

3. Miss Ellen Hunter of Baltimore, reminds me that the orchestra ~~playing here~~ <sup>recently</sup> ~~comes~~ <sup>came</sup> on the air with the following theme. (PLAY). What's the orchestra leader's name. Can you name ~~another~~ ~~orchestra leader~~ a moving picture director or stage star whose first or last name is "King?"

-5- Blue Serrade (Henry King)

4. From the following list of magazines, Charles Harlan, of Indianapolis, wants you to pick three musical magazines - magazines that discuss music or what's going on in the musical world - Etude, Forum, Metronome, Courier, Fortune, Down Beat and National Geographic Survey.

*Etude  
Metronome  
Courier  
Down Beat*

5. Here are three characters who were written about in well-known songs. We're going to play a bit of each song and Miss Eve Tynay of St. Paul, wants you to identify at least two of them. (PLAY) (PLAY) (PLAY)

*Lazy Bones  
Tudor Head Jones  
Small Fry*

6. Can you tell Edward T. Kane of Philadelphia, what movie star's first or last names are included in each statement. First, it's a dull Christmas that has no carols. Second, a rolling stone gathers no moss. Third, March comes in like a lion and goes out like a lamb. Fourth, it's a long lane that has no turning.

*1 Carol Lombard  
2 Fred Stone - Paula Stone - Lewis Stone  
3 Fred March  
4 Rosemary Lane etc.*

7. Here's a little poem that Miss Betty Harner of Atlanta, wants me to read and if you'll name the song we play, you'll get the rhyme for the last line. Listen - My girl is named for a flower, a flower that everyone knows, but when she sat upon a hatpin (PLAY). Now will you distinguish between Rose Blane, and chilblain.

1. Honeysuckle Rose
2. Rose Blane - singer in the Abe Lyman

8. (SOUND: BEEP BEEP) Jeepers, creepers here comes a Beep, Beep, Beeper. We're about to play the song "Yes We Have No Bananas" and everytime we come to "Yes" or the word "Bananas", Bill Allen of San Antonio, Texas, wants you to blow this "Beep" horn, in other words "Beep, we have no Beep, Beep, Beeps - and when we get to "String Beans and Onions" or any of the vegetables, you come in with the Beep Beep horn again. Okay - let's go - (PLAY).

9. Let's see if you can name this good old song. (PLAY) Miss Edith Johnson of Chicago, says that's very appropriate for tomorrow, and wants to know what famous painting that song reminds you of.

SOUND: (CLASS BELL)

*The Girl I Left Behind*



NILES: The exam is over, Professor -- the faculty is ready to hand out the report cards.

KYSER: <sup>Show Show</sup> ~~well,~~ then shut my mouth wide open ~~and get a opinion~~ ~~yourself you can~~ here are the official grades. The faculty committee reports that the new honor freshman of the first exam is none other than \_\_\_\_\_

(APPLAUSE)

Ah, dear Mr. \_\_\_\_\_, you were plenty potent and everything's copasetic! In other words, chillun, if you don't like him you don't like home cooking. Go - Mr \_\_\_\_\_ light up a Lucky Strike and promote yourself to the Senior class. Students, you are dismissed -- I declare an official recess.

(CHEERS)

Now wait - now wait - Don't shout, don't pout, and don't run out - just grab your gal and let's "give out" -- what I mean to say is - yes dance, chillun, yes dance!

3. (SIX LESSONS FROM MADAME LA ZONGA). . . . MASON & ORCHESTRA

4. (I CAN'T LOVE YOU ANY MORE).....BABBITT & ORCHESTRA

(APPLAUSE)

KYSER: Chillun, here's that man who proves what he says, Ken Niles....

NILES: Lucky Strike is a cigarette of proven mildness. Proven, because the best guide to mildness is the amount of nicotine in your cigarette, and authoritative tests show that Luckies contain less nicotine than any of the four other leading brands. Yes, Lucky Strikes are milder - lower in nicotine content - and here's why. We scientifically analyze tobaccos before purchase. Each summer and fall - during the tobacco-curing season - our leaf tobacco buyers go from farm to farm in the choice cigarette-tobacco regions. They select tobaccos which they think fine enough for Luckies and send samples to our laboratory in Richmond, Virginia. There, scientists measure the tobacco's nicotine content and other important properties and send a complete report back to our tobacco buyers for their guidance at the auctions.

CONTE: Skill and tradition backed up by science. That's why the auctioneers chant "Sold American" over the finer selected tobaccos - tobaccos that are not only ripe and mellow but milder - low in nicotine content. Are you smoking more today - more than you used to? Then, more than ever, you want a cigarette of proven mildness, a cigarette with a naturally lower nicotine content - Lucky Strike! With men who know tobacco best, it's Luckies 2 to 1. Have you tried a Lucky lately?

5. ("WOODPECKER SONG" . . . . . ORCHESTRA)

6. ("WHERE WAS I . . . . . SIMMS & ORCHESTRA)

~~Segue to~~

~~(COLLEGE SONG . . . . . UNIVERSITY OF ILLINOIS, ORANGE & BLUE)~~

(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 Lillian  
Russell to the gay Nineties. Three sophomore sorority  
sisters are set to sing for their supper... three  
ambidextrous amazons who will agitate their aggregate  
accumulation of amazing addenda and awe the oracles with  
arresting odds and ends. The classroom rocks and into the  
scene comes that old southern colonel with his journal -  
the cornbread crumpet with his educated trumpet -- the  
talking wham - yes suh and yes mam, it's the ham what am....

(APPLAUSE)

KYSER: Ah, my luscious Los Angeles Lassies, let me lead you into  
the lion's den.

(ADD SECOND QUESTION ROUND)

1. In the Brown Derby the other night I overheard a cute little connoisseur of cuisine coyly confiding to her escort (PLAY). He said "Okay, I'll have some tart green apple pie" and she said "Not me, I like (PLAY).

- 1. Let's Have Another Cup of Coffee
- 2. Sweetie Pie

Duke Thomas of Grand Rapids, Mich.

2. ~~Miss Margie Lawrence of Cleveland, Ohio,~~ wants to know what political figures you would associate with the following radio programs: Mr. District Attorney, Big Town, and this song: "Back Home in Indiana."

who you associate with this song.

(Is you? - or ain't you?)

And here's one the whole country wants to know: INFORMATION

PLEASE.

- 1 Dewey
- 2 La Guardia
- 3 Willkie
- 4 Roosevelt

3. Jim Owens of Minneapolis says it will take very little time for you to name this song which Jack Little uses for his theme. (PLAY)

Who is Lawson Little?

- 1. Little By Little

4. Now we'll see how well you know lyrics to some favorite old songs. Jane Smith of Jackson, Miss., wants to know in what song did "tote that barge and lift that bale" appear. In what song must you "be ready for a taxi about half past eight?" What this from: "I wrote a letter to my love and on the way I lost it".

- 1. Old Man River
- 2. Dark Town Strutter's Ball
- 3. A Tisket A Tasket

5. Here are some more "Do you know whats" - they're silly but they're lots of fun. Marshall Grossman of Omaha, asks do you know what the desert sang to the cactus plant? The desert sang to the cactus plant (PLAY). Do you know what the disgusted aviation instructor sang to the dumb student pilot - Well the disgusted aviation instructor sang to the dumb student pilot (PLAY)

- 1. How Dry I Am?
- 2. Go Fly A Kite

6. It's tonight's Right or Wronger, and Miss Grace E. Hughes of Boston, Mass., wants you to say "Right" or "Wrong" to the following statements.

(1) Loretta Young and Sally Blane are sisters. (2) Lawrence Olivier and Joan Fontaine were starred in the picture "Rebecca of Sunnybrook Farm". (3) ~~The Woodpecker Song~~ <sup>South of the Border</sup>, The Lambeth Walk, and Good Night

Sweetheart, were all English hits before America acclaimed them.

(4) The horse's stall at the race track is called a "Charlie Paddock."

- 1. ?
- 2. Wrong
- 3. Right
- 4. Wrong 12-

7. Lyman Gandee, like a playful cat, is about to push his paws up and down the keyboard, and Betty Neuman of Iowa City, Iowa, wants you to name the song he's playing. (PLAY) Now would you say that was popularized by Vincent Lopez, Zez Confrey, Ross Gorman, or a player piano.

*1. Kitten On Keys*

8. Face the front now - don't look back - and see if you can tell Roy Sturns of Hollywood, what instrument you hear and the song that's being played. (PLAY) Now let's listen again (PLAY).

*1. Listen To the Mocking Bird.*

9. Let's name this song for Miss Claire Hamann of Milwaukee, (PLAY). What idol of the silent screen was starred in the picture "The Sheik?"

*The Sheik of Araby*

(SOUND -- CLASS BELL)

NILES: The exam is over, Professor -- the faculty flag is flying from Figglespoon Hall.

KYSER: Das all, chillun -- their ticker tapes are totaling your tries to determine the top tally. And here it is -- the honor gal of the second semester is none other than \_\_\_\_\_

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

Dear Miss \_\_\_\_\_, your elegant elucidity elates me -- I promote you to the senior class, so go light up a Lucky Strike and get your hair curled for commencement. And here now for the first time on the air, Johnny Burke's new song - -

7. ("WHAT'S WHAT" . . . . . PRODUCTION)

(APPLAUSE)

KYSER: Now, chillun, we're to hear that famous tobacco chant done three different ways.

NILES: Here's the first one...(FADE IN OGLESBY'S CHANT 3 or 4 SECONDS - FADE OUT)

That's how Auctioneer Ray Oglesby chants sales in Georgia, North Carolina, Tennessee and Kentucky. Next...(FADE IN CUTHRELL'S CHANT 3 or 4 SECONDS - FADE OUT) That's the way Joe Cuthrell chants. He's been in tobacco 23 years. Third ....(FADE IN HICK'S CHANT 3 or 4 SECONDS - FADE OUT) That's the chant Jimmy Hicks uses to sell as much as 23,000,000 pounds of tobacco in a single season. Now, folks, these three tobacco auctioneers sell to all cigarette companies. They are not connected with any. So it says a lot that they've smoked Luckies for years.

CONTE: Surely, independent tobacco experts - auctioneers, buyers and warehousemen - 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, 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!

8. ("ANGEL CHILD".....BABBITT & ORCHESTRA)

9. ("YOURS IS MY HEART ALONE".....DUET & ORCHESTRA)

(FANFARE.....)

(MORE)



NILES:

The Final Examination! ~~Our two neatly curried seniors  
step sobbingly forward -- sad-faced relatives weep  
Los Angeles is low -- Hollywood howls in pain -- and the  
student body is worn with weeping.~~ Starched and parched  
our seniors approach the old lecture platform and in full  
view of the graduation presents they are faced with the  
phiz of griz -- that sholastic diz ... you know him --  
you love him -- you can have him.

