

SECRET

As Broadcast

The American Tobacco Company
Kay Kyser's College of Musical Knowledge

#128

Wednesday, September 4, 1940

NILES: Have you tried a Lucky lately.

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

NILES: Let that chant remind you that Luckies are the cigarette of finer tobaccos. With independent tobacco experts -- buyers, auctioneers, warehousemen -- with men who know tobacco best - it's Luckies two to one.

("HAPPY DAYS ARE HERE AGAIN",ORCHESTRA)

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

(APPLAUSE)

(KYSER THEME.)

KYSER: Evenin' folks, how're ya all? Welcome to the lap of old Los Angeles ---- just brush off the muffin dust and set a speed, cause we're about to open the book of higher musical learning. On the first page of the book we see the beautiful picture of six scholars who were chosen at random from our student body here tonight to take examinations for top degrees and \$95 in prizes. But before we get to the lesson on page 2, we want you to make friends and influence each other --- So dip deep into that apple pie and dunk for those cherries in that lemonade. Leap lightly with laughing toesies and cut a dingaroo through yonder posies -- pick a pal and swing a gal - chuck your trance and come on yes dance!

1. ("RISE AND SHINE".ORCHESTRA)

SEGUE TO

2. ("ALL THIS AND HEAVEN TOO.SIMMS AND ORCHESTRA)

(APPLAUSE)

KYSER: Here's Dean Niles with a big topic of conversation ...

NILES: Yes, Professor, it is a big topic. All cigarettes talk about it. In fact, it's what smoking is all about ... tobacco! But when it comes to talking about tobacco, there's one cigarette that can say that its tobacco has made it the ~~most~~ ^{most} favorite of America's independent tobacco experts. ~~No cigarette could say more about finer tobacco and greater enjoyment in smoking.~~ *that cigarette is Lucky Strike*

HIESTAND: It's the greater enjoyment that comes only from ripe, mellow tobaccos which are milder - naturally low in nicotine content. Yes, folks, Luckies' finer tobaccos mean less nicotine. Authoritative laboratory tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands - less than any one of them.

NILES: You see, smokers, each year Lucky Strike analyzes tobaccos before purchase. So our buyers at the auctions have scientific facts to help them select the tobaccos that are "Sold American". If you've been looking for a cigarette of finer tobaccos, with a naturally lower nicotine content - a cigarette of proven mildness - take this tip... Smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

("LUCKY DAY"ORCHESTRA)

SOUND: (CLASS BELL)

(BAND CLAPS HANDS IN RHYTHM)

ISH: Patty Cake - Patty Cake - Professor Man

Who's goin' to take the first exam?

KYSER: Just leave it to me, my faculty dizzes

I'll uncork some collegiate quizzes.

Step up, my brave little men and tell me -- what are

little girls made of?

Sugar and spice and all things nice -- that's what little
girls are made of.

(WOMEN CHEER)

KYSER: Very good. Now, my coy little coed, you tell me --- what

are little boys made of?

GINNY: Snips and snails and puppy dog tails -- that's what little

boys are made of.

(MEN, BOOS)

KYSER: The Boos lose -- so we'll take the boys first and save

the good things for last. Yum Yum. Let's get going,

fellows.

(ADD FIRST QUESTION ROUND)

FIRST QUESTION ROUND

1. Miss Phyllis Marie Ellis, of Louisville, Kentucky, wants me to buffalo you with this barnyard beauty -- but if you can name a couple of songs you won't be baffled. On farmer Jones' chicken farm, one of his best laying hens was very unruly and she preferred a basket to her nest. Every day farmer Jones would scold her and say (PLAY) And the hen would reply, "Nothing doing, Jonesy" (PLAY).

1 Go Healer You Nest
 2 I'm Putting All My Eggs -

2. Here are some famous "Scots" and Alfred Demas of Cleveland, Ohio, says to let you go Scot-free if you can tell us which three of them you associate with music - Raymond Scott, Randolph Scott, John Scott Trotter, Martha Scott and Francis Scott Key. What about the other two?

3. For Mary Wallace, of Los Angeles, let's name this theme song and tell us what orchestra it identifies. (PLAY) Is orchestra leader Blanche Callaway related to Cab _____?

1 Minnie
 2 Cab Callaway
 3. Yes

4. As we've proved before the names of most all pieces of furniture and household furnishings have another meaning -- for instance a bureau is also a Bureau of Investigation, a cabinet is also an Advisory body, etc. In the following sentence, Don McDonald of Lakeland, Florida, wants you to explain what is meant. "They booked me but I turned the tables and proved it was a frame so they shelved the case."

5. Iris Weymouth of Alfred, Maine, asks if either of the following two songs are "Chatterbox" and if not what are they. (PLAY)

1. Tipy
2. Umbrella

6. It's tonight's right or wrongers and F. B. Sykes of Denver wants you to just say "right" or "wrong" to the following statements.

- X (1) One of the first epics of the screen was "The Birth of a Carrie Nation."
- (2) The Birth of a Nation was first called "The Clansman."
- X (3) Raymond Gram Swing leads a swing band.
- (4) Deanna Durbin, Nan Grey and Helen Parrish were the "Three Smart Girls."

(I'll say _____ as _____ was in the picture "Three Smart Girls Grown Up." By the way, Helen Parrish is featured in the picture we are now shooting so come over sometime and watch Helen Parachute.)

7. We'd like for you to tell us what type of music this song typifies and then Ruth Ambrose of Wilmington, Del., also wants you to tell us the name of it. (PLAY)

- 1 Negro Spiritual
- 2 Walk throu God's Heaven

8. We have held many singing spelling bees here in the classroom but tonight for the first time we are going to hold a singing arithmetic class. Here are the words to "Let Me Call You Sweetheart". We want you to sing for us and before you start I'll give you a number. After you start to sing, some where along the line I'll give you another number and we want you to add it to the first number and keep on singing. You might call this the "numbers racket". (PLAY)

9. Here's one of our very familiar patriotic marches and Frank Kruten of Chicago would like for you to tell us whether or not it's "Stars and Bars" "The National Emblem" "Old Glory" or "The Double Eagle". (PLAY)

- 1 National Emblem
- 2 Monkey

NILES: The first exam is over the dam and the faculty report is holding the fort.

KYSER: Then das all, chillun --- champ the bit, it's too late for wit and our faculty declare that the official honor scholar of the first exam is _____
(APPLAUSE)

KYSER: Ah, dear Mr. _____ you have circles under your eyes and rings on your fingers --- this educational old beezer has never been pointed in the direction of a more salubrious student --- go, call up a lady and make a date for commencement. Light up a Lucky dwell upon life, cause recess is here.
(CHEERS)

KYSER: Yes, suh chillun --- rise and shine and lay it on the line with a real Los Angeles lallyshaggin - head-waggin, base taggin, trounce and flounce and ballroom bounce. What I mean to say - is grab a girlie and get in early!

3. (TAKE YOUR GIRLIE TO THE MOVIESMASON AND ORCHESTRA)

SEGUE TO

4. (SIERRA SUEBABBITT AND ORCHESTRA)

(APPLAUSE)

LUCKY STRIKE "KAY KYSER"
Commercial #2.

KYSER: Chillun, you ^{all hear} ~~know~~ that old favorite song of ours...
"Friendship"... ^{But right now} ~~take~~, here's Dean Niles to talk about
friendship ... in a cigarette.

NILES: Yes, folks, a really friendly cigarette is a mighty
important thing today ... more important than ever before
because most of us are smoking more than we used to. Now
Luckies get along well with ~~so many~~ millions of smokers,
and you'll see a picture of the biggest reason-why on a
whole lot of magazine back covers this month ... Yes, a
picture of the kind of beautiful mellow golden tobacco
Lucky Strike buys. And, smokers, that tobacco is just as
good as it looks. For Luckies' finer selected tobaccos are
milder - naturally low in nicotine content. Authoritative
tests reveal that, for over two years, Luckies have averaged
less nicotine than any other leading brand.

HIESTAND: You see, smokers, Lucky Strike analyzes tobaccos before
purchase. So our buyers' skill and knowledge are backed
by scientific facts, when they bid at the auctions. As a
result, they can select tobaccos which are riper, mellowier,
and milder -- naturally low in nicotine. So if you're
smoking more today, think this over: Luckies are the
cigarette of finer, friendlier tobaccos ... tobaccos
naturally low in nicotine. For proven mildness - mildness
that means something - ask for Lucky Strike. Remember, with
men who know tobacco best, it's Luckies 2 to 1!

5 ("I'M NOBODY'S BABY"ORCHESTRA)

6 ("FOOLS RUSH IN"SIMS AND ORCHESTRA)

(OVER -- SEGUE QUICK TO GLEE CLUB)

(TO THE TUNE OF "LAZY MARY")

GLEE CLUB: Oh, lazy ~~teacher~~ ^{Hidder}, will you get up,

Will you get up - will you get up.

Oh, ~~teacher~~ ^{sleepy head}, will you get up

So early in the evening.

You got to go where stations go,

Where stations go - where stations go.

You got to go where stations go

This time every evening. (yawu)

(NBC CHIMES)

...STATION BREAK...

(KYSER MARCH. . . .)

NILES: The merry march rings out, and a fleeting sigh escapes the lips of our three fair co-eds. They will make the sound - the Professor will make the fury. All the chips are down, and here comes the judge and jury -- Doctor P.D.Q. Kyser in person!

(SOUND: SLIDE WHISTLE UP -- WOOD BLOCK)

KYSER: Prance prettily, my proud petunias, or the presiding Professor will go pat-a-pat on your imposing porte-cochere. The first question tumbles earthwards for _____.
(ADD SECOND QUESTION ROUND)

(SECOND QUESTION ROUND)

1. Here's an observation of human nature that's sad, but very true. All inventors, or men of vision, when they come up with something new, Katherine McMann of New York City says we criticize them for being radical and we call them a (PLAY). But when their idea clicks and civilization takes another step forward, we all say "I told you so - there's a man with (PLAY)

- 1 Scatbrain
- 2 Imagination

2. Here's one from Duluth, Minn. Bill Ross asks you to distinguish between Duluth, ~~Duluth~~ ^{Account on Youth}, a Sleuth and the Awful Truth,

- 1 Town
- 2 Play
- 3 Dick
- 4 Picture

3. After hearing a few bars of this orchestra theme song, Idyl Evans of Indianapolis says it should be no trouble for you to name the orchestra leader it identifies. (PLAY) Is he Herbie Kay brother?

