

Mr. Weaver ✓

as broadcast

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1/18/39

THE AMERICAN TOBACCO COMPANY

WEAF

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

(43rd program)

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10:00 - 11:00 P.M.

JANUARY 18th, 1939

WEDNESDAY

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

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

ALL DONE? SOLD TO THE AMERICAN TOBACCO COMPANY!

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

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

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

(KYSER THEME ORCHESTRA)

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KYSER:

Evenin' folks .. how're y'all? Once more the old Professor extends a winsome welcome to you pursuers of higher musical learning and a glad hand to our six scholars up here on the platform. And that reminds me - a lot of our correspondence students have asked me ~~if~~ *how we pick our contestants.* ~~they couldn't be picked for the contest~~ - or if I couldn't get them in. Well, students, the answer is - un ~~uh~~ - no! The contestants in our class examination are chosen entirely by lot. Their names are pulled out of a fishbowl before class, ^{time then} and seen they ~~shall~~ ^{try to} pull those ninety-five dollars out of the class treasury. But right now, it's time for a skirmish in the scullery - a scamper in the skating rink - so let's dance, chillun - ~~I say,~~ ^{Shucks} let's dance!

1. ("F D R JONES" ORCHESTRA)

(SEGUE TO:

2. ("HAVE YOU FORGOTTEN SO SOON" SIMS AND ORCHESTRA)

(APPLAUSE)

COMMERCIAL #1

KYSER: Students .. tomorrow is ~~a great~~ day down in my home state of North Carolina. (BEGIN "DIXIE" SOFTLY UNDER (KYSER'S VOICE) In fact, through ^{some} ~~most~~ of the South, it's a legal holiday. For tomorrow, January 19th, is the birthday of General Robert E. Lee!..

~~(DIXIE UP AND OUT)~~

RUYSDAEL: 130 years ago tomorrow, Robert Edward Lee was born in Stratford, Virginia and Americans everywhere are proud to do him honor .. ~~both~~ as a soldier and ~~as~~ a man. The South, which General Lee loved so well, has known extraordinary progress both in industry and in agriculture. During the past few years this has been notably true of tobacco. And Lucky Strike takes a special pride in saluting this progress. The fact that recent tobacco crops have been better than ever is one reason we are asking smokers everywhere this question. (PAUSE) Have you tried a Lucky lately?

GRAUER: You see, new methods developed by the United States Government, have helped make the last few tobacco crops outstanding in quality. ~~As~~ always, Lucky Strike has bought the Cream of the Crop. Aged ~~from~~ from 2 to 4 years and thoroughly mellowed, these finer tobaccos are in Luckies today. And so Luckies are better than ever.

RUYSDAEL: Try Luckies for a week. Let your own taste tell you why only Lucky Strike can make this statement. (PAUSE) Among independent tobacco experts, Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined. This fact is established by sworn records that anyone may examine. With men who know tobacco best, it's Luckies 2 to 1! (PAUSE) Have you tried a Lucky lately?

(KYSER THEME IN 6/8)

(FADE FOR:)

GRAUER: A dollar a dollar - a ten o'clock scholar .. and a ten o'clock Professor, too - right on time to quiz the first three contestants. The judges sit with their pencils posed ready to mark on speed and accuracy. The firing starts at the word go, so have at them Professor Kyser!

(THEME UP AND OUT)

(APPLAUSE)

KYSER: Ben was nimble, Ben was quick - Ben jumped over the candle-stick - Ben Grauer! But come _____, let us tarry not in tributes to the talent but temper with the first terse tear-jerker.

1. Here's one from Miss Mary Clynn of Portsmouth, Virginia. She says that a famous song writer and orchestra leader are identified with this beautiful melody. See if you can name both. (PLAY)
2. Mrs Dorothy Bayer of Little Rock, Arkansas, reminds us that a hotel, play, picture and a radio program all had the same name. Can you name it? Can you mention another radio program with a (HOTEL) in its name?
3. Here's one from Dayton, Ohio. Walter McGinn asks you to name the following song and classify the type of music it represents. (PLAY)
4. Here's a rip-snorter from Miss Lillian Hahn of Rochester, New York. There are three orchestra leaders whose initials are "R.N." - one's a blonde and two are redheads. See if you can tell us R.N. (right now). Here are a few hints; five pennies, good night sweetheart, xylophone.