(CHEERS)

YSER:

Thank you reptile Niles. Step right up, seniors.

(ADD FINAL QUESTION ROUND)

1. July 4th not only marks the birthday of our independence, but is also the birthday of one of our best-known and best-loved composers, Stephen Foster. And so tonight, we'd like to dedicate our final round to the memory of Stephen Foster and his many truly American melodies. First of all, Irving Klein, of New Orleans, La. wants you to name this one (PLAY). Did he also write "Beautiful Dreamer"? Did he also write "Camptown Races?"

1. I Dream of Jennie With the light Brown Hair
2. Yes
3. "

2. Miss Dorothy Thomas of <sup>Catalina</sup> Avalon, California, says you shouldn't have to hear much of this Stephen melody to name it. (PLAY) In the motion picture "Swanee River" which depicted the life of Stephen Foster who sang that song? Was it Alice Fay, Don Ameche, Eddie Cantor, Mary Martin, Al Jolson, or Allen Jones? And from that list who portrayed Stephen Foster?

1. Oh Susanna
2. Al Jolson
3. Don Ameche

3. Here's one just as well-known as "Oh Susannah" (PLAY) Did Stephen Foster write that about his home? Stephen Foster was a Northerner even though he wrote many southern songs. Tell Roy Phillips of Parkersburg, West Virginia, was his home town New York, Chicago, Philadelphia, or Pittsburgh?

1. My Old Kentucky Home.
2. Pittsburgh

4. Here's another immortal Stephen Foster song (PLAY) Miss Patricia Jackman of Spokane, Washington wants to know is that "Way Down Upon the Swanee River" "Swanee River" or the "Old Folks at Home?" Is the Swanee River in Kentucky?

Das all.

1. The Old Folks At Home.
2. " "

NILES: Hold everything, Professor - examinations are over.

(CHEERS)

KYSER: Now now, chillun - don't be rambunctious - your report cards are not in yet and while the faculty effervesces over efficiencies and deficiencies, sit with me in brief convocation while we hear Dean Niles deliver the tobaccolaureate address.

NILES: Are you smoking more today? If you are, you want a cigarette of proven mildness - Lucky Strike! The best guide to mildness is the amount of nicotine in your cigarette, and authoritative tests reveal that Luckies contain less nicotine than any of the four other leading brands. Yes, Luckies' finer tobaccos mean less nicotine, and less nicotine means a genuinely mild cigarette. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies  
2 to 1!

(FANFARE.....)

KYSER: On your toes, students - here are the official grades ....  
top honors and top degrees go to none other than \_\_\_\_\_.

(APPLAUSE)

Ah, dear \_\_\_\_\_, ~~you have won the accolade of the old academy~~ - you have earned the right to be titled "Smarty Pants emeritus" -- with quivers of joy I award you this first prize of \$35 - ~~why don't you buy a rocking chair and a front porch and lead a life of indolent ease?~~ To you, dear second placer, this prize of \$20 - and to the other four scholars ten dollars and to all six a carton of Lucky Strikes. Then to each and every member of our student body here tonight, for those voluntour answers and old school spirit, a package of better-than-ever Lucky Strike cigarettes.

(APPLAUSE)

10. ("IT'S DELOVELY".....ORCHESTRA)

KYSER: Well das all, chillun - the old school house is packed away until we hold another session of our Los Angeles lessons next Wednesday night. In the meantime, brush up on your groundwork by attending a term of YOUR HIT PARADE with Barry Wood, Bonnie Baker and Orrin Tucker and all the Hit Paraders, 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. <sup>b</sup> 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.

*ad. lib.*

("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 imitated the chants of Ray Ogelsby Joe Cantrell o Jimmy Hicks.

(SONG CREDITS.....IF ANY)

THIS IS THE NATIONAL BROADCASTING COMPANY.

{ "send us in some of those "Do you know what's" they've been coming in swell - and we're certainly glad to get them."

*as Broadcast*

THE AMERICAN TOBACCO COMPANY

Key Kyser's College of Musical Knowledge

No. 120

Wednesday, July 10, 1940

---

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 two to one.

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

NILES: Lucky Strike presents Key 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...Key Kyser!

(KYSER THEME. . . . )

e

KYSER: Evenin', folks -- how're ya all? Stack your play suits in the corner, oil up your little lamps of learning and get ready to go back to school. These six rosy-cheeked rascals draped around the lecture platform had their numbers drawn from the campus fishbowl just before class took in tonight and they're now ready to take examinations for fun, degrees and \$95 in prizes. But before the Los Angeles lessons begin, we invite you to lean back upon the flowering hibiscus and enjoy the transient delights of visitors' day. Just to show you how well we treat our scholars we'll trot out the Varsity crew and vibrate on the veranda - we'll bounce a bit then sing a stanza - so come on chillun....  
yes danza!

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

segue to

2. ("I'M STEPPING OUT WITH A MEMORY TONIGHT". . . . .SIMMS & ORCHESTRA)

(APPLAUSE)



KYSER: Now here's John Conte who's gonna lay his cards right on the table.

CONTE: In a cigarette, it's the tobacco that counts. Now, independent tobacco experts know that Luckies buy the finer tobacco - the cream of the crop. But perhaps some of you have wondered just what this finer tobacco in Luckies means to you, as a smoker? Well -- Luckies' finer tobaccos mean less nicotine and less nicotine means a milder cigarette - a better smoke. Folks - if you're smoking more today, more than you used to - then more than ever you want a cigarette of proven mildness. So listen to this fact -

NILES: 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. No accident, no miracle - Luckies' lower nicotine content is the natural result of buying finer selected cigarette tobaccos.

CONTE: You see, Lucky Strike scientifically analyzes tobaccos before purchase. Thus our buyers have a scientific double-check in selecting tobaccos that are not only ripe and mellow but milder - low in nicotine content. Are you smoking more today? Then, for genuine cigarette mildness, remember: 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.

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

{SOUND: CLASS BELL}

NILES: Now the parents are led away -- the doors are closed -- and the old classroom is ready for business. ~~Under the flag near prary's desk our first three freshmen take their places -- nobody envies them -- nobody smiles -- for~~ These freshies are about to take their trials. The door marked "Professor" opens up - the students stand - and here comes pappy with his band.

(KYSER MARCH. . . .)

KYSER: Welcome, my lean and hungry Los Angeles Latharios -- it's going to be tit for tat so lets go to bat.

(ADD FIRST QUESTION ROUND)

(FIRST QUESTION ROUND)

1. Here's an embarrassing moment for the maestro, that Walter Lance of Los Angeles thinks can't be beat. A group of people came up to the bandstand and said our names are McGillicuddy, O'Brien, Reilly and Murphy. Play us something that will remind us of the dear old ~~home~~ <sup>country</sup> ~~land~~ <sup>them</sup>. So I said "Why sure" and we played (PLAY). This irked ~~their~~ <sup>their</sup> ~~Irish temper and~~ O'Brien exclaimed - "Come on Kyser play 'When Irish Eyes are Smiling' and play it now!" Seeing he meant business I hurriedly gave the down beat but the boys played (PLAY)

2. If you remember your latin, Miss Madeline Fredericks of Baltimore, says the following should remind you of a well-known <sup>latin</sup> line and two well-known people <sup>in history</sup>. "It gauls me to see you seize a girl like that, you big brutus, and I ought to divide you into three parts. *Is this from Shakespeare, Friends, Romans + Countrymen, I did not come to praise Caesar, I come to bury him.*

3. Here is trumpet player Louis Panico's orchestra theme song. It's either "The Beal Street Blues" or "The Wabash Blues" and Edward Mathews of St. Louis, wants you to tell us which it is. (PLAY) Can you name another Louis' who plays trumpet?

(7-10-40)

4. Speaking of Caesar, Miss Margaret Brown of Mobile, asks you to distinguish between Julius Caesar, Little Caesar, Caesar Romero and Irving Caesar. ~~Is this from Shakespeare "Friends, Romans and Countrymen, I did not come to praise Caesar, I came to bury him."~~

5. Mr. Duncan Orr of Denver, says that lovin' Sam was doing some real bragging about his <sup>pal about a gal</sup> ~~gal to Charlie My Boy~~. Sam said "My gal is so sweet that the birds all go tweet, tweet, tweet (PLAY) Sam says "Here she comes now - take a look. Now (PLAY). Charlie says, "Yes she's sweet, but take another look - that ain't your gal, that's (PLAY).

6. It's tonight's Right or Wronger, and Miss Doris Hagey of Bristol Tenn., wants you to tell us whether the following statements are right or wrong.

- (1) Aviator Roscoe Turner is the father of actress Lana Turner.
- (2) John Phillip Sousa was called the "March King."
- (3) Motion Picture Director, Victor Schertzinger, is also a music composer.
- (4) During the summer all circus food is seasoned with a somersault.

7. Here's an orchestra theme song named "Bye-Lo-Lullaby" - Listen and tell Joe Davidson of Omaha, what orchestra leader it brings to mind.  
(PLAY) What well-known world explorer's first name was "Martin"?

8. Look out for the man who comes around. Miss Margaret Hercules of Fort Wayne, wants you to listen to Harry Babbitt sing some special verses of that song and then tell us who the personalities are contained in each one.

9. Here's a band number I'm sure you'll remember the minute you hear it. Listen and tell Harry B. Schloss of Brooklyn, N.Y. whether you think it's the "American Patrol" "The American Eagle" or "The American Way."  
(PLAY) *If that* *what Parole*  
~~Now how about distinguishing between Patrol, Troll, and Petrol.~~

SOUND: CLASS BELL

NILES: The faculty has found its red pencils and the report cards are on their way.

KYSER: Well, das all, chillum -- thank you, faculty. Let's see -- here we are ..why shore, Why shore...the big gold star, right behind the name of none other than \_\_\_\_\_.

(APPLAUSE)

Ah, dear Mr. \_\_\_\_\_ -- I wring your hand. Go - light up a Lucky Strike and buy a cane for the senior class. Right now this class is declared recessed -- so rig up the ballroom -- round up the gals -- ~~round up a rhythm and let's all be pals -- a one - a two - and I do mean you.~~

3. (~~"WHO'S YEHUDI" or "WHAT'S WHAT".....MASON & BABBITT~~)

*The Breeze*  
segue to

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

(APPLAUSE)

KYSER: Here's Dean Niles to tell you what lies behind the biggest six words in the ~~cigarette~~ <sup>tobacco</sup> world.

NILES: Luckies' finer tobaccos mean less nicotine. Yet, smokers, those six words say a lot. For, less nicotine means a milder cigarette. So listen to how Lucky Strike, year after year, assures you finer tobaccos that are not only ripe and mellow, but milder - low in nicotine content.