- 1 Sammie Ray
- 2 No.

4. In the pictures we are now making, Boris Karloff, Bela Lugosi, and Peter Lorre will be seen together for the first time. Gene Brown, of Pasadena wonders if you know which of them portrayed Dracula, Mr. Moto, Frankenstein.

- 1 Lugosi
- 2 Home
- 3 Karloff

5. They are the men who give you the willies; now we're going to give you the sillies, because it's time for the "Do you know what's." Mary Roser of Morgantown, West Virginia asks - do you know what the heavily insured man said when he heard his house was on fire? The heavily insured man sang (PLAY). At the station as the husband smiled and waved goodbye to his mother-in-law, do you know what he sang under his breath? Well, when he waved goodbye to his mother-in-law, the husband quietly sang (PLAY)

ISH: Do you know what the man said when he got hit over the head with a lantern?

KAY: No, Ish Kabibble, what did the man say when he got hit over the head with a lantern?

ISH: I'm struck with the light.

ISH: Do you know what the man said as he smashed the clock?

KAY: No, Ish Kabibble, what did the man say as he smashed the clock?

ISH: I'm just killing time.

- 1 Keep the Home Fires -
- 2 I got along without you -

6. Let's linger for a moment on some delightful lyrics and see if you can tell Paul Monges of Withita, Kansas, the name of the songs from which they are taken. The chorus of what song starts with Boop Boop Ditum, Dotum, Whatum Choo. (2) The chorus of what song starts with Tiddlee Um Bum, Tiddlee Um Bum (3) The Chorus of what song includes "Rickety-acka-Sacki"?

- 1 3 little fish
- 2 Man with the mandolin
- 3 Hold tight

7. Here's Fats Waller's theme song and Helen Calabra of Hartford, Connecticut wants you to name it. (PLAY) Does Fats Waller play trumpet, drums, piano or saxophone?

- 1 Ain't Misbehavin'
- 2 Piano

SOUND: BEEP BEEP

8. Jeepers Creepers it's a Beep, Beep, Beeper. Lyman Gandee is about to play a well-known melody and every time he makes a mistake in that melody, V. Graham of Edmore, North Dakota wants you to say "Beep" or "Beep Beep" (PLAY)

9. Here's a song that Dot Poraswell of Furham, North Carolina says you should be able to name presto - pronto and quicko - (PLAY) From the following list name two people who are now heard on Your Hit Parade, Barry Wood, Orrin Tucker, Bonnie Baker, Bea Wain, Mark Warnow, the Hit Paraders.

- 1 I Love A Parade

(SOUND: CLASS BELL)

2

SOUND: BELL

NILES: The chime says it's time for division, revision and decision, Professor.

KYSER: So it does, Dean Niles, and that means there's nothing to do but wait for the Judges to come through with the score. Thank you - and scratched on the back of an old envelope is the fair name of _____!

(APPLAUSE)

Dear _____, your learning has put your sister scholars to shame. You've got more music in you than a juke box. Go, light up a Lucky Strike while the rest of the student body gives over to a mess of recess. The rhythm is ready to romp, chillun, so plus on your galluses and grab yourself a gal, and let's dance -- I say come on, let's dance.

7. ("FRIENDSHIP"(PRODUCTION)

(APPLAUSE)

Commercial #3 - 9-4-40

(ORCHESTRA - MUSIC ESTABLISH, IN & OUT ON CUE...FADE)

VOICE: #1 Opening day at a Southern Tobacco Auction...(MUSIC)

Today all roads lead to the big Tobacco Warehouse.

VOICE: #2 By bus...car and buggy....farmers in holiday mood and dress have come to town to watch while their tobacco is sold.

VOICE: #3 A red letter day in Tobaccoland,

(ORCHESTRA...MUSIC TO PEAK...FADE & OUT ON CUE)

(SOUND: CROWD NOISE TO PEAK & FADE TO B.G.)

VOICE: #1 Here in the great warehouse are thousands of baskets of golden tobacco - each basket to be sold individually.

VOICE: #2 In the huge warehouse men gather in excited groups.... farmers who raised the tobacco - buyers who'll buy it - auctioneers who'll sell it.

VOICE: #3 Excitement is at fever pitch....everyone is waiting for the sales to begin....~~listen~~...the warehouseman calls out the price of the opening bid...*listen*

VOICE: (COLD) Let her go boys - some mighty fine tobacco - start'er at - 22 -

(CHANT OF AUCTIONEER & FADE...HOLD B.G....ALSO CROWD NOISE B.G.)

(COMMERCIAL CONT'D)

NARRATOR: The auctioneer asks for \$22 a hundred pounds...and gets it....from Company A. Quick as a wink, another bid makes it 23 dollars....23 dollars...and now 24....24 dollars bid. But the tobacco's not yet sold...there are two dozen buyers on the line and anyone can bid....the auctioneer is the master now - no words are spoken - words are too slow -- There goes a signal from Lucky Strike at 25 - 25. It's still anybody's fight....and in comes a bid at 26 from the buyer for Company B. Twenty-six dollars bid - 26....and up it goes to 27 as an independent buyer joins the fray. Will he get it? Wait a minute, a buyer gestures - it's another bid.... the auctioneer steps up the beat of the chant - 28 - 28 - he looks around - no more signs - no bids - 28 - 28 - it's going to Lucky Strike - ~~that's~~...

BOONE: (CHANT UP & "SOLD AMERICAN")

HEISTAND: There you see how tobacco is bought....right out in the open market in open competition where everyone can see who buys what tobacco. And the people who do see it day after day are the independent buyers, the auctioneers and the warehousemen. They see that Luckies buy the finer grades. And so, with these experts, with men who know tobacco best, it's Luckies 2 to 1.

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

9. ~~MUSIC BY BABBITT & ORCH.~~ Killed on air

(FANFARE)

9-4-40

NILES: The Final Exam! A gruesome twosome of scholars have been sought from the ends of the earth to be tried in the fire for final honors. And here comes the guy with the tired old eye and the old College try - Professor Kyser!

KYSER: Speak up frontwards, students - cause here's the first query for fame and fortune.

(ADD FINAL ROUND)

FINAL ROUND

This coming Saturday and Sunday - September 7 and 8th, the entire Varsity Crew and "Your Old Professor" are making a personal appearance at the annual Calif. State Fair in Sacramento -- We hear it's quite a fair so in honor of that occasion we think it's fair to dedicate our final round tonight to Fairs.

1. John Morris of Omaha, Nebraska says the next 2 songs should remind you of two cities in which World's Fairs are now being held and we'd like for you to name the cities and the songs. (PLAY) (PLAY)

Is this the 1st year for the fairs in N.Y. & San Francisco?

- 1 San Francisco
- 2 ~~Golden Gate~~
- 3 ~~East side West side~~
- 4 New York

2. Speaking of Fairs, Mrs. Clarence Larkins of Detroit, Michigan, wonders if you can name 3 other cities in the nation besides New York and San Francisco that have had World's Fairs or International Exhibitions.

- 1 Chicago
- 2 St. Louis
- 3 Phila

3. And speaking of Fairs J. E. Sybrand of Honolulu, asks you the difference between Fanfare, Bill of Fare, Pickfair, and Mitzi Mayfair.

- 1 Trumpet
- 2 Menu
- 3 Residence
- 4 Singer

4. This is the finale of our fair finals, so Mary Gray of Farmington, W. Virginia wants you to name this song (PLAY). Now tell us who said "All's Fair in Love and War." Was it Edwin C. Hill, General Sherman, Cleopatra, or A. Nonymous?

- 1 Come to the Fair
- 2 Anonymous

(SOUND: CLASS BELL)

-19-

NILES: Time's up, Professor -- hold up on the questions.

KYSER: And while the Judges are going through the pockets in the cloakroom looking for a decision, Dean Niles will deliver the tobaccolaureate address.

NILES: With independent tobacco experts -- with men who know tobacco best -- it's Luckies two to one. 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, for more than two years, Luckies have averaged 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-

-20-

KYSER: Graduation thrusts itself upon us, and the final total of the scores show that the first ^{tip} ~~place~~, top-honor ^{student} for tonight is _____.

(APPLAUSE)

*1st prize 100% score
2nd prize 100% in last round*

KYSER: What brains, what brawn, what beauty, you have displayed, my dear _____.

If you only had a little more hair you would qualify for the Stokowski Scholarship. So take this first prize of thirty-five dollars, and hide it in the old piano bench. To our precarious second placer, this second prize of twenty dollars. Each of the other four contestants get ten dollars enrollment fee apiece, and to all six a carton of Luckies. And finally, to each and every member of the student body for the hearty hooray and hot-cha -- a package of better-than-ever Lucky Strike Cigarettes!

10. ("PLAYMATES")

(APPLAUSE)

(KYSER THEME)

-20-

KYSER: Well, das all, chillun -- school stands adjourned until we assemble under these tress of knowledge next Wednesday night at the same time. In the meanwhile, the recommended home-study course in musical betterment is YOUR HIT PARADE, starring Barry Wood, heard on Saturday night over another station. And don't forget that address for questions to the old Professor ... Box 909, Los Angeles, California. Until next Wednesday, we'll be thinking of you -- this is Kay Kyser sayin' thanks a lot for being with us, and so long, everybody.

NILES: HOLD APPLAUSE

(HAPPY DAYS ARE HERE AGAIN ORCHESTRA)

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

(SONG CREDITS ... IF ANY)

THIS IS THE NATIONAL BROADCASTING COMPANY

(SWITCH TO AUXILIARY STUDIO)

HIESTAND:
AUXILIARY
STUDIO

Attention, please! The War Department is asking for recruits to help build American Defense. Go to your nearest Recruiting Station and find out what you can do to help strengthen our National Defense Program.