(MORE)

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5. Here's a beautiful tango named "Adios." Listen and tell A. McCumber of Jamestown, North Dakota, whose theme it is. (PLAY) Is it the theme of Carlos Molina, Enrie Madriguera or Xavier Cugat?
6. Don't guess a name or name a song, just say "right" or "wrong" because here comes our right or wronger from Mrs. F. Roberts of York, Pennsylvania. Quickly say right or wrong to the following statements: (1) Deanna Durbin's first picture was "Three Dumb Girls." (2) Bizet's opera "Carmen" deals with Spain, love, jealousy ^{sympathy} and bull fighting. (3) Jan Savitt directs the Top Hatters Orchestra. (4) Beethoven wrote "Porgie & Bess."
7. What's the name of this song, asks Johnnie Cook of Washington, D.C. ^{Whistle} (PLAY) Now can you tell us who sang it and in what picture?
8. Baseball is a little out of season, but Julius, one of the Captains in the Madhattan Room of the Pennsylvania Hotel gave me such a swell question, I am going to use it. If you are a member of the hot-stove league which is in session right now, you won't have any trouble answering it. Music and Baseball have a few terms in common and let's see if you can name some of them. The batter strolled up to the plate to wait for the (LYMAN HITS "A" ON THE PIANO). On the first (PITCH) he got a two bagger, but it was close, so he had to (TROMBONE PLAYS A SLIDE) He was safe as he slid into the (LLOYD HITS BASE NOTE) The next man hit a single and produced a (LYMAN PLAYS A RUN ON THE PIANO).
9. If you know the story of the bow and arrow and the apple, you should have no trouble in naming this next composition for Miss Barbara Cole of Cleveland, Ohio. (PLAY) Now tell us whose radio theme song it is - Don Winslow, the Shadow, The Lone Ranger, or Dick Tracy.

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SOUND: (BELL RINGING)

GRAUER: Tinkle, tinkle, Professor, tinkle, tinkle!

KYSER: Mighty cute, there, Dean Grauer - yes, I hear the bell and I fully realize its weighty import. In brief --

- a) Round One is over
- b) The Judges will add, subtract and multiply until
- c) They get a decision.

(OPEN TRUMPET FLARE)

KYSER: There it is now - and the winner is _____!

(APPLAUSE)

KYSER: Congratulations, scholar, the faculty committee places a shining mark upon your brow and advances you to the finals. And to the rest of the scholars - a friendly word ... sit back and light up a Lucky Strike, or ^{let's all} sail forth in a bit of a hornpipe .. I mean, let's dance -- I say, let's dance!

3. ("WHEN PA WAS COURTING MA" MASON AND ORCHESTRA)

(SEGUE TO:

4. ("YOU MUST HAVE BEEN A BEAUTIFUL BABY" BABBITT AND ORCHESTRA)

(APPLAUSE)

COMMERCIAL #2

KYSER: Students, if you hanker to know what a man from Mars really looks like, ask Dean Grauer here. So help me, he showed me a photograph of one this afternoon.

GRAUER: (LAUGHING) Professor, you know as well as I do .. that picture was a photograph of a Lucky Strike employee standing before the opened door of the Ultra Violet Ray machine in a Lucky Strike factory. And the weird mask, students, that made him perhaps resemble a creature of another world, was necessary to protect his eyes from the powerful Ultra Violet Rays.