CONTE: The big reason is that Lucky Strike scientifically analyzes tobaccos before purchase. Each summer and fall - during the tobacco curing season -- our leaf tobacco buyers go from farm to farm in the choice cigarette-tobacco regions. They select tobaccos which they think fine enough for Luckies and send samples to our laboratory in Richmond, Virginia. There, scientists measure the tobacco's nicotine content and other important properties and send a complete report back to our tobacco buyers for their guidance at the auctions.

NILES: Skill and tradition backed up by science. That's why the auctioneers chant "Sold American" over the finer selected tobaccos - rich, ripe tobaccos with a naturally lower nicotine content. Are you smoking more today - more than you used to? Then, more than ever, you want a cigarette of proven mildness, <sup>a cigarette of finer tobacco with less nicotine</sup> ~~and~~ remember - authoritative tests show that Luckies contain less nicotine than any other leading brand. And less nicotine means a milder cigarette. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies 2 to 1.

5. WHEN BUDDHA SMILES ORCHESTRA

6. FOOLS RUSH IN GINNY

SCHOOL DAYS -

NILES: The moon beams brightly on the summer school students far below -- one little beam finds a Delt in the veldt with an Upsilon -- another little beam finds a sorority sister with a judicious July Mister. The old school is happy to see such fun and we giggle too as we make our run -- far and away across the nation to identify each station.

STATION BREAK

(KYSER MARCH . . . .)

NILES: The sun rises upon the second semester of Kyser College, and shines down on our second three candidates for this week's degrees -- <sup>the</sup> three luscious Los Angeles lilies. A loon would laugh to see ~~them~~ in such languid luxury <sup>But</sup> ~~cause~~ he would know they are going to learn and burn <sup>and right now</sup> ~~for look~~ -- here comes that southern sander on his educational bender ... ~~the sun rose up but now it sets,~~ ~~for here comes pappy to collect his bets.~~

(APPLAUSE)

KYSER: Alright gals, ~~stop right here in my Amen Corner~~ <sup>in the words of</sup> you be my pie and I'll be your little Jack Horner.

(ADD SECOND QUESTION ROUND) *Stick your finger in the question pie and pull out a plumeria*



ADD SECOND QUESTION ROUND

1. Listen and tell Billy Day of Louisiana State University, who wrote the poem to Oscar Rasbach's beautiful melody. (PLAY) Who is Helen Twelvetrees? Adolph Menjou's wife's name is either Verree Treasdale or Verree Teasdale - which?

2. Miss Vera Wilson of Des Moines, wants you to distinguish between Pensacola, <sup>Pensacola</sup> Nola, ~~Lola~~, and Loyola.

3. Here's the Rutgers College Alma Mater song and Jim Hurley of Peoria, would like for you to tell us what orchestra leader uses it for his theme song. (PLAY) What's a half nelson?

4. Here are some well-known expressions and axioms, and Miss Reyna Cooper of New Haven, Conn., wants you to name at least one personality whose first or last name is included in the statements.

1. L'Amour Toujours L'Amour
2. In Spring a young man's fancy lightly turns to love.
3. More Power to you.
4. Spare the rod and spoil the child.

5. Here's some more of those silly "do you know what's"... Allen White Long Beach, California, asks do you know what the farmer sang to his newly made apple cider? The farmer sang to his newly made apple cider  
(PLAY) Do you know what a customer at a frankfurter stand sang as he looked at his empty bun? As he looked at his empty bun, he sang  
(PLAY)

6. Miss Jean Andrews of Wichita, wants us to pause a moment to discuss some men named "Gene" - See if you can tell us about three of these, Gene Autry, Gene Tunney, Gene Krupa, Gene Sarazen, Gene Raymond, Jean Val Jean.

7. Lyman Gandee is about to play a bit of two well-known Minuets - Charles Mann of Little Rock, would like you to tell us which you think is Beethoven's Minuet in "G". (PLAY) Now if that were Beethoven's, whose was the other - Paderewski's, Rachmaninoff's or Chopin's.

8. I can tell by the look in your eye that you're a singer so, Mrs. Leola Richardson of Detroit, wants you to burst forth into song to the tune of "Let Me Call You Sweetheart". Here are the words and some where down the line I'm going to give you a bite of this luscious cake, but I want you to keep right on singing. Right now, we're going to prove that you can have your cake, ~~eat it~~ and sing<sup>it</sup> too.

9. Here's a song written about a man from a certain section of the country. See if you can tell Alfred Hoffman of Milwaukee, where he's from. (PLAY) Is negroe violinist Eddy South known as the dark angel of the violin?

SOUND: CLASS BELL.

NILES: Unhand the dames, professor -- the faculty is ready to report.

KRUMER: Well then - faint when ready, gals -- while I read from the official list of grades. Boy, this is like home cooking - the best mark in the second examination goes to none other than \_\_\_\_\_

(APPLAUSE)

Ah, dear Miss \_\_\_\_\_ you are more than face and figure - you are Fortune's fancy friend. ~~With your erudition you will some day end up as a bust in the Hall of Fame.~~ Go - light up a Lucky Strike and stitch a smock for commencement. I put down the old ferrule and declare a recess.

(CHEERS)

~~Not so fast, my dear children~~ -- now wait - now wait - our Dean of Arrangements George Duning, Ginny, Harry, Jack ~~and~~ <sup>and</sup> Max ~~of~~ the Varsity Crew went into a huddle and out came The Donkey Serenade all dressed up in fancy harness - so let's listen.

7. PRODUCTION NUMBER THE DONKEY SERENADE

(AUDIENCE APPLAUSE)

1

COMMERCIAL #3

KYSER: Chillun, <sup>down south</sup> they're getting all set now ~~down south~~ for the opening of the tobacco sales -- the big annual tobacco show and one of the first numbers on the program will be...  
 (CHANT 10 SECONDS - SOLD AMERICAN).

NILES: Polks, America's tobacco auctions really are like a show - not only in their excitement but because they'll be the center of attraction in tobacco towns throughout Dixie. The well-known tobacco auctioneer, E. E. Forbes, of Durham, North Carolina, said recently:

MAN: I follow the tobacco sales from the time they open in Georgia in July till they close in Tennessee in February. And I've noticed those Lucky Strike buyers always manage to "cream the crop". They get the best tobacco for Luckies - ~~which is~~ <sup>that's</sup> why I've smoked 'em for thirteen years.

CONTE: Smokers, you'll agree that independent tobacco experts like Mr. Forbes - 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. And 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.

*(What's What)*

- 8. ("~~THE BREEZE AND I~~"..... DUET AND ORCHESTRA)
- 9. ("MAKE BELIEVE ISLAND"..... BABBITT)  
 (FANFARE) . . . .

NILES: The Final Round! Our two honor scholars have been revived with oxygen ... attired in asbestos clothing and wheeled up to the flaming inferno. Into this troubled scene stalks the old Professor with his axe and his hose and sly grin 'round his nose.

(APPLAUSE)

KYSER: Calm yourselves, chillun -- and lets get going.

(ADD. FINAL QUESTION ROUND)

ADD FINAL QUESTION ROUND

1. Last Wednesday we paid tribute to a great American composer, Stephen Foster. Tonight marks the third anniversary of <sup>the loss of</sup> another truly great American composer and so we'd like to dedicate our final round to Geo Gershwin and his melodies. Of his rhythmic songs Miss Shirley McWold of Mayville, North Dakota, believes this is probably the <sup>most popular</sup> ~~best loved~~. (PLAY) Can you spell .....? The lyrics which George's brother wrote to his unique melodies are considered as different and as daring as the tunes. Do you know his name?

2. One of Gershwin's biographers called him a Colossus with one foot in Tin Pan Alley and the other in Carnegie Hall - so for the moment let's turn to one of the more serious works which prompted the above description. (PLAY) Now tell Robert Harrison of the University of Maine, whether or not that was from his Concerto in F, An American in Paris, Rhapsody In Blue or Cuban overture. Did Gershwin write an opera?

3. In addition to such tuneful melodies as "Somebody Loves Me," "I'll Build a Stairway to Paradise", "Lady Be Good" etc. Gershwin also wrote such stirring melodies as "Wintergreen for President" and - (PLAY)  
Now, Miss Betty Hubert of Duluth, Minn., wonders if you know to which west coast college Gershwin dedicated that song? ( Ira wrote a special lyric and the song is now officially called "Strike Up the Band" for .....)

4. George Gershwin wrote the score for "Of Thee I Sing" which won the Pulitzer prize in 1931 and many other well-known compositions, but Miss Alva Thomas of Seattle, says that many consider this song his best (PLAY) (Was oil painting one of Gershwin's hobbies?) Who wrote about him in his book "A Smattering of Ignorance?"

(SOUND: CLASS BELL)



NILES: The exams are over.

(CHEERS)

KYSER: Now wait - subdue those animal spirits, scholars - the final grades are not yet ready, so sit with me in brief convocation while we hear Dean Niles deliver the tobaccolaureate address.

NILES: With independent tobacco experts - with men who know tobacco best - it's Luckies 2 to 1. These men know that Luckies buy the finer tobacco - the cream of the crop. Now here's what Luckies' finer tobaccos mean to you as a smoker. Authoritative tests reveal that Luckies contain less nicotine than any other leading brand. And, less nicotine means a milder cigarette. Yes, Luckies are the cigarette of finer tobaccos - the cigarette of proven mildness. So smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

(FANFARE. . . . .)

KYSER: The final grades - the faculty award top honors and degrees tonight to none other than \_\_\_\_\_.

(APPLAUSE)

Ah, dear - dear \_\_\_\_\_ -- you are a credit to Los Angeles, a decoration for the old school. I embrace you - I ennoble you and I award you this first prize of \$35. Go forth into the cruel world and live a life of unctuous ease. To you, dear second placer, I award this second prize of \$20, and to the other four scholars ten dollars each. To all six goes a carton of Luckies and to each and every member of our student body here tonight -- for those giggles, those grunts, those soul-relieving bellows for the fellows -- a package of better-than-ever Lucky Strike cigarettes.

(APPLAUSE)

10. ("WHAT'S THE REASON".....ORCHESTRA)

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

KYSER:

Well, das all, chillun - the old school house is darkoned until next Wednesday night when we hold forth with dunce cap and dance taps again. In the meantime, brush up on your store of musical knowledge by attending a 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, 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 Borden*

7-17-40

The American Tobacco Company

Kay Kyser's College of Musical Knowledge - #121

Wednesday, July 17, 1940

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 ---- your Wednesday night tempest in the temple of higher musical education - for fun, \$95 in prizes and shake-well-before-using doses. of that famous makes-you-want to-dance music (~~CLASS BELL~~) ~~there goes the bell - so run, scholars run~~ --- school is now taking in and here comes your old professor - Kay Kyser!

(KYSER THEME. . .)