As Broadcast

AMERICAN TOBACCO COMPANY

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

September 11, 1940

NILES: Have you tried a Lucky lately?

BOONE: (ONE LONG SALE ... ENDING WITH "SOLD AMERICAN")

NILES: Let that chant remind you that Luckies are the cigarette of finer tobaccos. With independent tobacco experts - buyers, auctioneers, warehousemen - with men who know tobacco best, it's Luckies two to one.

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

NILES: Lucky Strike presents Kay Kyser's College of Musical Knowledge -- your Wednesday night chance to wiggle and giggle for fun, prizes and liberal portions of that famous makes-you-want-to-dance music -- but, now the old school door is closed -- teacher's desk dusted off and here comes your old professor -- Kay Kyser!

(KYSER THEME.)

(APPLAUSE)

KYSER:

Evenin' folks -- how're ya all? --- our class room tonight is surrounded by California, learned as Los Angeles and happy as Hollywood, to say nothing of peppy as Pasadena. And grouped here with me on the lecture platform, ready for the freshman picture to be taken, are our six earnest young scholars who were selected by the haphazard finger of chance to take tonight's examinations for degrees and \$95 in prizes. While the picture is being snapped, we invite the rest of you undergraduates to unpack the refreshments --- vibrate with your vicarious vitalities -- get up, pal up, step up, give up and --- yes dance!

1. (SOME OF THESE DAYS" ORCHESTRA)

segue to

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

(APPLAUSE)

LUCKY STRIKE - "KAY KYSER"
Commercial #1

KYSER: Now, Dean Niles of our Smokers' School wants to know ...
what's your "Tobacco I.Q."?

NILES: Yes, smckers, how well-informed are you on this subject of
tobacco? Do you know how much, finer tobacco in a cigarette
means to you? Well, put this down in your school notebooks
right now Luckies' finer selected tobaccos equal, one:
greater smoking enjoyment - two: less nicotine, a milder
cigarette.

HIESTAND: Yes, folks, as independent tobacco experts will tell you,
Luckies buy the finer tobaccos. And Luckies' finer tobaccos
mean less nicotine. Authoritative laboratory tests reveal
that, for more than two years the nicotine content of Luckies
has been twelve per cent less than the average of the four
other leading brands - less than any one of them.

NILES: One question more: How does Lucky Strike pick out these
finer tobaccos - tobaccos that are not only ripe and mellow,
but milder - naturally low in nicotine content. Well,
here's the answer ...

HIESTAND: Each year we analyze tobaccos before purchase. So our
buyers at the auctions have scientific facts to help them
select the tobaccos that are "Sold American." If you've
been looking for a cigarette of finer tobaccos, with a
naturally lower nicotine content - a cigarette of proven
mildness - take this tip ... Smoke the smoke tobacco experts
smoke. Next time ask for Lucky Strike.

("LUCKY DAY" ORCHESTRA)

SOUND: CLASS BELL

NILES: Everybody inside --- come on scholars --- class is in

ORCHESTRA: MUMBLE OF VOICES

Oh, so you don't want to go to class, eh? All right - we'll call on the Pied Piper of Kyser College to pipe you in --- okay Piper.

(TINFLUTE KYSER MARCH) (FOLLOWED BY STAMPEDING FEET AND WHISTLE NIPS)

NILES: That's right, students --- Now --- are you downhearted?

AUDIENCE: Noooooooooooo.

NILES: Well, you ought to be 'cause here comes that fugitive from a bazooka ----- that Carolina Palooka ----- your tasty tester ----- the old professor.

AUDIENCE: (GROANS)

KYSER: Gentlemen you are now about to embark upon a stormy passage ----- a torturous pilgrimage -- in words of five syllables, youse mugs is about to get it good.

(ADD FIRST QUESTION ROUND)

FIRST QUESTION ROUND

1. The first thing you have to do is name a song. Miss Helen Grant of Minneapolis, says if I borrow money from you that is (PLAY). If I pay you back, that's a miracle. Who sang that song in the Marx Bros. picture "A Night At The Opera?" He's Irene Hervey's husband. I like the Hardy Family and the _____ family, too.

- 1 Alone
- 2 Alone Jones

2. Sam Keefer of Los Angeles, points out that many baseball players have nick-names you can eat. I'll enumerate a few and we want you to name three of the ball players: Pie, Pepper, Cookie, Sugar, Buck Goose, Ducky Rabbitt, and Hot Potato - I guess this is Custard's last stand.

- 1 Traynor
- 2 Martin
- 3 Goslin

3. Here's a well-known orchestra theme song that Miss Florence Kent of Louisville, Kentucky, says you should have no trouble in identifying and also naming the song. (PLAY) Now don't wain until you distinguish between Wayne Morris, Bea Wain and wain on the woof.

- 1 Wayne King
- 2 The Waltz You Saved For Me.
- 3 Delta
- 4 Singer - 5

4. This one deals with the rhythms of some well-known songs. Harry Watters of Oklahoma City, asks is "It's a Sin To Tell a Lie" a waltz or a foxtrot. Is La Cucaracha a rhumba or a tango? Is Valencia a one step or a 6/8?

- 1 Waltz
- 2 Rhumba
- 3 6/8

5. Here are a couple of those silly "do you know what's." Betty Morback of Columbus, Ohio, asks do you know what the automobile chassis in the junk yard sang? (PLAY) Do you know what Atlas sang when he took the world off his shoulders and sat down on it to rest a while? Well, when Atlas sat down on the globe, he sang (PLAY).

- 1 I Ain't Got Nobody
- 2 Sittin' On Top of the World

6. This question we dedicate to the lion hearted director of our picture, David Butler, alias "The Old Colonel" alias "The Laughing Loser." Lee McIlwan of Pueblo, Colorado wants to know who Rhett Butler was. Several English actors are well-known for their portrayal of butlers in the movies and at least two of these names should be familiar as such - Arthur Treacher, Allen Mowbray, Henry Hull, Eric Blone.

clay
Bobb

7. Here's a song called "Isle of Golden Dreams" and Miss Helen Fisher of Seattle, wants you to tell us what famous radio program it identifies. (PLAY) From the following list, pick two who are featured on that program - Evelyn and her violin, Jane Froman, Maxine, Ina Ray Hutton, Three Little Words and Baby Snooks.

1 Home of Harmon

8. Lyman Gandee is about to play a bit of two well-known Doll songs - Bob Rosenthal of Charlotte, N.C., wants you to listen and then name the two songs. (PLAY)

1 Rag Doll
2 Doll Dances

9. Let's name this song for Miss Barbara Murphy of Chicago, (PLAY) Now the home in Rebecca was either named Mandalay, Mandolin or Manderlay. Which do you think?

1 Road to Mandalay
2 Manderlay

(SOUND: SCHOOL BELL)

SOUND: SCHOOL BELL

NILES: The exam is over, professor --- our faculty is ready to report.

KYSER: Das all, freshmen --- the tabulations are handed down from faculty hall and the honor scholar of the first exam is declared to be _____.

(APPLAUSE)

KYSER: Dear Freshman ----- you have taken the first lap in this race for lurid financial laurels and academic awards, so you can burn your freshman hat on Hoolinghan's Heath. Go, light up a Lucky Strike and languish in lush luxury until commencement. But now, ladies and gentlemen ---- (TAPS DESK BELL) Class is dismissed for recess.

(CHEERS)

KYSER: Yes, suh, chillun -- chant and chuckle -- gyve and truckle --- put down your hoops cause here come the loops --- it's boys and girls together, kids on the sidewalks of old Siwash --- and so, one, two and don't be blue.

3. ("PRACTICE MAKES PERFECT".MASON AND ORCHESTRA)

4. ("BLUEBERRY HILL".BARRITT AND ORCHESTRA)

(APPLAUSE)

(COMMERCIAL #2)

VOICE #1: Tuesday, September third ... Kinston, North Carolina ... first Colonial Capitol of the State ... located 78 miles southeast of Raleigh - the present Capitol of North Carolina.

VOICE #2: Today this hustling, bustling Southern trade center takes on added life.

VOICE #3: Farmers from Lenoir County and Tobacco experts from many Southern states eagerly await the annual opening of one of the country's great tobacco markets.

(ORCHESTRA MUSIC TO PEAK (ten seconds) - FADE AND OUT ON CUE:)
(CROWDED NOISE ESTABLISH AND FADE TO BACKGROUND)

VOICE #1: We're in one of the largest tobacco warehouses in the South where more than four thousand baskets of tobacco are ranged, row on row.

VOICE #2: These baskets containing various grades and qualities of tobacco are to be sold individually. There stands the auctioneer who'll do the selling. He faces the buyers. All around are the farmers who raised this tobacco.

VOICE #3: Excitement runs high - waiting for the sales to begin. Listen ... the warehouseman calls out the price of the opening bid ...

VOICE: Here's some mighty pretty tobacco - start 'er at - 22.
(CHANT OF AUCTIONEER AND FADE - HOLD B.G. - ALSO CROWD NOISE B.G.)

NARRATOR: The auctioneer asks for \$22 a hundred pounds for this fine, ripe leaf ... Yes, and gets the bid - 22 from Company A. But right off the bat a leaf dealer makes it 23 dollars ... 23' ... 23 ... and a buyer for a foreign company signals 24 ... 24 dollars bid.