RUYSDAEL: You might add, Ben .. that you couldn't take a photograph like that in any other cigarette factory. For Lucky Strike is the only manufacturer to use this costly extra step. This means that Lucky Strike's choice tobaccos are not only thoroughly sun-ripened in the fields - they are given extra sunshine mellowness just before their manufacture into Luckies. The Ultra Violet Ray is one stage in the exclusive Lucky Strike process, "It's Toasted." Now "Toasting" takes out certain harsh throat irritants that are found in all tobacco. With these irritants out .. and the extra sunshine goodness in .. your Lucky Strike is naturally more mellow. Have you tried a Lucky lately? Try them for a week and let your own throat prove to you how "Toasting" makes Luckies a light smoke, easy on the throat. Next time, ask for the only cigarette with this extra-sunshine goodness. Ask for Lucky Strike.

(LUCKY DAY ORCHESTRA)

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GRAUER: Scamper, little scholars
 Find every one his place,
 For glory and for dollars,
 We set this fearful pace.

But now there is no time for sloth-like recreation
^{So}
~~But~~ briskly, briefly pause to identify each station!

STATION BREAK

GRAUER: Back from our astral interlude for the second semester
 of Kay Kyser's College of Musical Knowledge. So light
 up a Lucky Strike and listen to the original Kay Kyser
 style, or sashay round to that famous "makes-you-want-to-
 dance" music.

~~KYSER: This jazz, students dirty old jazz.~~

5. ("SOME OF THESE DAYS" ORCHESTRA)

(SEGUE TO:

6. ("GET OUT OF TOWN" SIMS AND ORCHESTRA)

(APPLAUSE)

GRAUER: The three judges have seated themselves beside the rink.
 The scholars are skating furiously up and down
 preparing to shoot the puck. They perform stem christies
 and pirouettes, but guarding the cage in his goalie's
 padding of musical miscellany is our perfidious
 Professor . . . Kay Kyser!

(KYSER THEME IN 6/8)

KYSER: Thank you, Dean Grauer, ^{high jinks of hockey} - and here we go. My first face-off
 is with _____ of _____.

(MORE)

1. Dave Wilcox of Santa Barbara, California, would like to have a bit of information concerning the name of this song and what orchestra's theme it is. (PLAY)
2. Miss Mary Weise of St. Petersburg, Florida, asks you to listen closely - she used to sing with Paul Ash's orchestra ., her first name is a spice and her last name is the same as Mary Pickford's husband...she is now prominent in the movies. Who is she?
3. Here's a outie from Miss Katherine Kootz of Covington, Kentucky. These next three songs ask a question and they all pertain to the pronoun (PLAY) did what? (PLAY) Now maybe you can answer this.(PLAY)
4. Whether you're a student of music or not maybe you have sung a scale or two but in any event Frank Dobbs of Chattanooga, Tennessee, feels that you have heard the syllables sung to the different notes of a scale and would like you to name them for us. I'll give you a start -- the first syllable is DO. Now you go ahead from there. (LYMAN SLOWLY PLAYS THE "C" SCALE AND CONTESTANT MUST SAY DO RE ME FA SO LA SI DO. IF THEY DO IT QUICKLY, I WILL ASK THEM TO GO BACK DOWN THE SCALE.)
5. The next question in tonight's session comes from Miss Carolyn Lauer, of Denver, Colorado. Identify this orchestra leader's theme song and do it tonight - not tomorrow. (PLAY)
6. Here's one from Thorton, Texas, and Thomas Tilders, wants me to entice you into a terrific tussel with these twisted song titles. It may be a terrific task but let's tackle it. (1) When the budding season prevails in the lofty peakswest of the great prairies. (2) *Superannated oclogenious on residence* ~~Antiquated masculine tributary,~~ *or* ~~annet people in their domicile~~ (3) I am depositing all the hen fruit I possess in a single receptical made of ~~women~~ *woven* reeds.