KYSER: Evenin', folks --- how're ya all? ... we're in clover tonight --- the four-leaf kind which litter the landscape of old Los Angeles --- if you don't like, Clover, pull up a daisy and rest yourselves while I put our six, chosen-at random scholars out to catch a little dew. These ladies and gentlemen have come to our tent this evening in search of musical learning. But before we take a straw vote on their capabilities, ~~we ask you to enjoy our opening get together --- just take off your shoes, chillun and make yourself at home and Hi Diddle Diddle - the Cat and the fiddle - let's jump over the moon! - Come on chillun, yet's jump!~~

1. ("THE WOODPECKER SONG". . . . .ORCHESTRA)

SEGUE TO  
*I Can't Love You Anymore*

2. (~~"I'LL NEVER SMILE AGAIN". . . SIMMS & ORCHESTRA~~)

(APPLAUSE)

COMMERCIAL #1

KYSER: Now, students, here are some quick questions...and answers.

NILES: What counts most in a cigarette?

CONTE: In a cigarette, it's the tobacco that counts.

NILES: How can a smoker know which cigarette really has the finer tobacco?

CONTE: Well, we suggest they ask the independent tobacco experts, the one group of men who see which companies buy what tobacco. Their answer, by an overwhelming majority, is Lucky Strike.

NILES: What do Luckies' finer tobaccos mean to the individual smoker?

CONTE: A better smoke. Among other things, Luckies' finer tobaccos mean less nicotine.

NILES: That's important, for if you're smoking more today...more than you used to... then, more than ever, you want a cigarette of proven mildness. So remember this outstanding fact: 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: You see, smokers, Lucky Strike scientifically analyzes tobaccos before purchase. Thus our buyers have a scientific double-check in selecting tobaccos that are not only ripe and mellow but milder -- low in nicotine content. Are you smoking more today? Then, for genuine cigarette mildness, remember: 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.

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

e

(SOUND: SCHOOL BELL)

NILES: ~~Time for class --- time for class!~~

(HUB BUB)

NILES: Take your seats, scholars --- take your seats.

(WHISTLE NIPS)

NILES: That's right --- don't fight --- now, before teacher comes is there anything you would like to know? --- any questions?

AUDREY: Johnny stuck me with a pen.

GUY: Ah - I didn't --- it was no pen --- it was my jack knife.

(GIGGLES BY THE CLASS)

NILES: Children - please --- any questions?

JACK: Yeah -- who's that old walrus coming in the door.

NILES: Shame on you, --- that's no walrus --- it's your old professor.

(CHEERS) *Amelouse*

(KYSER MARCH. . . )

KYSER: Greetings, freshmen --- step right up to the old lecture platform and let's get going.

(ADD FIRST QUESTION ROUND)

(QUESTION ROUND 1)

1. Lionel Holmes of Chicago wants us to tell you about a ladies compact that was turned in just before tonight's class took in. As Ken Niles described it on the loud-speaker, one of our co-eds yelled "Hey, that compact is (PLAY) As she approached the platform, Ken Niles asked her what last name was engraved on it and she said "Coopah." He said "How do you spell it?" She replied "C-O-O-P-E-R." Ken said, "That's Cooper!" She said "That's what I said - "Coopah." You'll have to (PLAY)

2. Now Miss Dorothy Polley of Sioux City, wants you to distinguish between Rochester, Bob Chester, Chesta draws and Chester Morris.

3. Here's a beautiful orchestra theme song that Vincent Palumbo of Brooklyn, wants you to name (PLAY) Does that theme identify Blue Steel, Blue Barron, or Ben Blue.



4. Let's string along with Mrs. E. E. Burdge of Hamilton, Ohio -  
She asks is a cello larger than a violin? Is it smaller than a bass-  
violin? Is the viola a member of the string family?

5. Let's delve into a duet of those daffy "Do you know what's" -  
for John Murphy of Hollywood, (1) Do you know what the man's hat  
sang to his shiny bald head? (PLAY) Do you know what the banana  
peel sang to the banana? (PLAY)

6. Let's see how well you know the lyrics to some well-known songs.  
Miss Betty Mills of Atlanta, asks in what song was "Readin' and Writin'  
and 'Rithmetic taught to the tune of a hickory stick"? In what dress  
did I first wander down into town? If you wanta hear the Swanee  
River played in Rag Time, come on and hear "what band"?

-7-

7. Here's the theme of an orchestra leader who's nationally known and nationally liked - but particularly popular on the west coast and around Chicago. Let's see if you can identify him for J. O. Chapman of San Antonio. (PLAY) Did he formerly play piano with Anson Weeks?

8. Last week a young lady did a wonderful job of singing "Let Me Call You Sweetheart" and eating a piece of cake at the same time and Miss Kay Atwell of Oakmont, Pa., believes that what's fair for the girls is fair for the boys. Therefore we want you to sing a few bars of "My Wild Irish Rose" and some where along the line I'll give you a bite of cake - but you keep right on singing ----- okay let's go. (PLAY)

*The national spotlight is focused on Chicago right now. where the Democratic Convention is going full blast and*

9. Abo Kaufman of Englewood, Colorado *asks have they nominated (Play)* ~~wants you to name this~~ *and they yelling for (Play) It looks like the windy city is* good old negro spiritual. (PLAY) ~~Now can you name another~~ *spiritual?* *Quite drafty.*

(SOUND: SCHOOL BELL)

-7-

(SOUND: SCHOOL BELL)

NILES: Professor - the exam is over.

KYSER: Well, das all, <sup>heads</sup> neophytes - like Nero, I want you to fiddle around while the faculty burns - they are grading your exams and the burning question is who is the winner of the first round? -- here's the decision - it's \_\_\_\_\_

(APPLAUSE)

KYSER: Ah, dear ---- you're a cogitating cookie --- you were so good you make me say "ahhhh" --- go, light up a Lucky Strike and get your pants pressed for commencement, you're a senior, so watch your demcanor. I hereby --- declare a recess.

(CHEERS)

KYSER: So you like it that way --- okay --- stop your shoves and grab your doves --- it's all romance - so come on, yes

dance!

3. *His Lessons from Nelson La Zonga*  
("PLAYMATES" . . . . . TRIO & ORCHESTRA)

4. *Let Me See You Smile Again* *Simms*  
("I CAN'T LOVE YOU ANY MORE" . . . . . BABBETT & ORCHESTRA)

(APPLAUSE)

KYSER: Now John Conte has something to really tuck under your hat.

CONTE: Here is one fact, which carries more weight than a thousand words...Luckies' finer tobaccos mean less nicotine! Yes, Lucky Strike, year after year, assures you finer tobaccos that are not only ripe and mellow, but milder -- low in nicotine content. Now, we think, everyone who wants a better smoke will be interested in that fact. So here's the story behind it....

NILES: Each year, Lucky Strike scientifically analyzes tobaccos before purchase. During the tobacco curing season our tobacco buyers go from farm to farm in the choice cigarette tobacco regions. They select tobaccos which they think fine enough for Luckies and send samples to our laboratory in Richmond, Virginia. There, scientists measure the tobacco's nicotine content and other important properties. Then a complete report goes back to our tobacco buyers for their guidance at the auctions.

CONTE: Skill and tradition backed up by science. That's how Lucky Strike selects the finer tobaccos -- ripe, mellow tobaccos with a naturally lower nicotine content. Are you smoking more today? Then, more than ever, you want a cigarette of proven mildness! And authoritative tests show that Luckies contain less nicotine than any other leading brand. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies 2 to 1!

*Playmate*  
5. (~~"SIX LESSONS FROM MADAME LA ZONGA"~~ . . . . .SULLY)

6. (~~"WHERE WAS I"~~ . . . . .GINNY SIMMS)

AUDIENCE APPLAUSE

~~segue~~

(~~"DOWN THE OLD OX ROAD"~~ . . . . .ORCHESTRA)

(STATION BREAK)

DOWN THE OLD OX ROAD  
IN THE MAGIC OF THE MOONLIGHT WE ARE THRILLED WITH DELIGHT  
AS THE LEAVES THAT FLUTTER O'ER US WHISPER LOVE HER TONIGHT  
WHY KEEP WAITING AND DEBATING WHEN WE KNOW IT'S TIME FOR  
STATION BREAKING

NILES: To pause briefly - for Station Identification

STATION BREAK

(KYSER MARCH. . . .)

NILES: The second semester of Kyser College carries us on in our quest for knowledge. These beautiful babes with the abbreviated bustles are just as important as a T square in trigonometry --- they are full of rouge and rarin' to *write* rattle --- but they are torn between two loves --- first, they would love to get their hands on the dough - second they would love for their quizzer to be a Casanova --- but they are living in a fool's paradise --- they are going to get ---

(WOMAN'S SCREAMS)

NILES: I told you - they get the old professor.

(APPLAUSE)

KYSER: Don't fret my Los Angeles lady fingers --- all will be well --- just lean forward and ooo true in lieu of languor.

(ADD SECOND QUESTION ROUND)

(SECOND QUESTION ROUND)

1. Here's an embarrassing moment with the maestro and George Wilson of Minneapolis, wants me to tell you about it. The other day a young lady danced by and said "Here we are in the middle of July - it's a glorious month so play something about "July". Boy, did we pull a band-leader boner when we played (PLAY) She said "Why that's not July, that's \_\_\_\_\_, "So it is, so it is," said I, "Is this better?" (PLAY)

2. Several movie actresses decided to have a foot race. Miss Lillian Wyckoff of Cincinnati, wants you to name the girls after hearing a description of the race. Andrea leads, Rosemary - second in the outside lane, Janet - third, a gainer on the turn, Gloria - it's her swan song if she loses. *Emily was left at the post.*

3. Frank Yates, of Portland, Maine, says the minute you hear a few bars of this song, you'll be able to name it and tell us what orchestra leader you associated with it. (PLAY)

4. It's time for a good old-fashioned spelling bee. Miss Doris Goldman of Little Rock, wants you to spell ac \_\_\_\_\_.  
Spell O \_\_\_\_\_. Now spell norvo \_\_\_\_\_.

5. Carl Muller of St. Petersburg, Florida, wants you to name this beautiful melody. (PLAY) Now can you distinguish between Bella donna and Prima Donna.

6. It's tonight's right or wronger and Mrs. Irene Courtright of Detroit, wants you to say "right" or "wrong" to the following statements. (1) Jean Hersholt is the star of the radio program, "Doctor Pepper". (2) The song "The Breeze and I" is an adaptation of the <sup>Spanish</sup> concert piece "Andalucia." (3) Gertrude Lawrence was a musical comedy star before becoming a dramatic actress. (4) The Singer Sewing Machine sings as it sews.