(COMMERCIAL CONT'D)

NARRATOR:
(Cont'd)

But who'll get it - is a toss-up. There are over a dozen buyers on the line, each competing with the others. They do it by Signals, swift and sure. The auctioneer's quick eyes never miss ... There goes a signal from Lucky Strike, making it 25 - 25 dollars bid. But Company B raises it to 26 ... Then Lucky Strike 27 ... say, this is a fight... The auctioneer looks at the buyer for Company B ... He's taking a second there but he signals 28 - 28 ... Another buyer bids it up to 29 - will he get it? Hold on ... that American Tobacco Company buyer signals again and the auctioneer steps up his chant to 30 - 30-he looks around at every buyer - but there are no more signs - no more bids 30 - 30 - it's going to Lucky Strike - listen -
(CHANT UP AND SOLD AMERICAN)

HIESTAND: There you see how tobacco is bought - right out in the open market ... in open competition ... where everyone can see which company buys what tobacco, and the price they pay. Independent tobacco experts agree that Luckies buy the finer tobaccos and records show that Luckies consistently pay higher prices to get those finer tobaccos. For instance, in the opening week of the tobacco auctions at Kinston, North Carolina, The American Tobacco Company - which makes Luckies - paid 58% more than the average market price for the tobacco it bought there. No wonder, that with people who actually go to the auctions ... with independent buyers, auctioneers and warehousemen ... with men who know tobacco best, it's Luckies 2 to 1!

(ORCHESTRA - MUSICAL TAG)

5. ("SIX LESSONS FROM MADAME LA ZONGA" ORCHESTRA)

Segue to

6. ("THE NEARNESS OF YOU" SIMMS & ORCHESTRA)

(APPLAUSE)

(APPLAUSE)

(GLEE CLUB: "SCHOOL DAYS")

NILES: Sweet, sad September and morning roads lead back to school as tots totter o'er hill and dale and freshmen trudge to collegiate jail. On the hill the old school smiles and beams at these coming trials as leaving these scenes and cloistered screams we buzz across the nation to identify each station.

...STATION BREAK...

(KYSER MARCH....)

NILES: The second semester comes to Kyser College like a long drive off the first tee. On the club house porch, our second three contesting scholars --- three gorgeous feminine genders are ready for their educational benders - powdered and perfumed and thoroughly groomed they are arranged in languorous poses like beautiful California roses ...but, suddenly they are startled and now they scream...

(THEY SCREAM)

For they have seen the face that launched a thousand slices --- and oh, it is terrible --- oh, it is tough - to shoot for the green and get in the rough.

KYSER: Fore! That's right -- let your old professor swing his woods and get his irons in the fire. Step right up, Miss _____, and see if you can top this one.

(ADD SECOND QUESTION ROUND)

(SECOND QUESTION ROUND)

1. Tommy Byrnes of New Orleans, La., writes that Betty Boop fell down and went boom and thereby lost several of her front teeth. She sobbed, sighed, simpered and then sang (PLAY) But after six peachy appointments with her painless pal, the dentist, she is now (PLAY)

- 1 I'll Never Smile Again
- 2 Lovely To Look At.

2. Miss Beverly Walker of Indianapolis, points out that now more than ever America is following the news commentators and from the following list of first names, we believe you should be able to enumerate three well-known news commentators. Lowell Thomas, Raymond Oran Swing,

Paul Sullivan, Edwin C. Hill, H. V. Kattenhorn.

Kulturn Lewis Jr.

3. When a certain orchestra leader comes on the air playing his trumpet Paul Lawson of Ontario, is sure you know who he is and the song he's a playin' - it sounds something like this (PLAY). Is there a trumpet player named "Hot Lips Paige"?

- 1 Henry Busse
- 2 Hot Lips
- 3 Yes

4. Miss Virginia Weber of Racine, Wisc., was instrumental in proposing this question, but you don't have to be an instrumentalist to tell us about the following instruments. Is the French Horn or the English Horn a member of the brass family. What is the next line in this - "Little Boy Blue, Come Blow Your Horn? Was the book "Young Man With A Horn" written about trumpet player Bix Beiderbecke?

- 1 French
- 2 The Sheep's —
- 3 Yes

5. Here's a good old favorite that Thomas Hutchins of Cincinnati, wants you to name. (PLAY) Now can you name two well-known "Micha's"?

- 1 Oh, How I Miss You Tonight
- 2 Fusa
- 3 Elman

6. I can't wait any longer for tonight's Right or Wronger so Miss Eleanor Lampert of Waco, Texas, wants you to say "right" or "wrong" to the following statements.

- Wrong (1) Actress Shirley Ross is boxer Barney Ross' daughter.
- Yes (2) Artie Shaw has the orchestra on the Burns and Allen program.
- Yes (3) "I'll Never Smile Again" was written by Ruth Howe, a former pianist in Ina Ray Hutton's orchestra.
- Wrong (4) Good comedian Bob Hope's opera cloak is known as the Cape of Good Hope.

7. Here's the theme of an orchestra leader whose first name is "Henry".
 Edgar Harris of Camden, New Jersey says you'll recognize him as soon
 as you hear it. (PLAY) He's a King at the piano - but who is known
 as "The King of Swing?" Who is Charles King?

- 1 Henry King
- 2 Goodman
- 3 Movie Star

8. The band is about to play the Anvil Chorus and here's an anvil
 and here's a hammer. Miss Sandra Manning of Detroit, Michigan wants
 you to become a lady blacksmith for a moment and beat the anvil in tempo
 with the orchestra on the afterbeat!

9. John Phillip Sousa gave us many of our best-known patriotic marches.
 We're about to play one of them and Marvin Holder of Birmingham, would
 like to know whether or not it is Semper Fidelis, Washington Post March,
 Saber and Spurs or El Capitan March (PLAY). Was the bass-horn
 "Sousaphone" named after him?

- 1 Semper Fidelis
- 2 Yes

(SOUND: SCHOOL BELL)

NILES: By faculty decree, it's time for tea --- the exam is over.

KYSER: And das all, my beauteous ones -- the faculty has delivered its report and names the honor girl of the second exam to be _____.

(APPLAUSE)

KYSER: Ah _____, your winning smile --- your clever quips have won the hearts of all of us --- so go, dear Miss _____, and wire your relatives that you're promoted to the senior class. Light up a Lucky Strike and knit yourself a Mother Hubbard for commencement. Right now recess is here and time for a field trip and a merry quip.

7. ("FROM THE LAND OF THE SKY BLUE WATER". PRODUCTION)

(APPLAUSE)

KYSER: Chillun, every time I buy a magazine at a newstand, I get downright homesick for dear old North Carolina

NILES: And I know why, folks, it's because of those pictures of Luckies' tobacco on magazine back covers. Really, that Lucky Strike tobacco is enough to make any southerner homesick. For it's some of the finest looking leaf this country ever grew. And, folks, it's just as good as it looks. It's ripe and mellow and, very important in these days of increased smoking, Luckies' tobacco is milder - naturally low in nicotine. Authoritative tests reveal that, for over two years, Luckies have averaged less nicotine than any other leading brand.

HIESTAND: You see, smokers, Lucky Strike analyzes tobaccos before purchase. So we have the help of science in selecting the finer, friendlier tobaccos ... tobaccos that are not only ripe and mellow, but milder, naturally low in nicotine. If you're smoking more today, think this over: Luckies are a cigarette of proven mildness - mildness that means something. So smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

8. (WHAT'S WHAT KAY - ISE - HARRY)

9. (LOVE LIES DUET)

FANFARE

NILES: The final exam! mothers hide their children under
the bed...fathers pace grooves in the old school floors...
birds hide in their nests and gamblers play their cards
close to their vests for our two champion scholars are led
towards the old lecture platform ... it's their last chance
and no reprieve for here comes prexy with an ace up his
sleeve.

(CYMBAL CRASH)

KYSER: Greetings seniors ---- don't be pale --- right answers will
tell the tale.

(ADD FINAL ROUND)

FINAL QUESTION ROUND

1. The currency of the realm plays a vital part in our life - So I'm sure you won't object if we talk about money in our final round tonight. Chester Cole of Medford, Oregon, suggests that we start by robbing the baby's bank and ask you the name of this (PLAY). Can you name two well-known heads that do or have adorned the penny? Is there a chain of stores known as the Penny Stores? ~~Is it illegal to photograph money?~~ Were Red Nichols five pennies Indians?

- 1 Pennies from Heaven
- 2 Lincoln
- 3 Indian
- 4 Yes

2. Now let's progress a bit and talk about (PLAY) Whose theme is "My dime is your dime"? How many dimes are there in \$1.25? ~~Is there a jail where they make money, would it be a mint jail?~~

If you snooped around the mint would you be a mintsy?

(mints pic)

- 1 Love on a Dime
- 2 Valley
- 3 17 1/2
- 4 No

3. Harvey Schuster of Brooklyn, New York, is really in the money. He stuck out his chest and said (PLAY) Can you name a famous line of ships that has a denomination of money in its title? Which way would you be richer - with \$100,000 dollar bills or a thousand \$100 dollar bills?
 Is it illegal to photograph money?
~~Who is the Norgent bank~~

- 1 Live Got \$5.⁰⁰
- 2 Dollar line
- 3 Samez
- 4

4. Miss Betty Bonn of San Francisco, must have struck oil because she wired me in big red type and said (PLAY) Can you give us three slang expressions for money?

- 1 Wise In the Money
- 2 Dough
- 3 Mazyms
- 4 Bucks etc.

(SOUND: SCHOOL BELL)

NILES: The exams are over.

(CHEERS)

KYSER: Steady scholars --- the faculty has retired to grade the answers and while they are gone we shall attend a brief convocation in which we hear Dean Niles read the tobacco laureate address.

NILES: With independent tobacco experts -- with men who know tobacco best -- it's Luckies two to one. 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, for more than two years, Luckies have averaged 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.....

KYSER: The faculty report! We are proud to announce the honor scholar of the week --- the highest grade --- the tip top awards go to _____.

(APPLAUSE)

KYSER: Dear _____, I congratulate you --- I shake your hand --- I award you this first prize of \$35 ... go --- go forth into the world dear _____, buy yourself a gold mine and snub your friends. To you dear second placer --- because it was only fate than an answer stuck to the tip of your tongue, this second award of \$20. To the other four scholars, ten dollars each, and to all six a carton of Luckies. Then to each and every member of our student body here tonight, for those roars and groans and ripe rich tones --- a package of better than ever Lucky Strike cigarettes.