7. Miss Ruth Robrahn of Grand Rapids, Michigan, says you'll recognize this song as soon as you hear it and if you answer anything, answer it soon or the time chime will get you. (PLAY) Now tell us whether that is the theme of the day time serial dramatic program John's Other Wife, ~~Lorenzo Jones~~ or ~~These Happy Gilmans~~. *Heelzap House. Her Honor Nancy James.*

8. I hope you won't mind if we blind-fold you before you answer this question from H.A. Cormack of Worcester, Massachusetts. Now that you are blind-folded, listen carefully and tell us what instrument you hear. (PLAY) Now, if they are() what is this? (PLAY) - that's two. Now what is this? (PLAY)

9. We all know and approve of the drive being made by the Committee for the celebration of the President's Birthday to help the doctors in their fight against one of the most dread enemies of mankind. Now this Committee has chosen a certain song for its own theme song. And Frank Martinelli of San Francisco California wants you to identify it. Listen (PLAY) Can you name two other songs with dime, ten cents or two nickles in their titles? Now there's a good reason why this worthy Campaign has adopted "Brother Can You Spare A Dime" as their theme song. If everyone sent in a contribution of ten cents, addressed to The President, White House, Washington, D.C., you can see how much good it ~~would~~ ^{will} do ^{for this cause.} Well, I think that ~~pretty nearly~~ all of us can spare a dime or maybe more, so let's lend our whole-hearted support to the "March of Dimes."
(Applause)

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SOUND: (BELL RINGING)

GRAUER: Let the firing cease, Professor, for the bell has sounded!

KYSER: Right, Dean Grauer - local champion of the under-dog.
And now hold everything while our judges get their hands
on a decision. Grab it, judges!

VOICE: Ouch! Let go of me.

KYSER: Bring that decision over here, boys.

VOICE: Go easy, Professor, go easy - I'll talk .. the winner
is _____.

KYSER: Thank you, ^{auds} divine decider - it's _____

(APPLAUSE)

KYSER: To you _____, goes a ^{bite at the} hope of boodle and ^{the hope} that some
day you, too, can learn to play the piano in ten easy
lessons. Relax now, and light up a Lucky Strike while the
class rises as a body - puts one foot forward, counts two
beats, and follows that old urge which says - let's dance,
^{children!}
~~come on - let's dance!~~

7. ("HI YO SILVER" PRODUCTION)

(APPLAUSE)

COMMERCIAL #3

KYSER: Look here, Dean Grauer. I'm gonna give the students a rest and ask you a question. How old would you say this song is?

(FEW BARS "MAN ON FLYING TRAPEZE" ..)

GRAUER: The "Man on the Flying Trapeze", Professor? Why, I'd say it was 5 or 6 years old!

KYSER: 5 or 6 years old! Why, man! that song is over 50 years old. Yes ^{sir} and it's still going strong!

GRAUER: Well, well! That's news to me, Professor. But - even so, I know a tune that's even older - and going even stronger! Listen:

BOONE: (CHANTS .. 8 SECONDS) (*no sold American*)

RUYSDAEL: You're right, Ben. And for proof that the chant of the tobacco auctioneer is older, you need only ask Allen Hiatt, of Danville, Kentucky. You see, smokers, Mr. Hiatt has been an independent tobacco dealer and warehouseman for the past 51 years, and he has listened to that chant for over half a century. Now, Mr. Hiatt, with 51 years tobacco experience behind him, says this about cigarettes:

MAN: I know the kind of tobacco that every cigarette company buys. And, at hundreds of auctions I have seen Lucky Strike get the finer riper leaf. That's why I've been smoking Luckies myself ~~for~~ for the past 21 years.

RUYSDAEL: Smokers ... sworn records show that an overwhelming majority of independent tobacco experts .. agree with Mr. Hiatt in his choice of Luckies. (PAUSE) Have you tried a Lucky lately?

(MORE)

RUYSDAEL: (CONTINUED)

You see, new methods, developed by the United States Government, have helped make the last few tobacco crops better than ever. Lucky Strike, as always, bought the Cream of the Crop. So Luckies are better than ever. Try Luckies for a week. Remember, next time you buy cigarettes, with independent tobacco experts, with men who know tobacco best, it's Luckies 2 to 1!