7. Here's the theme song of an orchestra leader who's known as the "Pagliacci of the piano." He comes on the air like this. (PLAY)  
Now Glenn Houston of Norman, Oklahoma, asks what's the name of that song? Does it identify Joe Sanders, Joe Reichman, Joe Venudi, or Joe Palooka?

(SOUND: BEEP BEEP)

8. Jeepers, Creepers, it's a Beep, Beep Beeper! Our tune tonight is "The Parade of the Wooden Soldiers," and Miss Ruth Davis of Baltimore, wants you to make it "The Parade of the Beep Beepers." Every time the band leaves out notes in the melody, we want you to say "Beep" or "Beep Beep." (PLAY)

9. Don Lundy of Bremerton, Washington, wants us to be real foxy for a moment and see if you can name this song. (PLAY) Now see if you can fill in the animals that complete the following expressions:  
As sly as a \_\_\_\_\_. As strong as a \_\_\_\_\_. As gentle as a \_\_\_\_\_.  
As slow as a \_\_\_\_\_.

(SOUND: SCHOOL BELL)



(SOUND: SCHOOL BELL)

NILES: Faculty flash --- report cards are ready.

KYSER: Well, thanks, Dean Niles --- here you are girls --- your official grades --- and the gold star goes to your sorority sister, Miss \_\_\_\_\_,

(APPLAUSE)

KYSER: Dear Miss \_\_\_\_\_ you have proved that a Miss is as good as a mile ~~any day~~ --- go, light up a Lucky Strike and promote yourself into the senior class ---- Right now, recess is here and here's a question the whole band asks the whole class.

7. ("WHO'S YEHUDI" . . . . . PRODUCTION)

(APPLAUSE)

COMMERCIAL #3

(NBC-15 Cutoff.)

KYSER: Hey, there, chillun - perk up and take notice - 'cause here's Dean Niles all set to organize a School for Smokers.

NILES: Say, that's a big order, Professor! But if I were opening a Smoker's School, you'd hear plenty lectures like this  
(FADE CHANT IN 3 to 4 SECONDS AND OUT COMPLETELY) Yes, I'd have tobacco auctioneers address the smokers, first of all. For they sell tobacco to all the cigarette companies. Then independent tobacco buyers could give some interesting talks, too. For at the auctions, they bid side by side with the buyers for the big cigarette companies. Finally, the tobacco warehousemen would be among the teachers. For they operate the warehouses in which the auctions are held with absolute fairness and impartiality. Yes, these independent tobacco experts - auctioneers, buyers and warehousemen - would make the best teachers in any School for Smokers. For 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:

CONTE: Sworn records show that, among these independent tobacco experts, Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined. Smokers, remember that fact next time you hear this chant (CHANT 10 SECONDS)  
And 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. NIGHT RIDE~~

9. YOURS IS MY HEART ALONE

FANFARE

-16-

NILES: The Final Round! Our two champion scholar nip forward  
to take their July finals --- our final exam nips forward  
to take our fine scholars --- ~~the \$35 first prize awaits~~  
our faculty fidgets --- and fuming frontwards flips a  
furious frown in a scholarly gown --- the old tester ---  
your hilarious professor.

(APPLAUSE)

KYSER: Why shore, why shore -- and here we go.

(ADD FINAL QUESTION ROUND)

-16-

FINAL QUESTION ROUND

1. A few weeks ago we said Aloha to Catalina, a pleasure Paradise perched picturesquely out in the peaceful Pacific. Bobby Brunson of Wilson, N.C. agrees that a synonym for Catalina is (PLAY). Since then we've been exploring the word Paradise and tonight's finals will be a dissertation on that exploration. Is the Peacock "the bird of Paradise?" Is "Utopia" man's idea of Paradise?

2. See if you can tell Mary E. Campbell of Providence, Rhode Island, the difference between Paradise, Parasol, Parody and Paramount.

3. Roy Phillips of Parkersburg, West Virginia asks who wrote "Paradise Lost"? Did he also write "Paradise Regained?" "The Paradise" in "Lost Horizon" was called what?

4. Here's a hit song of a few years back with the word "Paradise" in it's title. Let's name it for Miss Ruth Edwards of Paterson, New Jersey. (PLAY) The original picture version of "Seventh Heaven" was Paradise for what two stars: James Stewart and Simone Simon, Charles Farrell and Janet Gaynor, Jimmy Dunn and Sally Eilers?

SOUND: CLASS BELL

SOUND: (CLASS BELL)

NILES: The exams are over.

(CHEERS)

KYSER: Now wait, now wait, chillun - hold the phone -- while our faculty is busy in the office, checking on the grades ---- join me in brief convocation while we hear Dean Niles deliver the tobacco laureate address.

NILES: With independent tobacco experts - with men who know tobacco best - it's Luckies 2 to 1. These men know that Luckies buy the finer tobacco - the Cream of the Crop. Now here's what Luckies' finer tobaccos mean to you as a smoker. Authoritative tests reveal that Luckies contain less nicotine than any other leading brand. Yes, Luckies are the cigarette of finer tobaccos - the cigarette of proven mildness. So smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

(FANFARE)

ORCHESTRA

KYSER: The winning grade --- the faculty reports that the top honor scholar of the evening is that honorable one \_\_\_\_\_  
(APPLAUSE)

KYSER: Dear \_\_\_\_\_ this old sombrero is doffed in deep bow to your superior mental equipment ... I fill your flowing serape with this \$35 first prize --- go, dear --- and buy yourself a ranch and siesta in the sun all day. To you dear second placer this consoling 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 glad chuckles and chortles of pure joy - a package of better than ever Lucky Strike cigarettes.

*Night Ride*

10. ("~~SWEETIE PIE~~". . . . . ORCHESTRA)

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

(THEME. .THINKING OF YOU)

-21-

KYSER: Well, das all chillun --- the old Summer School is shuttered up till next Wednesday night when we carry our musical missionary work deeper and deeper into darkest Los Angeles. In the meantime, keep your date with Your Hit Parade, starring Barry Wood, Bonnie Baker and Orrin Tucker, Bea Wain, and Mark Warnow's Orchestra 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.

-21-



*As Broadcast*

THE AMERICAN TOBACCO COMPANY

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #122

WEDNESDAY, JULY 24TH, 1940

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 2 to 1.

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

NILES: Lucky Strike presents -- Kay Kyser's College of Musical Knowledge ... another summer-school session held in the interests of Cleff Culture and good fellowship - for fun, prizes and salubrious slices of that famous makes-you-want-to-dance music ... (SCHOOL BELL) (CARRY THROUGH) ...but there goes the bell -- so come on students, take your places, here is your old professor -- Kay Kyser!

(KYSER THEME . . . . .)

(AUDIENCE APPLAUSE)

KYSER:

Evenin', folks -- how're ya all? ... Get comfy with the wide open spaces -- prop yourselves against a grassy hillock -- rummage your toes through the sleeping daisies and take a gander at our six, chosen at random scholars, ~~who were drafted by lot from our student body, this evening~~ to take examinations for degrees and \$95 in prizes. But, now before class begins, delve deeply into the old ice cream freezer and wander this way with your best girl ... yes, suh chillun, grab your partners -- swing 'em left - swing 'em right -- <sup>cause</sup> yes, suh, tonight's the night - ~~so let's~~ ~~get going.~~

1. ("YOU CAN'T STOP ME FROM DREAMING" . . . . . ORCHESTRA)  
     SEGUE TO
2. ("FOOLS RUSH IN" . . . . . SIMMS & ORCHESTRA)

KYSER: Dean Niles says, let's get down to brass tacks!

NILES: Yes, in thinking about cigarettes, let's level things down to this one fact: In a cigarette it's the tobacco that counts ... Yes, the tobacco! And you have it on one of the best authorities in the world - the authority of independent tobacco experts - that Lucky Strike buys the finer tobaccos. Now here's actual proof of what that finer tobacco in Luckies means to you, as a smoker. In the first place, Luckies' finer tobaccos mean less nicotine. Yes, authoritative laboratory 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 of them! And folks, if you're smoking more today - more than you used to, then, more than ever, you want a cigarette of proven mildness. So remember:

HIESTAND: Lucky Strike scientifically analyzes tobaccos before purchase. Thus our buyers have a scientific double-check in selecting tobaccos that are not only ripe and mellow but milder -- low in nicotine content. The natural result: a cigarette of proven mildness - a better smoke ... Are you smoking more today? Then remember: 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") (NO APPLAUSE)

(SOUND: DESK BELL)

KYSER: Evenin', students.

AUDIENCE: Hi, Kay.

KYSER: Put down your lollipops, <sup>*kids*</sup> ~~chillun~~ -- exams are about to begin.

(AUDIENCE GROANS)

KYSER: ~~Now -- don't fret, chillun -- it isn't going to be bad at~~  
~~all.~~ First -- I want you three freshmen to stand up here  
near the old lecture platform. That's it. Now, gentlemen,  
wipe the grins off your faces. Dean Miles, pass me my  
examination book. Thank you. Now -- let's see how much you  
know.

FIRST QUESTION ROUND

1. Bill Duddleson of U.C.L.A. says that a sports reporter asked Tony Galento how he felt when Maxie Baer smacked him so hard in the 7th round, and Tony replied (PLAY). Moon Mullins did something very silly in the funnies the other day and when he did Lord Plushbottom turned and said to <sup>Moon</sup> ~~him~~ (PLAY).

2. Speaking of fighters, Miss Mary Dorsey of Baltimore wants you to name a prize-fighter and also a symphony conductor whose first names are "Arturo." Now can you spell either of the last names?

3. This was the theme of one of radio's most unique programs -- See if you can name the program for Clarence Johnson of San Antonio, Texas, (PLAY). Though off the air, it is still presented in theatres once a month. Can you tell us what magazine is <sup>associated</sup> ~~identified~~ with "The March of Time?"

4. Let's see how well you know the lyrics to some well-known songs. Miss Peggy Gallagher of New York City asks in the song "My Blue Heaven" who makes "3"? In the "Fishies" song what frightened the Three Little Fishies? In the song "Oh Johnny" was Johnny a handsome fellow?

5. Here are some more of those silly "do you know what's." Herschel V. Jones of Faribault, Minnesota, asks do you know what the man said as he missed the boat? (PLAY) Do you know what the amnesia victim said to the Doctor who cured him? (PLAY)

ISH: (Ish talks) Kay, what great man does the song "Throw Another Long Upon the Fire" remind you of?

KAY: I don't know Ish, what great man does the song "Throw Another Long Upon the Fire" remind you of?

ISH: Fill-up the grate.

6. It's tonight's Right or Wronger and Miss Gertrude Alexander of Millport, Alabama, wants you to say Right or Wrong to the following. (1) L'Allegro and Il Penseroso were a famous dance team. (2) Sonja Heinie is married. (3) Francis Scott Key wrote "The Star Spangled Banner" during a battle in the war of 1812. (4) Rosalyn Russell is Lillian Russell's daughter.