(APPLAUSE)

10. ~~WATER TUB~~ *Lucky Day* (ORCHESTRA)

(APPLAUSE)

~~(WATER TUB)~~

KYSER: Well, das all chillun --- the old college hangs its clothes on a hickory limb and does not go near the educational water until next Wednesday night at the same time. In the meanwhile, we expect you to brush up on your musical groundwork by attending a session of YOUR HIT PARADE, starring Barry Wood, Orrin Tucker and Bonnie Baker, Bea Wain and Mark Warnow's orchestra and heard Saturday night over another station. And don't forget that address for questions to the old professor ... Box 909, Los Angeles, California. Until next Wednesday, we'll be thinking of you -- this is Kay Kyser sayin' thanks a lot for being with us, and so long, everybody.

(WILES-HEISTAND (HOLD APPLAUSE)

(HAPPY DAYS ARE HERE AGAINORCHESTRA)

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

(SONG CREDITS ... IF ANY)

THIS IS THE NATIONAL BROADCASTING COMPANY

THE AMERICAN TOBACCO COMPANY

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #130

Wednesday, September 18, 1940

NILES: Have you tried a Lucky lately?

BOONE: (ONE LONG SALE ... ENDING WITH "SOLD AMERICAN")

NILES: Let that chant remind you that Luckies are the cigarette of finer tobaccos. With independent tobacco experts - buyers, auctioneers, warehousemen - with men who know tobacco best, it's Luckies two to one.

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

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

(KYSER THEME)

(APPLAUSE)

KYSER: Evenin' folks --- how're ya all? ...

AUDIENCE: Fine, Kay - how're you?

KYSER: How am I? - I'm rarin' to go, chillun -- so just relax and help yourselves to some more grits and gravy cause the old school is about to open up for business. These six handsome scholars sitting pat on my podium are ready to take examinations tonight for top degrees and \$95 in prizes, but before we start class, the parent teacher association is holding a festive jamboree --- an extra-curricular spree ... a bundlin', bouncin' bee, so Mr. He, grab your She --- this hopes-you-want-to-dancin's free.

1. ("FINE AND DANDY" ORCHESTRA)

segue to

2. ("ALL THIS AND HEAVEN TOO" SIMMS & ORCHESTRA)

(APPLAUSE)

KYSER: Chillun, our Department of Languages reports that "Says who?" and "So what?" are two great American expressions and Dean Niles says - he has the answers for both of 'em.

NILES: I sure have, Professor. And I'm going to demonstrate. Here's the way that first expression might be used: "Luckies are made of finer tobaccos."

VOICE: Says who?

NILES: Says America's independent tobacco experts. They're the one group of men in all the world best qualified to say which cigarette gets the finer tobaccos at the auctions - and they smoke Luckies 2 to 1.

VOICE: So what?

NILES: So take a tip from these experts. You get real smoking enjoyment in Luckies - the greater enjoyment that comes only from ripe, mellow tobaccos which are milder - naturally low in nicotine content. Yes, folks, Luckies' finer tobaccos mean less nicotine. Authoritative laboratory tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands -- less than any one of them.

HIESTAND: You see, smokers - each year Lucky Strike analyzes tobaccos before purchase. So our buyers at the auctions are scientifically guided in their selections. If you've been looking for a cigarette of finer tobaccos, with a naturally lower nicotine content - a cigarette of proven mildness - take this tip ... Smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

("LUCKY DAY" ORCHESTRA)

SOUND: CLASS BELL

NILES: Attention Scholars - Class will come to order.

BAND: (SHUFFLE OF FEET - COMMOTION)

NILES: I will now call the roll ---- Sitting Students?

MEN IN AUDIENCE: GRUNT.

NILES: Standing Students?

WOMEN IN AUDIENCE: INDIAN WA HOO.

NILES: Oh so it's going to be like that, eh? Well, hang onto your Caps, Freshmen, for here comes that Super Chief after the scalps of all he meets --- he'll quiz you dizzy, so let's get busy and keep his wigwam.

(KYSER MARCH - WITH AUDIENCE WAHOOSORCHESTRA)

KYSER: Ah, my young Indian Braves, step forward without hesitation and answer without reservation ----

(ADD FIRST QUESTION ROUND)

ROUND ONE

1. Bill Rogers of Indiannapolis, Indiana called on his pal last night and couldn't find him in, so when he saw him today he said "where were you last night?" His pal replied "Who me - you want to know (PLAY) Well, if you must know, I was celebrating. I was sipping cider through a straw (PLAY) And I guess you want to know why I was celebrating. Well, I was celebrating because (PLAY)

- 1 Where Was I
- 2 Down By the Old Apple Tree
- 3 My Wife's Gone to the Country

2. Miss Frances McMillan of Meridian, Mississippi, asks you to distinguish between Solo, Polo, Rollo, Sells-Floto, and O Solo Mio.

- 1 Individual
- 2 Gauss
- 3 Circus
- 4

3. Let's see if you can tell Leo Wentling of Bennington, Vt., what orchestra leader this theme song identifies. (PLAY) He features tick-tock rhythm and he might be related to Flash and the Yankee's second base-man "Joe." Do you think he's related to them?

- 1 Gray Gordon
- 2 No

4. Miss Sally Clark of Bakersfield, Calif., points out that several folks who are primarily radio people either are making, or are about to make, moving pictures, and from the following hints she thinks you should be able to name at least three of them - Jello - Town Hall Tonight, YOUR HIT PARADE, Pot of Gold, and the College of Musical Knowledge.

5. What's the name of this song, asks Herbert Parrish of Kansas City, Mo. (PLAY) What does riding piggy-back mean? Was "Pigskin Parade" a picture?

1 Piggy
2 Shoulders
3 Yes

6. It's tonight's right or wrongers and Miss Betty Scott of Memphis, Tenn., wants you to say "right" or "wrong" to the following statements:
1) Home on the Range is Lone Ranger's theme song. 2) The first three notes in the musical scale are Do, Re, Me. 3) Charlie Chaplin wrote the music for his new picture "The Dictator." 4) Dennis O'Keefe and Walter O'Keefe are brothers. (Dennis O'Keefe again plays the part of the band manager in our picture "You'll Find out.")

1 No
2 Yes
3 Yes
4 No

7. Here's one of Sunday Night's familiar themes and Paul Cowen of Oklahoma City, Okla. is sure you'll be able to tell us what program it identifies. (PLAY) What band is featured on "Beat the Band" program?

1 Fitch
2 Warrus

8. It's not arithmetic or spelling, it's a little musical geography class we're about to hold. Here are the words to "Down By the Old Mill Stream" and we want you to sing. As you go along Miss Audrey Salmon of NYU New York City wants me to name some state capitols and you name the states, but keep on singing. All right, let's go. (PLAY) Sacramento, Richmond, St. Paul, Albany and Boston.

9. Colleges are cheering again, and football is in the air. In fact Geo. Stelly of Boston, Mass., reminds us that this coming Saturday Boston College is going to play the team that is associated with this football fight song. Let's see if you can name it (PLAY) What team is known as the "fighting Irish?"

1 Butler
2 Notre Dame

SOUND: CLASS BELL

(SOUND: SCHOOL BELL)

NILES: (ZANY LAUGH) The exam is over, Professor, the exam is over. (LAUGH)

KYSER: Steady Dean Niles, steady, it's only the end of the first exam, and here's the official report of our faculty declaring that the honor student is _____
(APPLAUSE)

KYSER: Dear Mr. _____, it's a feather in your freshmen cap, for your glib tongue and fund of ready answers have earned your promotion to the senior class --- go, light up a Lucky Strike and grow a mustache for commencement. But, now, chillum, time to rigadoo with the old one, two so let's close them books and see who's who coming to the microphone, quick as a rabbit, are Sully, and good old Harry Babbitt.

3. (WHO'S YEHUDI MASON & ORCHESTRA)

segue to .

4. (WHEN THE SWALLOWS COME BACK TO CAPISTRANO RABBITT & ORCH)

(APPLAUSE)

KYSER: Chillun, sumpin' mighty excitin' started down in Wilson, North Carolina- just two weeks ago yesterday....

(*BAND OVERLAPS. PLAYING NATIONAL EMBLEM - EXCITED CROWD'S VOICES AND CHEERS - ESTABLISH AND FADE TO BACKGROUND)

VOICE #1: (NORTHERN) Say, what's all the excitement in town?

VOICE #2: (SOUTHERN) Why, didn't you know! This is the opening day of the tobacco auctions here in Wilson!

(MUSIC AND CROWD NOISE UP - THEN FADE)

VOICE #3: Yes, tobacco auctions started in Wilson September 3rd.

VOICE #2: Wilson - world's largest bright leaf tobacco market- on the main route between New York and Florida- has been a leader in tobacco sales since 1890.

VOICE #1: Millions of pounds of tobacco are waiting to be auctioned off in Wilson's nine great warehouses! (MUSIC OUT HERE)

VOICE #3: Let's step inside one of those great tobacco warehouses. (CROWD NOISE ESTABLISH AND FADE TO B.G.)

NARRATOR: This warehouse is big as an armory - with countless skylights- through which the sunshine streams down on row after row of baskets of tobacco. Each basket contains tobacco of a certain grade and quality. They're to be sold basket by basket for the highest price they'll bring. The competition is fierce. There stands the auctioneer who chants each sale - opposite him the buyers - all around, excited groups of farmers who raised this tobacco. The warehouseman's about to call out the price of the opening bid on another basket....Listen

VOICE: Here's some mighty pretty tobacco, boys - start 'er at 23.
(CHANT OF AUCTIONEER AND FADE - HOLD B.G. -ALSO CROWD
NOISE - B.G.)