8. ("THIS CAN'T BE LOVE" BABBITT AND ORCHESTRA)

(SEGUE TO:

9. ("UMBRELLA MAN" DUET AND ORCHESTRA)

(APPLAUSE)

(FANFARE)

GRAUER: The Final Round! Wherein we find a brain-trust of two students winnowed out of the first two rounds. They will contest furiously with the old Professor for the aforesaid cash endowment. The goose hangs high - but I'll fix that --

SOUND: (SHOT GUN TWICE)

KYSER: Honk, honk, Doan Grauer - you missed me - and lookie here - if it isn't a golden egg for _____.

1. We have woven together bits of two well-known wedding marches. Listen for a moment and tell Albert Grenier of Waterbury, Connecticut which of the two you think is taken from an opera. (PLAY) Now that you have picked the right strain, from what opera would you say it was taken?

2. In the past few years quite a few popular orchestras have filled engagements at the White House and Miss Vallette Rita Weeks of Beulah, Michigan, would like for you to name at least two of them.

3. Here's a dandy from Delmar, Delaware. Donald Douglass asks you the difference between ~~Cord~~^h, Chorus, ~~Chorus~~ and Corral.

4. Under the circumstances I think Miss Mary Elizabeth Warner of Tulsa, Oklahoma, is justified in asking you to name the following composition. (PLAY) Now tell us is that the Coronation March, Pomp and Circumstance, Infatuation or Grand March from Aida?

SOUND (BELL RINGING)

GRAUER: Hark Professor - 'tis the class clinker!

KYSER: Thank you, Dean Grauer - indeed a joyful sound marking the end of the contest and perhaps the end of the contestants. Rustle round there, judges, go to town on a decision.

SOUND: (DOOR SLAM)

KYSER: Hey! Where'd they go!

GRAUER: They went to town, Professor, but they left this piece of paper.

KYSER: Why it's a decision, proclaiming the grand winner of tonight's thirty-five dollars first prize is _____

(APPLAUSE)

KYSER: Congratulations, _____... you have shown that old school spirit and a fast getaway will vanquish all. To our second placer goes this prize of twenty dollars. Each of the other four contestants receives ten dollars, and all six get a carton of Luckies apiece. Finally, to every member of our student body, for helpin' the old Professor with the answers - a package of Lucky Strike cigarettes.

(APPLAUSE)

~~10. ("FLAT FOOT FLOOGEX" ORCHESTRA)~~

(SEGUE TO

~~11. ("SIMPLE AND SWEET" ORCHESTRA)~~ *cut for time*

(APPLAUSE)

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

GRAUER:

Have you tried a Lucky lately? There are two important facts you should remember about Lucky Strike. First, the exclusive process "It's Toasted" which includes the extra sunshine benefits of the ultra violet ray, makes Luckies a light smoke - easy on your throat. Second- Luckies give you finer tobacco. The proof? Sworn records that anyone may examine show that with independent experts - with men who know tobacco best, it's Luckies two to one! Have you tried a Lucky lately?

("LUCKY DAY" (TAG) ORCHESTRA)

(FADE ON CUE)

KYSER:

Well, das all, chillun, das all .. and school is out until we assemble two weeks from tonight for another class session. There's no school next week, as the heavyweight championship fight between ~~Mr.~~ Louis and ~~Mr.~~ Lewis will be on the air. But I'll see you ~~Wednesday~~ ~~Wednesday~~ - Wednesday, February first - when our College of Musical Knowledge convenes again. Now, scholars, if you have any questions, send 'em right along to me - Kay Kyser at 480 Lexington Avenue, New York City. So until Class Night two weeks from tonight, we'll be thinkin' of you .. this is your old Professor, Kay Kyser ^{thankin' you for listening and} sayin' .. so long, everybody!

(HAPPY DAYS ARE HERE AGAIN ORCHESTRA)

GRAUER:

The famous tobacco auctioneers heard on tonight's program were Mr. L A (Speed) Riggs of Goldsboro, North Carolina, and Mr. F E Boone of Lexington, Kentucky.

(SONG CREDITS)

This is the National Broadcasting Company.

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