7. Here's a beautiful song that identifies a well-known orchestra - Roger Krase of Ft. Calhoun, Nebraska, wants you to name the song and the leader. (PLAY) Did Betty Grable formerly sing with him?

8. Lyman Gandee is about to play a bit of a well-known selection and every time he makes a mistake in the melody, Miss Lois Butterworth of Chicago, wants you to push this little button. All right, Lyman, and you listen closely now. (PLAY)

9. Here's one of our patriotic songs that Donald Cunningham, of Monroe, Wisconsin, is sure you'll be able to name almost immediately. (PLAY)  
Is Columbia University in the District of Columbia?

(SOUND: SCHOOL BELL)

NILES: The first exam is finished and the faculty has graded the answers.

KYSER: Well, das all, chillun -- yes, sir -- the faculty report that the top scholar of the first exam is none other than

\_\_\_\_\_.

(APPLAUSE)

KYSER: Ah, dear Mr. \_\_\_\_\_ your triumph tittilates my pedagogical nerve ends -- a deep flush of pleasure suffuses my noble countenance (MUGS AUDIENCE FOR LAUGH) .....and it is with a heart filled to overflowing that I ~~promote you to the senior class.~~ Go, light up a Lucky Strike, and lean against the old school tower until you are tapped for the final exam. ~~And by the way, the winner of last week's final exam and \$35 first prize which wasn't broadcast, was Vernon Bend of Cedar Rapids, Iowa, second place going to Marjorie Brandon of Roscoe, California.~~ And now, recess is here.

(CHEERS)

KYSER: Now wait - hold the phone - it's dancing time so get a holt and get ready to jolt -- grab a tot and totter from a tasty tested stance -- what I mean to say - is, come on, yes dance!

3. ("YOU CAN'T BRUSH ME OFF" . . . . . MASON & ORCHESTRA)  
segue to

4. ("THE NEARNESS OF YOU" . . . . . BABBITT & ORCHESTR



KYSER: Remember Uncle Tom's Cabin, chillun - remember Topsy's famous come-back: "I just grewed" - well, here's Doan Niles with an example of something else that "just grewed".

NILES: Yes, this is the big cigarette news that grew naturally out of Luckies' unvarying policy of buying finer selected tobaccos. Here it is: Luckies' finer tobaccos mean less nicotine. Yes, smokers, each year Lukcy Strike scientifically analyzes tobaccos before purchase. So we can assure you finer tobaccos that are not only ripe and mellow, but milder - low in nicotine content. Now here's how we do it....

HLESTAND: Right now, during the tobacco curing season, our tobacco buyers are going from farm to farm in the choice cigarette tobacco regions. They are selecting tobaccos which they think fine enough for Luckies and sending samples to our laboratory in Richmond, Virginia. There, scientists measure the tobacco's nicotine content and other important properties. Then a complete report goes back to our tobacco buyers for their guidance at the auctions.

NILES:

Skill and tradition backed up by science! That's how  
 Lucky Strike each year selects the finer tobaccos - ripe,  
 mellow tobaccos with a naturally lower nicotine content.  
 Are you smoking more today? Then, more than ever, you  
 want a cigarette of proven mildness! And authoritative  
 tests show that Luckies contain less nicotine than any other  
 leading brand. So smoke the smoke tobacco experts smoke.  
 With men who know tobacco best, it's Luckies 2 to 1!

5. FERRYBOAT SERENADE' . . . . . ORCHESTRA and VOCALISTS

6. I'M STEPPING OUT WITH A MEMORY TONIGHT . . . SIMS & ORCHESTRA

SEQUE DOWN THE OLD OX ROAD

DOWN THE OLD OX ROAD  
IN THE MAGIC OF THE MOONLIGHT WE ARE THRILLED WITH DELIGHT  
AS THE LEAVES THAT FLUTTER O'ER US WHISPER LOVE HER TONIGHT  
WHY KEEP WAITING AND DEBATING WHEN WE KNOW IT'S TIME FOR  
STATION BREAKING

(STATION BREAK)

(KYSER MARCH.....)

NILES: The second semester comes to Kyser College like an  
electric shock to Aunt Suzie at Coney Island.

(ELECTRIC BUZZ)

(WOMAN'S SCREAMS)

NILES: Don't be alarmed madame, it's all in fun and nothing  
like the shock these three co-eds are going to get when  
they take their examinations now. Lo, languorously  
they approach - their long, Lily white fingers toying  
with beads -- their lovely faces lifted in innocent  
curiosity -- but suddenly their brows are furrowed --  
their mouths hang open -- they recoil aghast -- for from  
under his hat leers that Birmingham bat -- that Carolina  
Critter who loves to flitter and titter while co-eds  
jitter -- that educational high sitter -- your old corn  
fritter.

(APPLAUSE)

KYSER: Why step right up my succulent sophomores - here are the  
questions.

SECOND QUESTION ROUND

7/24/40

1. Ted Grant of Akron, Ohio, says that if Napoleon were living today he might sing (PLAY) And Josephine might reply "Nay, Nay, Napoleon, you come with me (PLAY).
  
2. Mrs. Esther Clive of Portland, Oregon, asks you to distinguish between Karloff, Carl Hoff, Rubinoff and Waldorf.
  
3. Here's a song called "Out of the Night" and it identifies a band that is out of this world. Listen and tell George McLean of Blaine, Miss., the band leader's name. (PLAY) Is he on the bandwagon program, the Beat the Band Program, or the Band <sup>aid</sup> of ~~Things~~ Program.

7/24/40

4. Here come the what whats. Miss Rosemary Carter of Kansas City, Mo., wants you to take out the word "what" in the following song titles and replace the "whats" with the proper words. What's the correct name of this song? I What What you Whatiwhat, but What Whati - (2) I What a What go What of my What - (3) In the What Ridge Whatains of Whatcha, On the What of the Whatsome What.

5. We have taken the #1, #2, and #3 songs on last Saturday's Hit Parade and jumbled them together. Robert McCall of Fort Wayne, Indiana, wants you to name at least two of them and tell which you think is #1. (PLAY) Don't rush into this - just make believe you are at home and you'll breeze right through. That's right, ~~and ye olde Professor - Ginny - Harry - Sully, Ish~~ and all <sup>of</sup> the gang are going to breeze down to Glendale Friday night and on Saturday night we'll be playing at Long Beach. We hope we'll be seeing many of you on Friday or Saturday at Glendale and Long Beach. *for a dance*

6. In each of the following axioms or statements, Miss Elizabeth Miller, of Los Angeles, says you'll find the first or last name of a well-known personality. Let's see if you can name them for us.

(1) All's well that ends well. (2) East is East and West is West and Never the Twain Shall Meet. (3) It never rains but it Pours.

7/24/40

7. Let's name this song for Harold Shaw of Greenville, N. C. (PLAY)  
The recording of that number by a certain trio did much to  
popularize it. Can you name the trio?

- Miss Joan France of Stockbridge, Mass.*  
8. ~~Miss Kaye Atwell of Oakmont, Pa.,~~ believes that most everyone  
knows in general that a saxophone team is composed of Altos,  
Tenors or Baritones, or maybe a Soprano, but she wants to see if  
you can tell us specifically which is which. Therefore, we want  
you to listen to them individually and tell us which you think  
they are. (PLAY) (PLAY) (PLAY)

9. Lewis Nash of Bristow, Okla., wants you to name this well-known  
overture and tell us what radio program it's the theme of. (PLAY)  
If he were a lone star \_\_\_\_\_ where would he hail from.

(SOUND: SCHOOL BELL)

NILES: The faculty has added up and are ready to report.

KYSER: Das all, gals, the exam is over, and here is the report card from faculty hall -- the winner of the second semester is that exotic one \_\_\_\_\_.

(APPLAUSE)

KYSER: Dear Miss \_\_\_\_\_ you have the mind of a scholar and the savvy of a savant ... with your erudition and savoir faire you can giggle in class. Go light up a Lucky Strike

and laze in a daze until you are called for the final exam.

*In the meantime will try and find out what's what.*

7. ("WHAT'S WHAT" . . . . . PRODUCTION)

COMMERCIAL #3

NILES: Say, Professor ... here's a question for you. What well-known song has had increasing success ever since 1810?

KYSER: Well, now - let's see - ah - um - yes - no - um....A song you said?

NILES: Yes - or you might call it a chant, Professor!

KYSER: A chant? ... um ... let's see ... 1810 ... ah, um ...

NILES: We'll give you just a teeny-weeny hint, Professor, listen...  
(FADE IN CHANT - 3 SECONDS - FADE OUT)

KYSER: Now, Dean Niles, you wouldn't mean the chant of the tobacco auctioneer?

NILES: That's right, you're right, Professor! ... In the year 1810, in Virginia, they opened the first American warehouse ever chartered to sell tobacco at auction. Of course, those early auctioneers didn't chant fast the way they do today but the same traditions of fair play and open dealing have governed sales at tobacco auctions from 1810 right up to 1940. Listen to what was said recently by James Monroe Ball, famous tobacco auctioneer whose family have been in tobacco for 115 years.

MAN My father taught me how to judge good tobacco -- and, as auctioneer, I figure I've looked at 247 million pounds of it. Now, the tobacco Lucky Strike buys has every quality you need for a fine cigarette. I've smoked Luckies ever since 1917.



COMMERCIAL #3 (Cont'd)

HIESTAND: Tobacco with every quality needed for a fine cigarette!  
 There is the judgment of a man who knows the leaf from A  
 to Z. And he is typical. Sworn records show that with  
independent tobacco experts - auctioneers, buyers and  
 warehousemen - with men who know tobacco best, it's Luckies  
 2 to 1. Remember that fact, next time you hear this chant  
 (CHANT 10 SECONDS -- SOLD AMERICAN) 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. ("I'M NOBODY'S BABY NOW" . . . . . BABBITT & ORCHESTRA)

9. ("THE BREEZE AND I . . . . . DUET )

FANFARE

(FANFARE.....)

NILES: The final exam!...Pencils are chewed down to a period...our  
 two senior scholars are ready, and all through the class  
 there is gloom and groans...~~as in the room struts that~~  
~~rambling goon from a Los Angeles dune - and you take the~~  
~~lyric, and give me the tune.~~

(PITCH PIPE)

KYSER:

*canoe here comes the moon  
 from the moon humming a tune I'll take  
 you're flat give you the moon, I'll take the tune.*

Hush up your fuss, Dean Niles - graduation is a time for  
 tender sentiment - so step right up, seniors, and let me  
 tempt you with a tender try for triumph.

(ADD FINAL EXAMINATION.)