NARRATOR: The auctioneer asks for 23 dollars a hundred pounds and gets the bid from Company A. In a split second Company B ups it to 24 - 24 dollars bid - 24 -24. A leaf dealer bids 25 - 25. Over a dozen buyers are in there eager to bid, each competing with all the others. They do their bidding by silent signals - a wink, a nod, a jerk of the hat. It's faster than shouting out the prices. The Lucky Strike buyer just upped the price - it's at 27 now, 27 dollars bid. But the buyer for Company B raises it to 28. And a foreign company bids 29 - 29 - 29.... Then Lucky Strike - 30 - 30. The auctioneer looks around at the other buyers but they're not doing any signalling now. There are no more bids -- it's going to Lucky Strike-
Listen --

(CHANT UP AND SOLD AMERICAN)

NIESTAND: There you see how tobacco is bought- right out in the open market - in open competition - where everyone can see which company buys what tobacco, and the price they pay. Independent tobacco experts agree that Luckies buy the finer tobaccos and records show that Luckies consistently pay higher prices to get those finer tobaccos. For instance, on that opening day of the tobacco auctions at Wilson, North Carolina, the American Tobacco Company - which makes Luckies - paid 41% more than the average market price for the tobacco it bought there. No wonder, that with independent experts who watch these sales... with independent buyers, auctioneers and warehousemen.... with men who know tobacco best, it's Luckies 2 to 1!

5. ("LOVE FOR SALE" ORCHESTRA)
 segue to

6. ("MAYBE") Ginny Simms
 (APPLAUSE)

(GLEE CLUB SINGS LEGIT TO TUNE OF "JUANITA")

(GLEE CLUB) CHORUS - ~~Kyser - Rocky Mount Kyser~~
~~As thy name we bare our head~~
~~Kyser - Rocky Mount Kyser~~
~~We should have stobd in bed.~~

Kyser - Rocky Mount Kyser
He knows all there is to know
Kyser - Rocky Mount Kyser
Let thy bounty flow.

(GLEE CLUB REPEAT CHORUS SOITO VOCE)

NILES: As ~~we~~ ^{our students} ~~and~~ ~~we~~ carry on, we must pause briefly for station identification.

----STATION BREAK----

(FADE IN KYSER - MARCH UP BIG)

ANNOUNCER: The second semester comes to Kyser College like a bolt from the blue -- Three sorority sisters are set to sing for their supper.....three ambidextrous amazons who will awe you with their aggregate accumulation of amazing addenda. The classroom rocks and into the scene comes that old southern dean with plenty of steam.

SOUND: (STEAM EXHAUST)

NILES: Kay Kyser.....

(APPLAUSE)

KYSER: Ah, my luscious littles lassies, let me lead you into
a lot of hot air
~~the~~

(ADD SECOND QUESTION ROUND)

SECOND QUESTION ROUND

1. Michael Baran of Chicago, says Dick Tracy suspected a certain home of being a gambling ~~place~~ ^{Place} so he raided it. They could have played roulette in the parlor because Tracy found (PLAY). ~~The library~~ ~~was full of books~~ they could have worked the numbers racket from ~~the telephone booth~~ ~~in the dining room~~ there was a punch board ~~in the room~~ and in the table drawer, Dick Tracy found several (PLAY).

- 1 Spinning Wheel
- 2 Paradise

2. Miss Catherine McClintock of Raleigh, N. C. reminds us that lots of well-known personalities are known by certain nicknames, and wants you to tell us what ex-heavyweight champion was called the "Manassa Mauler?" What radio comedian was called "The Fire Chief?" What Army General and now a newspaper columnist, is called "Old Iron Pants?" ~~What orchestra leader is called the "B-H-K-K"?~~ (B-H-K-K)

- 1 Dempsey
- 2 Ed Wynne
- 3 Hugh Johnson

3. A few bars of this next song should bring to mind a well-known orchestra leader and great showman and E. Miller of Portland, Oregon, wants you to name both the song and the personality which it identifies. (PLAY) Is he called the high-hatted tragedian of jazz?

- 1 Baby Sitters
- 2 Mad Lewis
- 3 Yes

4. Miss Frances Rudd of Detroit, points out that many songs have been written about certain instruments so I'll name three of these ~~SONGS~~ and we want you to tell us how the instruments are played that are referred to in each song. 1) "The Man With the Mandolin?" 2) "Piccolo Pete" ---how is a piccolo played? 3) How is the instrument played in "The Music Goes Round and Round." ~~How would a prize fighter play~~

~~What is the instrument?~~

- 1 Plucked
- 2 Wind
- 3 Valve

5. It's "do you know what" time and here are a couple of silly dillies from Steven Nichols of Savannah, Georgia -- He says Babe Ruth, Bobby Jones and Bill Tilden formed a trio and he asks do you know what they sang to the beginners? Well, to the beginners, Babe Ruth, Bobby Jones and Bill Tilden sang (PLAY) 2) ~~Do you know what the Pucey Wilson~~

~~what they sang to the beginners?~~ (PLAY)

- 1 It Don't Mean A Thing -
- 2 Ain't Necessarily So

6. We have used the titles of several well-known pictures to give a description of a ~~real~~ ^{mythical} catastrophe which befell a small town. After you hear the description, Miss Ruth Hamilton of Evansville, Indiana, would like you to name at least four of the pictures. This is Graham Cracker Meal speaking from Boom Town. Everything was peaceful here yesterday and all of a sudden came the Rains, then came an untamed Typhoon, then Boom, a Hurricane - and the town is Gone With the Wind. Nothing remains, but The Good Earth.

7. Here's a beautiful song that identifies a very talented musician. Ed Cornell of Long Beach, California, wants you to name the song and the leader whose theme it is (PLAY) Is Buddy Baer Max Baer's brother?

- 1 Buddy Rogers
- 2 My Buddy
- 3 YES

8. Miss Carol Knapp of Jacksonville, Florida, wants you to name a song with the words "clap hands" in its title. Now we're going to play "Chiapanecas" that Mexican hand clapping song and as we play we want you to clap your hands in the right place. (PLAY)

- 1 Here Comes Charlie
- 2

9. Here's a good old song that Bill Stevens of Seattle, Washington knows you'll name in a minute. (PLAY) Now can you name three kinds of trailers?

- 1 Trail of the Lonesome Pine
- 2 Movie
- 3 Auto
- 4 Detective

SOUND: CLASS BELL

NILES: The reverberations ring true, Professor ... and the round is over.

KYSER: Then don't dally, my decadent but desperate demagogues ... delve deeply in your devilish doings and declaim in dozens of decibels the destiny of these damosels. Thank you ... and the winner is _____!

(APPLAUSE)

KYSER: Ah, _____, your academic prowess has put you halfway on the road to financial independence for life -- for you will compete in the final round for glory and the first prize. Light up a Lucky Strike, now, and cavort in recess with the rest of the scholars while we present ... "By The Waters of Minnetonka."

7. (BY THE WATERS OF THE MINNETONKA" PRODUCTION)

Commercial #3

KYSER: Remember, chillun, when we were listening to that tobacco auction how a leaf-dealer stepped in and made one of those bids ...

(FADE IN CROWD NOISE AND CHANT GOING AT 24 - THEN UP TO 25 ON CUE AS NOTED)

NARRATOR: 24 dollars bid - 24 - 24 - a leaf-dealer bids 25 - 25!
(FADE OUT SOUNDS)

NILES: Folks, that leaf-dealer, in all probability, was an independent tobacco buyer - buying for his own account. And say, you've got to know tobacco to make a living that way! As a well-known independent tobacco buyer, Mr. Reuben G. Fleming, of Middleburg, North Carolina, said recently:

MAN: I've invested about \$200,000 of my own money in tobacco. And a penny mistake per pound of tobacco would cost me a lot of money. So I've got to know tobacco. I see Luckies buy the most desirable types, so it's natural for me to smoke Luckies. They've been my cigarette for 13 years now.

HIESTAND: Smokers, Mr. Fleming is typical of the vast majority of independent tobacco experts - experts not connected with any cigarette company. Sworn records show that among these independent warehousemen, buyers, and auctioneers, Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined. And remember - Luckies' finer tobaccos are naturally milder - naturally lower in nicotine content. Authoritative tests reveal that, for over two years, Luckies have averaged less nicotine than any other leading brand. So, for a cigarette of finer tobaccos with a naturally lower nicotine content - a cigarette of proven mildness - smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

8. ("I'M NOBODY'S BABY" BABBITT & ORCHESTRA)

9. ~~"THE FREEZE AND J"~~ ~~THE FREEZE AND J~~

(APPLAUSE)

~~SCENE~~

NILES:

The Final Round!

(EDDIE SZA ROLL OF DRUMS AND CARRY THROUGH)

FANFARE

NILES:

Positively no one under the age of five is admitted to the Finals unless accompanied by their baby brother or sister, or both. This is the most gruesome, breath-taking, soul-stirring, heart-rending event that has taken place in years. Step closer, scholars and take a couple of lessons from Madame LaZonga's big brother -- Professor Kay Konga Kyser.

KYSER:

Dean Niles has called the turn, now it's my turn to call up _____ winner of the first round.

(ADD FINAL ROUND)

FINAL QUESTION ROUND

1. There's a lot of talk out here in California about sun-light, but in the airplane coming back from Sacramento Sunday night, I noticed an awful lot of darn good moonlight, so we resolved right then and there to devote our final round tonight to "moonlight." Ray Shaw of Lewiston, Montana says it's been the inspiration for a lot of good songs and wants to see if you can name a couple.

(PLAY) (PLAY) (MOONLIGHT AND ROSES) (MOONLIGHT AND SHADOWS).

Did Orson Wells play the shadow in the picture of the same name?

2. Miss Pat Ramsey of Toronto, Canada says to devote this question to the moon-part of the word "moon-light" - She asks the difference between "Moon-glow," "Moonstone" and "Moon Mullins."

- 1 Song
- 2 Semi-precious stone
- 3 Comedy Character

3. This one deals with the "light" part of the word "moonlight."
C. E. Knowles, Dallas, Texas asks you to distinguish between
Enoch Light, Lightin' and Winnie Lightner.

- 1 Orchestra leader
- 2 Play - character in Amos & Andy
- 3 Actress

4. Had a certain classical composer seen that beautiful view from
9,000 feet in the air, I'm sure the view could have been the
inspiration for his immortal (PLAY). Sarah Jennings of El Dorado,
Arkansas wonders if you know who composed it? Chopin, Kreisler,
Beethoven, Mendelssohn or Sam Goldwyn?

- 1 Moonlight Sonata
- 2 Beethoven

SOUND: CLASS BELL

SOUND: BELL RINGING.