1. One of the most artistic performances of musical endeavor is the Opera. And therefore, we'd like to dedicate our final round tonight to the Opera. First of all, John Bedford of Louisville, says here's a selection that's so well-known you should be able to name it immediately and tell us from what opera it's taken. (PLAY) You know Opera is no longer for highbrows alone. The Metropolitan Opera Broadcasts and other radio programs have made the Opera familiar to all. Therefore, I'm sure you can answer this question. What is a horse Opera?

2. Miss Irene Rector, Des Moines, Iowa, wants you to name two opera companies in America. Who starred in the picture, "The Phantom of the Opera?"

3. Bob Osborne of Kansas City, wants you to name two opera stars who have been in the movies. Who was starred in the picture "A Night At the Opera?"

4. With my Opera cape around my shoulders, my opera hat upon my dome, and with my opera glasses in my paw, I'll accompany you to the Diamond Horse Shoe of the Metropolitan where we'll hear Il Trovatore. In that opera, Mrs. W. A. Wood of Burlington, Vermont, says you should recognize this selection (PLAY) Now can you tell us the difference between an opera and an operetta? Is there a radio program called "Metropolitan Auditions?"

SOUND: SCHOOL BELL.

(SOUND: SCHOOL BELL)

NILES: The exams are over.

(CHEERS)

KYSER: While the faculty withdraws to grade the exams, I invite you, chillun, to sit with me in brief convocation while Dean Niles delivers the tobacco laureate address.

NILES: With independent tobacco experts - with men who know tobacco best - it's Luckies 2 to 1. These men know that Luckies buy the finer tobacco -- the Cream of the Crop. Now here's what Luckies' finer tobaccos mean to you as a smoker. Authoritative tests reveal that Luckies contain less nicotine than any other leading brand. Yes, Luckies are the cigarette of finer tobaccos - the cigarette of proven mildness. So smoke the smoke tobacco experts smoke. Next time ask for Lucky Strikes.

(FANFARE.... ..)

(FANFARE.....)

KYSER: The official grades are in. The judges voting under the unit rule cast their entire vote for that high honor and degree scholar " \_\_\_\_\_ "

(APPLAUSE)

KYSER: Dear - dear \_\_\_\_\_, this old tongue thickens with futility in trying to congratulate you -- I simply clasp <sup>both</sup> your hand and urge upon you this first prize of \$35.00 <sup>cash</sup> -- ~~go forth into the world and dispense largess.~~ To you, ~~dear second placer, 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 rollicking responses - those thundering ovations and those nibbling nips in time - a package of better than ever Lucky Strike cigarettes.

~~10. ("SOMEBODY LOVES ME".....ORCHESTRA)~~

~~(THEME....."THINKING OF YOU")~~

*Lucky Day*

KYSER: Well, das all chillun - Kyser College is collapsed until next Wednesday at the same time - ~~when we will emerge with another crop of deserving scholars and lead them through the intricate maze of higher musical learning.~~ In the meantime, brush up your ground work by attending a session of YOUR HIT PARADE, starring Barry Wood, Bonnie Baker and Orrin Tucker, 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 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*

7-31-40

The American Tobacco Company  
Kay Kyser's College of Musical Knowledge - #123  
Wednesday, July 31st, 1940

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 --- 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 again to the  
~~retreat~~ <sup>send you</sup> of rhythm and the orchard of erudition ... Our  
 six chosen-at-random scholars are ready to take  
 examinations tonight for fun, fame and \$95 in prizes.  
 But, before we assay the aggregate cerebral agility and  
 awareness of these neophytes, sand down your hoofin'  
 shoes -- select your sweetest blossom ... grab yourselves  
 a scoop of vanilla and vindicate your voracious verility  
 with a vigorous vibration and ~~veto hesitation~~ <sup>yes sir</sup> --- here's  
 the sitchyation --- come on, kids --- yes dance!

1. ("WAITING FOR THE ROBERT E. LEE" . . . . . ORCHESTRA)  
 segue to
2. (WHERE WAS I" . . . . . SIMMS & ORCHESTRA)  
 (APPLAUSE)

COMMERCIAL #1

KYSER: <sup>Bad</sup> Say, <sup>kinda to our classroom.</sup> John Hiestand, you're new <sup>1</sup> on ~~this program~~. So let's test you out. See if you can finish this statement:

With men who know tobacco best --

HIESTAND: It's Luckies 2 to 1. Yes, Professor, I know that, and I know it means Luckies buy the finer tobaccos - the cream of the crop - or those independent tobacco experts wouldn't choose Luckies by such a big majority. And I'm sure most smokers realize that, too. But I'm not sure they realize just how much these finer tobaccos count for in a cigarette. You see - Luckies' finer tobaccos mean less nicotine. That's something any smoker might well consider. For surely, if you are smoking more today - and most of us are - then, more than ever, you want a cigarette of proven mildness.

NILES: Yes, smokers, when the talk is of tobacco and cigarettes, remember this outstanding fact: 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. You see, Lucky Strike scientifically analyzes tobaccos before purchase. Thus our buyers have a scientific double-check in selecting tobaccos that are not only ripe and mellow but milder - low in nicotine content. Are you smoking more today? Then, for genuine cigarette mildness, remember: 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.

(LUCKY DAY . . . . . ORCHESTRA)

SOUND: CLASS BELL

J

-4-

NILES: Class is now in session!

(GROANS FROM THE BAND)

NILES: Freshmen -- forward march!

(DRUM AND CLARINET MARCH)

NILES: Whoa. (MUSIC STOPS) Gentlemen --- do you realize the seriousness of what you are about to undertake?

CONTESTANTS: We do.

NILES: Are you aware that these examinations are so difficult you are liable to go -- m-a-d?

(BOBBY: LOON LAUGH)

*Anthony*  
JACK: We -- do!

NILES: Then -- hold on to your hats, kids -- cause here comes your old professor --- Kay Kyser!

(KYSER MARCH . . . .)

KYSER: Don't fret, freshmen -- just face front and fiddle, faint or define these little gems of queries.

(ADD FIRST EXAM)

-4-



4. Speaking of sports and speaking of the sea Lawrence Vaughn of Nashville believes you should be able to name three well-known seaside sports.

*Robert Paul Smith of New York*

5. ~~Margery Archer of Tucson, Arizona~~ says the following two songs should give you a clue as to what <sup>his</sup> ~~her~~ favorite summer sports are. (PLAY) In addition to her hobby horse - I mean horse hobby she says (PLAY).

6. Some great sporting events have occurred this Spring and Summer and from the following descriptions and sound effects F. L. Bell of Ann Arbor would like you to name 2 of these events and tell us the city in which they were held. It's May the (4) in the land of the blue grass. The crowd is thrilling to the rhythm and excitement of (PLAY) where are we - and what's happening? It's Decoration Day, May 30, and we're "Back home again in Indiana" where the crowd is chilled by spills and thrilled - by the roar of (PLAY) Where are we and what's happening?

7. Here's a summer pastime that thousands of music lovers look forward to (PLAY). Thelma Jenkins of Richmond, Va. says in addition to concerts in the park symphonies at the Hollywood Bowl and Lewisohn Stadium, Operas in St. Louis and some summer stock in the east are enjoyed (PLAY).

8. It's June (8) and we are in New York State - There are athletes from Washington, Columbia, Syracuse, California, Navy, Cornell and Princeton. As the crowd cheers you can hear the cockswains singing (PLAY). Where are we and what's happening? Now it's July 9th. We are in the State of Missouri. The pick of the stars on both sides have gathered and that day thousands of people are singing (PLAY). Where are we and what's happening?

9. In the summertime one of America's greatest institutions of entertainment comes out of it's winter quarters and from coast to coast and from the mountains to the sea, young and old alike ~~are~~ <sup>to this</sup> thrilled (PLAY). *(What does it remind you of?)* Can you name 3 circuses?

SOUND. (SCHOOL BELL)

NILES: The exam is over, professor ---

KYSER: Das all, chillun --- hold everything while I read the faculty report ... the first examination's highest mark goes - and right now - to \_\_\_\_\_.

(APPLAUSE)

KYSER: Ah, dear Mr. \_\_\_\_\_ you may chuck your freshman cap into your trunk and attire yourself in the checkered vest and cream-colored spats of a senior. Go, light up

a Lucky Strike and lean against a sorority house till ~~you~~  
*The final round comes round and now*  
~~are called for the final examination. Now, students,~~  
*if you want to rhumba and don't know how*  
~~rockin' chairs await you --- but rockin' music baits you~~  
*here*  
~~--- so grab yourselves a cutfish sandwich and a cute campus~~  
~~kitty - and hoo down to this ditty - it's "Tennessee Fish,~~

3. *Six Pieces from Madam La Zonga* . . . . . MASON & ORCHESTRA

segue to

4. ("MAKE BELIEVE ISLAND" . . . . . BABBITT & ORCHESTRA)

(APPLAUSE)

KYSER:

Now Dean Niles, <sup>will you</sup> tell <sup>us</sup> ~~me~~ about the "Circuit Riders."

NILES:

You bet I will, Professor. I think the Circuit Riders are important to every smoker, because they have a lot to do with the fact that Luckies finer tobaccos mean less nicotine. You see, these Circuit Riders - as they are called down south - make it possible for Lucky Strike to analyze tobaccos before purchase. They're trained tobacco men who travel from one farm to another in the choice cigarette-tobacco regions. They go right into the farmer's curing barns - barns filled with freshly cured, fragrant leaf. Whenever they find tobacco which they think is fine enough for Luckies, they take samples and send them to our laboratory in Richmond, Virginia. There scientists analyze the tobacco to test how mild and mellow it actually is by measuring its nicotine content and other important properties. Then a complete report goes to our leaf buyers to guide them when they buy at the auctions.

HIESTAND:

Yes, Lucky Strike analyzes tobaccos before purchase. So in addition to their skill and their years of experience, our buyers have scientific facts to help them in selecting finer tobaccos. The result is that Lucky Strike gets the ripe, mellow tobaccos, that are milder - with a naturally lower <sup>nicotine</sup> content. Are you smoking more today? Then, more than ever, you want a cigarette of proven mildness and authoritative tests show that Luckies contain less nicotine than any other leading brand. So smoke the <sup>smoke</sup> tobacco experts smoke. With men who know tobacco best, it's Luckies 2 to 1!

- 5. "JEEPERS CREEPERS" . . . . . ORCHESTRA
- 6. "I'LL NEVER SMILE AGAIN" . . . . . SIMMS & ORCHESTRA
- "BELLS OF ST. MARY" . . . . . GLEE CLUB.

h



Special lyrics to "THE BELLS OF ST. MARY'S" (Approved and cleared by NBC)

GLEE CLUB: The Bells of <sup>our</sup> Kyser College

~~And~~ <sup>to you</sup> Hear they are calling

~~The~~ <sup>our</sup> scholars -- <sup>our</sup> the scholars

~~Who sit by the sea~~

~~And so~~ <sup>so stably</sup> dear students

~~Get up and get going~~ <sup>and wait patiently</sup>

<sup>As</sup> For the bells ring out, ring out, ring out ---

<sup>N.B.C.</sup> For you and me

NBC CHIMES

STATION BREAK

KYSER MARCH

ORCHESTRA

NILES: The second semester comes to Kyser College like a band wagon to a political convention.