NILES: (ZANEY LAUGH) Okay kids - school's out!

SOUND: PROP CHEER.

KYSER: (STERNLY) Wait students! While the judges are trying to make the final total balance with the bank, Dean Niles will deliver the tobacco-laureate address.

NILES: With independent tobacco experts -- with men who know tobacco best -- it's Luckies two to one. 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, for more than two years, Luckies have averaged 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

KYSER: The big award - and the scores show that the all-Kyser scholar of the evening is _____.

(APPLAUSE)

KYSER: Oh my dear _____, the course of true learning has indeed run smooth for you tonight. Your musical stature has increased a full two inches, and your WALLET (pocketbook) will bulge under the burden of this thirty-five dollars first prize. For you, noble second placer, I place a shining star on your report card, and give you this earthly memento of twenty dollars. Each of the other four scholars gets ten dollars apiece -- and all six receive a carton of Luckies. But wait -- that's not all -- to every member of the student body here tonight -- for those hearty hurrahs and volunteer answers - a package of better-than-ever Lucky Striko Cigarettes.

10. ("PLAYMATES" ORCHESTRA)

(APPLAUSE)

(KYSER THEME)

KYSER:

Well, das all, chillun -- relax until the school bell rings next Wednesday at this same time, when we will have as our guests in the classroom those three horror men of the screen - Boris Karloff, Peter Lorre and Bela Lugosi ~~to discuss their careers.~~ Meanwhile YOUR HIT PARADE swings by Saturday night on another station, with Barry Wood, Bea Wain, and Mark Warnow, ~~Billie Holiday to sing with them.~~ 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)

FILES:

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

(SONG CREDITS ... IF ANY)

THIS IS THE NATIONAL BROADCASTING COMPANY

As Broadcast

THE AMERICAN TOBACCO COMPANY
KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE
WEDNESDAY, SEPTEMBER 25TH, 1940

NILES: Have you tried a Lucky lately?

BOONE: (ONE LONG SALE ... ENDING WITH "SOLD AMERICAN")

NILES: Let that chant remind you that Luckies are the cigarette of finer tobaccos. With independent tobacco experts - buyers, auctioneers, warehousemen - with men who know tobacco best, it's Luckies two to one.

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

NILES: Lucky Strike presents Kay Kyser's College of Musical Knowledge --- your Indian summer semester in the old school --- for fun, \$95.00 in prizes, and extra credits in that famous makes-you-want-to-dance music *and here he comes now, your old professor, Kay Kyser*
(KYSER THEME)

KYSER:

Evenin' folks --- how're ya all ... my land-a-tunket what
 a sea of bright faces --- what a bevy of beautiful dolls
 are clustered in the class-room here for culture ... and
 up on the old lecture platform with me are six scholars
 selected from our student body to take to-night's
 examinations. ^{But} ~~Now~~ before we open our books and compose
 our looks, we'll pass around a treat and exercise your
 feet. (~~What I mean to say in my professorial way ---
 is bounce the ball and grab your doll and hit the road
 with a double lead~~) ... Yes, suh, chillun somebody shove me,
 'cause here comes somebody loves me.

1. ("SOMEBODY LOVES ME" ORCHESTRA)
 segue to
2. ("BLUEBERRY HILL" BABBITT & ORCHESTRA)
 (APPLAUSE)

LUCKY STRIKE "KAY KYSER"
Commercial #1

KYSER: Everybody who likes to have a good time in life say:
Aye ... Students!

AUDIENCE: Aye!

NIES: Then you're just the folks I want to talk to. Because I
want to tell you about real enjoyment in smoking ...
the greater enjoyment you get from tobaccos that are ripe
and mellow, yet milder - naturally lower in nicotine
content ... That's ~~because~~ ^{what you find in Lucky Strike} For, as ^{so many} independent tobacco
experts will tell you, Luckies are made of finer tobaccos.
And Luckies' finer tobaccos are naturally milder --
naturally lower in nicotine content. Here's the proof ...
Authoritative laboratory tests reveal that, for more than
two years, the nicotine content of Luckies has been twelve
per cent less than the average of the four other leading
brands -- less than any one of them.

* Husband
~~WIVES:~~

You see, each year Lucky Strike analyzes tobaccos before
purchase. So our buyers at the auctions have scientific
facts to help them in buying tobaccos that are not only
ripe and mellow but milder -- low in nicotine. So, for
greater smoking enjoyment -- for proven mildness -- smoke
the smoke tobacco experts smoke. Remember - with men who
know tobacco best, it's Luckies 2 to 1!

("LUCKY DAY" ORCHESTRA)

LEAD TO FIRST ROUND

KYSER: All right, Kids - put down your Lollipops, exams are about to begin.

NILES: Oh, Professor - there's three gentlemen to see you.

KYSER: I can't see them now, Dean Niles, I'm busy. Now the first question ---

KARLOFF: You're not too busy to see me - are you Professor?

KYSER: Oh --- hello.

KARLOFF: You remember the name, don't you? KARLOFF- BORIS KARLOFF.
(AUDIENCE APPLAUSE)

LORRE: And I'd like a word with you too, Professor- You remember me don't you? LORRE - PETER LORRE.
(AUDIENCE APPLAUSE)

KYSER: (SCARED) Oh, certainly, Peter -- I've been scared by you many times.

LUGOSI: But I'm sure you're not afraid of me - BELA WOULD'N'T HURT YOU.

KYSER: (SCARED) Why Bela Lugosi --
(AUDIENCE APPLAUSE)

KYSER: And Peter -- and Boris -- You make me so happy.

KARLOFF: Why naturally. We spend our lives spreading sunshine, don't we, boys?

KYSER: (SCARED) Oh, sure -- but say --- ~~what is become of our~~ *What are you doing here*

~~regular faculty.~~
~~Your regular faculty???????~~ *What are we doing here*

BUTLER: (HORROR LAUGH)

KARLOFF: "You'll Find Out"

~~BUTLER (HORROR LAUGH)~~

(BIG MUSIC MYSTERIOSO FADES TO BG FOR NILES

NILES: (A LA NEWSCASTING)(ON FILTER) Ladies and Gentlemen -
 Something has happened at Kyser College. Our regular
 faculty members have mysteriously disappeared. Their
 places have been taken by those three horror men of the
 movies, Boris Karloff, Peter Lorre and Bela Lugosi in
 person. So be careful -- ~~be on your guard every second~~
~~with this terrible trio in the scene,~~ ^{tonight} anything can happen!

MUSIC SWELLS TO A CLIMAX

KYSER: And now, and now we're gonna have-----

KARLOFF: Before you start Professor - we must have a chat with you--

KYSER: Boris I wish you fellows would wait *I've got to ask the questions*

~~LUGOSI: Why? (SWEETLY)~~

~~KYSER: Well I've gotta start class!~~

~~LORRE: Why? (SWEETLY)~~

~~KYSER: Peter you're gonna get me all mixed up. I'm supposed to
ask the questions.~~

KARLOFF: Very well Professor - but don't keep us waiting long *

LUGOSI: Waiting makes us impatient -

LORRE: And when we're impatient ---- we're nasty! Quite nasty!

KYSER: --- Well, I didn't mean to upset you fellows ----~~and I~~
~~don't want to upset you either Mr. _____~~ but here's
 the first question.

ADD FIRST QUESTION ROUND

(QUESTION ROUND I)

1. Let's get into the boxing ring and name a few songs - I hope you'll be saved by the bell. Jack Haynes of Milwaukee says the first time Max Schmeling fought Joe Louis the "know-it-alls" shook their heads and said "He's a fool to get in the ring with Joe, but (PLAY). Maxie surprised everybody and won. Joe said "He really hit me, but all I ask is (PLAY) In the first round of the return bout fight, Joe let him have it, and Maxie sang (PLAY).

2. The second question deals with the name "Ken" and if you ken, Evelyn Fontayne of Los Angeles wants you to name two announcers, a magazine and a comedian from the following list: Ken Niles, Ken Murray, Ken, Ken Carpenter, Kissing Ken.

3. Here's a well-known orchestra theme song and Bobby Bronson of Wilson, N.C. wants to see if you savvy as to whose it is (PLAY). Which of these two play violin, Jan Garber, Jan Savitt, Jan Rubini, Jan Pierce, Jan-u-ary?

4. We have shown before that names of most all furniture and house-hold furnishings have another meaning. ~~Tonight we are going over to a window in the room and from that point of view~~ ^{Heaven} ~~Eleanor~~ Thompson of Chicago wants you to explain the meaning of the following statements. "I don't know why she prefers him - look at that bay window with a wide sash around it - His past is shady - he's really a pane and he doesn't carry much weight, - but love is blind, so I guess it's curtains for me.

5. Let's name this good old song for Frank Becher of New York (PLAY). Now can you distinguish between any three of these: stumble, fumble, grumble, tumble, bumble, humble, jumble, mumble, rumble seat and swiss on rye.

6. Betty Parker of Endicott, Nebraska, points out that many songs are distinctly associated with certain people. Here are three sturdy, stout tunes that are associated with singing ladies who are "ditto". "God Bless America", "Some of These Days" and "Old Rocking Chair".

7. Here's a number I know you'll recognize right away. (PLAY)

Now Don Allen of Fort Wayne, Ind., says that's the orchestra theme song of either Jimmy James, Jimmy Joy, or Johnny Johnson? Which do you think?

8. It's time for another musical arithmetic class and our tune tonight is "Sweet Adeline". Here are the words, and Mrs. F.W. Allen of Des Moines, Iowa, wants you to sing them. Somewhere along the line I'll give you some numbers to add - add them out loud but by all means keep singing. All right let's go. (PLAY)

9. This coming Saturday, the foot-ball season really gets under way and in addition to the California-Michigan game, Miss^{State}.-Florida, and Minn.-Washington U games, Columbus Ohio is the scene of a clash between Ohio State and (PLAY). They are known as the panthers and they played here in the Rose Bowl. Did Ohio State win the Big Ten Championship last year?