(ECHO CHAMBER)

(CROWD EFFECT)

(GAVEL KNOCKING ON WOOD . . .)

SULLY: Al -----a-----bam-----ah!  
as chairman

(FAUSE)

(CROWD)

DELEGATE: Al -----a---bama---yields to Noth---  
Car---olinah.

SULLY: Noth-----Caro-----linah?

KYSER: Evenin' <sup>Gals</sup> ~~folks~~ --- how you all?

(APPLAUSE)

KYSER: Why, bless my soul -- ~~chillun what have we next on the agenda~~ --- why three beautiful Los Angeles Co-eds ready to take their examination for higher musical honors. Step right up, gals and don't break the agenda.

(ADD SECOND EXAM)

(SECOND QUESTION ROUND)

1. One of the best things about summer is that for most folks it's also vacation time, and Ralph Berger of Cincinnati points out that many folks who live inland, can't get to the sea so they head for river resorts and the lakes. For instance an outstanding Lake is Lake (PLAY). What French comedian is associated with that song?

2. Summertime finds lots of radio's top entertainers vacationing - so Betty Pastor of Philadelphia would like for you to name 3 of them who are off the air right now.

3. This summer thousands are visiting the World's Fairs in New York and San Francisco and while on the West Coast most vacationers want to see another City. Knox MacKay of Louisville says this song should give you an inkling as to the city it is (PLAY). Now <sup>for no reason at all</sup> will you distinguish between Rudy Vallee, Echo in the Valley, Sun Valley and "Valley Ball"

Some of the most interesting vacation spots are our national parks and high lights of nature. So Rose heroine of Racine, Wisconsin wants you to name two, that are in California from the following list.

- 1 Yosemite
- 2 Zion
- 3 Carlsbad Caverns
- 4 Sequoia etc etc.

Where is "Old Faithful".

4. If you're vacationing by auto no doubt you'll see license plates from many other states that advertise some particular feature of the state - I'll name a few of them and Rose Levine of Racine, Wisconsin would like for you to identify three of the States.

- 1. The Grand Canyon State
- 2. America's Dairyland
- 3. The Peach State
- 4. Fifty Years of Statehood
- 5. The Worlds Fair
- 6. The Coronado Quatro Centennial

5. John Lanman of Hamond, Indiana says a very popular form of vacationing especially appealing to city folks is the dude ranch. <sup>many green hands go and</sup> A great many of them that go have their first experience with (PLAY). Most of them ~~get along okay, but~~ <sup>its round up time &</sup> on the second day, after a few spills and ~~after breakfast from~~ <sup>eating from</sup> the mantle piece, ~~some of them start singing~~ <sup>the city slickers say</sup> (PLAY).

6. It's tonight's right or wrongers. Our right or wrongers get no vacation and so for Miss Kay Sullivan of Hartford, Conn., you'll have to say Right or Wrong to the following statements.

- 1. O'Brien Potatoes were named for Pat O'Brien
- 2. God Bless America was written by Irving Berlin
- 3. ~~In the fall Lucky Strike will sponsor Information Please.~~
- 3. Reno, Nevada is farther west than Los Angeles, Calif.
- 4. Helen Twelvetrees and Laura La Plante were married to -12- <sup>Frances X. Bushman.</sup> 1

7. This summer finds many vacationers on camping trips - yes, Walter Johnson of Beverly Hills, Calif., says all over America thousands are

(PLAY)

*Who was Walter Camp*

8. Summertime is definitely not vacation time for the makers of soda pop. In addition to soft drinks, fruit juices, etc., Miss Irene S. LuKenna of Jacksonville, Ill., says America likes iced (PLAY)

(LYMAN) And the hotter it gets, the louder (PLAY) (BAND)

9. All this is a part of America (PLAY) But J. E. Mercer of New Orleans reminds us that all too soon it will be (PLAY). Then summer will be gone but we'll still have our (PLAY)

(SOUND: SCHOOL BELL)

NILES: The school bell has rung and the school belles are stung.

KYSER: Das all, ladies --- the faculty grades are coming right in.  
(WHISTLE NIP)

KYSER: Thanks boys --- let's see --- yes, the faculty declares  
that the top honor girl of the second exam is \_\_\_\_\_.  
(APPLAUSE)

KYSER: Dear Miss \_\_\_\_\_ your hanches come in bunches...  
you have a fine head for hair and a flair for quizzes that  
overawes the dizzes --- go light up a Lucky Strike and put  
on cretonne for commencement. Right now, I declare recess.  
(CHEERS)

KYSER: Now wait, hold the phone --- before you nip out your  
apples and your graham crackers, I have one final question  
for you ... Answer me fast and *my proud beauty for*  
~~I'll give you a goody~~ ---  
~~for~~ goodness sake --- "Who's Yehudi".

7. ("WHO'S YEHUDI".....PRODUCTION)

APPLAUSE

COMMERCIAL #3

KYSER: Chillun, <sup>now</sup> we're going to take a quick look now at another kind of school....

NILES: Yes, it's a real school for tobacco auctioneers down in ~~W~~inston, North Carolina. There, young fellows are actually trained to sell on the tobacco market and a typical classroom session probably sounds like this.....

YOUNG MAN: (HALTINGLY) 21 dollars bid - 21 - 21 - 21 - 21 - one - one - one - one.... How'm I doing, sir?

BOONE: Well, give it a little more steam.

YOUNG MAN: I'll try.....(SLIGHTLY FASTER) 21 - one - one - one - one - a half - a half - a half -

BOONE: (INTERRUPTS) <sup>say</sup> That's better, boy! Just keep at it and pretty soon here's how you'll be singing it out....(CHANT 10 SECONDS - NO SOLD AMERICAN - FADE OUT)

NILES: Folks, I think you'll agree that the tobacco auctioneer's school would be a hard one for any of us to shine in. It's hard to learn the chant but it's even harder to know tobacco from A to Z - to be able to distinguish its quality at a glance. I wouldn't qualify....would you? But independent tobacco experts - auctioneers, buyers and warehousemen - must know tobacco for a living. And at the auctions they see who buys what leaf. Now, surely that makes them the one group of men in all the world best qualified to judge which cigarette company gets the finer tobaccos. So, in your own smoking, take this tip.....

COMMERCIAL #3 (contd)

HIESTAND: Sworn records show that among independent tobacco experts, Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined. Yes, with men who know tobacco best, it's Luckies 2 to 1. 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

9. I CAN'T LOVE YOU ANY MORE

BABBIT AND ORCH

(FANFARE)



NILES: The final exam! Now with commencement in full view...with  
doting relatives wringing their hands and doting children  
wringing their relatives - our two star scholars totter to  
their triumph or their travail. One will win or one will  
fail. For here is that Nemesis man with the addled pan -  
your old professor.

KYSER: Step up - put up - or shut up - scholars -- I want  
hollers or you get no dollars.

(AD FINAL EXAM)

-17-

Final Round -

KAY: Speaking of vacations - Ish Kabibble had a dream the other night about a vacation -- and David Fineman of Los Angeles thinks it would be fun for Ish to tell us about it.

ISH: Shucks, Professor, tweren't nothing. I just dozed off - and first thing I knew I heard (PLAY)

KAY: (ad-lib)

ISH: Oh, it was Beautiful, KAY ----- I knew then I was in (PLAY)

KAY: Miss \_\_\_\_\_ This is really somethin' --- Go on, Ish.

ISH: Beautiful Hawaii ---- I always wanted to go there - and in a flash I was (PLAY)

KAY: (ad-lib)

ISH: The Air --- The Sky ---- It was all so wonderful. Just then a beautiful native girl walked by -

KAY: Yes, yes.

ISH: I said - "H'ya Toots - What's Your Name?" She said (PLAY)

-17-

KAY: Hurry up Mr. \_\_\_\_\_ Keep Dreamin' ISH -

ISH: I looked into her eyes -

KAY: Yeh, I know, you said: - "This is Paradise - Just the two of us. Aren't we Happy!"

ISH: You're right Kay but she wasn't happy. She said I'm lonesome and (PLAY)

ISH: I tried to make her forget. I played my ukulele for her.

KAY: And did she dance the Hula Hula?

ISH: Yes, Kay, she did a hula that was a lulu ----- and in that dance did you know (PLAY)

KAY: Don't stop now Ish. Miss \_\_\_\_\_ wants to know what happened next.

ISH: *Kay did you ever see a dream dancing.*  
~~She snuggled up to me.~~ I knew it was love.

I was just about to kiss her when she faded away, softly singing (PLAY)

KAY: Tough Luck, Ish.

ISH: I called her to come back. She did -- and she had ten beautiful native girls with her -

KAY: AND THEN?

ISH: The ALARM went OFF! I Came To -- and all I can say is (PLAY)

SOUND: CLASS BELL

-19-

NILES: Exams are over.

(CHEERS)

KYSER: Hold on students -- the faculty is in solemn session to determine the top honor scholar of the week. While they deliberate, Dean Niles will deliver the tobacco laureate address.

NILES: With independent tobacco experts -- with men who know tobacco best -- it's Luckies 2 to 1. These men know that Luckies buy the finer tobacco -- the Cream of the Crop. Now here's what Luckies' finer tobaccos mean to you as a smoker. Authoritative tests reveal that Luckies contain less nicotine than any other leading brand. Yes, Luckies are the cigarette of finer tobaccos - the cigarette of proven mildness. So smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

(FANFARE . . . . )

-19-

KYSER: The grades are in and the unanimous verdict of our faculty is that the top honor and degree scholar of this term is that distinguished one \_\_\_\_\_ .

(APPLAUSE)

KYSER: Ah, words fell me -- dear \_\_\_\_\_ so I cross your palm with this first prize of \$35 --- go, take your way into the turbulent world and buy a gold mine --- and two ham sandwiches. To you dear second placer, I award this consolation of a \$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 those volunteer answers, hearty huzzahs and heels-and-toes-and-away-we-goes --- a package of better than ever Lucky Strike cigarettes.

10. ("SWEETIE PIE" . . . . . ORCHESTRA)

(APPLAUSE)

(KYSER THEME)

-21-

KYSER: Well, das all chillun --- school is out until we reopen this grove of higher musical learning next Wednesday night at the same time. In the meanwhile, brush up your ground work in lighter musical theory by attending a <sup>radio</sup> performance 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, 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

-21-