(SOUND: SCHOOL BELL)

KYSER:

Well, that's the end of the opening round. Have you gentlemen reached a decision? -8- 9-25-40

KARLOFF:

Professor Kyser. As representatives of the Horror Men of America, Incorporated, - we have reached a decision.

KYSER:

You have --

LUGOSI:

Yes, we've decided that you must join our organization.

KYSER:

I must join the Horror Men of America - but why?

LORRE:

Because-- you're as horrible as we are.

KYSER:

I am? (PLEASED) *Huh - I'm as horrible as you are - What! I am*

LUGOSI:

We think so.

KARLOFF:

And a lot of people feel the same way we do.

KYSER:

Well thanks fellas, but what makes you say that?

KARLOFF:

Why---er---your contestants--

LORRE:

You just killed ^{off} two of them ~~off~~ -- didn't you?

KYSER:

Shucks, I never thought of it that way.

LUGOSI:

Well, here is the name of the one who is left - Read it Professor.

KYSER:

Oh, I'd like to-----thank you---Why it says here- that the winner of the first round is none other than _____.

AUDIENCE APPLAUSE

KARLOFF:

Yes - ~~that~~ ^{he} one escaped you but we'll get to him later - won't we Peter?

LORRE:

Yes Boris - we will.

LUGOSI:

Later ----

BUTLER:

(HORROR LAUGH)

KARLOFF:

(LATER-----

(APPLAUSE AND INTO MUSIC:

3.

GET THE MOON OUT OF MY EYES ----- SULLY

~~I'LL NEVER SMILE AGAIN~~ ~~GINNY~~

(START DOWN SOUTH MUSIC - CROWD NOISE - FADE)

KYSER: Fifty-five bands from miles around played old-time tunes all night! *for the crowds gathered at the big tobacco warehouse* "Arkansas Traveler" - "Old Dan Tucker" - "Wabash Cannon Ball." Ten thousand people attended the jamboree! Where? Where but in my own home town of Rocky Mount, North Carolina, celebratin' the Opening Day of the tobacco auctions.

(MUSIC AND CROWD UP AND FADE)

NILES: And, folks, here's that great ^{*West Coast*} sports announcer, Knox Manning, to prove to you that a tobacco auction can be just as exciting as a Rose Bowl game.

(MUSIC OUT - KEEP CROWD UNDER)

MANNING: Howdy, folks. Let's step into one of Rocky Mount's eleven big tobacco warehouses and see what's what. (CROWD NOISE UP AND DOWN) Say, it's a big building - more floor space than a football field - and it's jam-packed with farmers, crowded in between the rows and rows of beautiful Bright tobacco. This tobacco is to be sold basket by basket, for each contains a certain grade and quality. And the price depends on the way the buyers value it. They bid in competition you know - cigarette companies, foreign companies, and leaf dealers. That's where the ^{*action*} ~~fun~~ begins! And right now the warehouseman's going to start things going by calling out the opening bid on the first basket of tobacco. Listen.

VOICE #1: Mighty fine tobacco boys - start 'er at 22.

VOICE #2: (SCOUTS SLIGHTLY OFF MIKE) 22!

(CHANT OF AUCTIONEER AND FADE - HOLD B.G.)

MANNING: Did you hear that bid of 22 - 22 dollars a hundred pounds? That bid was shouted out by one of the leaf-dealers, standing down at the end of the line. Most of the bidding is done by signals - quicker than shouts. The auctioneer's eyes move constantly from buyer to buyer as he chants each bid. Those bids are going higher - higher. The price is up to 25 now - 25 dollars - 25 - 25. Oh - oh - there's a signal from the Lucky Strike buyer, making it 26 - 26- 26. But Company B bids 27 --

VOICE #2: (SLIGHTLY OFF MIKE) 28!

MANNING: That leaf dealer again - he sure wants this leaf - 28 - 28. This is hot bidding. Now that foreign company bids 29 - 29 - 29. Are they going to get it? No, here's Lucky Strike upping it to 30 - 30 dollars bid. The auctioneer's giving all the other buyers a chance to up that bid if they want to. But no more signals. It's going to Lucky Strike at 30. Listen.

(CHANT UP AND END SOLD AMERICAN)

HIESTAND: There you see how tobacco is bought - right out in the open market... in open competition... where every one can see which company buys what tobacco, and the price they pay. Independent tobacco experts agree that Luckies buy the finer tobaccos and records show that Luckies consistently pay higher prices to get those finer tobaccos. For instance, at Rocky Mount, North Carolina, from the opening of the tobacco auctions until last Friday, the American Tobacco Company - which makes Luckies - has paid 56% more than the average market price for the tobacco it bought there. No wonder, that with independent experts who watch these sales... with independent buyers, auctioneers and warehousemen... with men who know tobacco best, it's Luckies 2 to 1!

(MUSIC TAGORCHESTRA)

- 5. ("PRACTICE MAKES PERFECT"ORCHESTRA)
- 6. ("I'D KNOW YOU ANYWHERE"SIMMS)

STATION BREAK:

LORRE: Boris, Bela, come here -

LUGOSI: Yes, Peter.

LORRE: There's been enough delay, either Kyser joins us, or --
(PETER MAKES SOUND OF CUTTING THROAT)

LUGOSI: Let's finish him off now.

KARLOFF: No, not yet. We must wait until the ~~appointed time~~.

he gives his answer

LORRE: Then we should inform our ~~operators~~ ^{agents} throughout the country
to stand ready --- we should send the signal now ---

LUGOSI: Do you know the code, Boris ---

KARLOFF: Of course - when I sound the gong our agent will know what
to say --

BUTLER: (HORROR LAUGH)

NBC CHIMES - BONG BONG BONG

LEAD TO SECOND ROUND

(FADE IN KYSER MARCH - UP BIG TO FINISH)

NILES: The Second Semester creeps in to Kyser College like the
frightful shadow of impending doom. What was once a peaceful
glade of learning is now a gruesome green - one turn to the
left beyond a scream.

(~~ON ENTER~~ BOYS DO GOON LAUGH)

NILES: Here we are upon the scene and three pale remnants of lovely
womanhood totter toward the old lecture platform closely
followed by our three horrible honorary judges - Boris
Karloff (CHORD) Bela Lugosi (CHORD) and Peter Lorre (CHORD)

LORRE: Poor little coeds, they are so young - so tender - so
helpless --

KYSER: This is no time to be helpless chillun - because the
professor helps them that helps themselves -- So help
yourself to the first question Miss _____.

(ADD SECOND QUESTION ROUND)

QUESTION ROUND II

1. Ann Delano of West Somerville, Mass., says it will be great if you'll name this song. (PLAY) Now which of these is a movie actress - Dennis Day, Lorraine Day, Dona Day? Speaking of "days" Lorraine, Dona and Dennis all worked in the same place and they were continuously checking in and out at the employees entrance so the watchman at the gate spent most of his time saying (PLAY)

2. Bob Diener of Cleveland, remind us that there are many popular movie columnists in the newspapers so he'd like you to name at least three whose names appear in the following sentence. While the fiddler was playing a Christmas carol, the parson's head was turned toward the star in the east.

3. Here's a well-known theme. Priscilla Chapman of St. Paul, Minn., wants you to name the song and the leader it identifies. (PLAY) Was the great musical comedy star Marilyn Miller his sister?

4. Many popular songs are written about various instruments. For instance Piccolo Pete, Man with Mandolin, etc. Tonight Donald Babcock of San Francisco wants you to tell us how the instruments are played in the following songs. Harmonica Harry - how do you play an harmonica? Sam the Accordion Man - Organ Grinder's Swing?

5. It's time for the "do you know what's." Miss Frances Saylor of Denver, Colo., asks do you know what the theatre manager said to the couples spooning in the park? Well, the theatre manager said (PLAY) Do you know what the elevator said to the 102nd story of the Empire State Building? Well to the 102nd story, the elevator said (PLAY)

~~ISH: Do you know why the two drops of ink were crying?
KAY: No Ish, why were the two drops of ink crying?
ISH: Because their mother was in the pen serving a sentence.~~

6. It's tonight's right or wrongers and George O'Connell of Madison, Wisc. wants you to say Right or Wrong to the following statements:

- (1) Abner of Lum and Abner is little Abner's father.
 - (2) Two English actors won last year's academy award.
 - (3) Ukelele Ike is ~~not~~ the name of a song.
 - (4) Frances Fay, not Zazu Pitts, says "Zazu-zaz".
- (WRONG WRONG RIGHT RIGHT)

7. A certain orchestra leader wrote his theme song and it goes like this. (PLAY) What's the name of that and what's the name of the orchestra leader it identifies? Does Pinky Higgins play for the Detroit Tigers?

8. Now for our singing class. Mildred Montgomery of Southeastern Teachers College, Okla., wants you to sing "Hail Hail the Gang's All Here", but just for fun let's make it silly. Let's assume that we are at a girl's summer camp - - you're the night sentry, and you see a hail storm coming. So to warn the girls, you sing these words.

9. There's to be a great foot-ball game here in Los Angeles Friday night and Michael Cannon of Hollywood says the two songs we are about to play should enable you to tell us who is playing whom. Here's the first (PLAY) They are going to clash with (PLAY)

(SOUND: SCHOOL BELL)

ENDING OF SECOND ROUND

KARLOFF: Congratulations Professor, on the way you handled the last group.

KYSER: Was kinda smooth - wasn't it?

LORRE: Absolutely gruesome -- even we couldn't have done better --

KYSER: It's not hard knocking them off once you get the hang of it, fellows --

LUGOSI: Would you like to announce the name of the survivor?

KYSER: Why sure I would...the one still living -

And therefore the winner is Miss _____

AUDIENCE APPLAUSE

KYSER: Ah Miss _____. It's great to be alive - go light up a Lucky Strike and have no fears till the final round.

LORRE: Yes, Professor Kyser - You are improving --

KARLOFF: It's true, you keep getting more horrible every minute.

KYSER: Do you really think so?

KARLOFF: Yes, we saw the first two reels of the picture we're making with you --

LUGOSI: You know, the scenes we played together in the secret passage?

KYSER: Oh sure, sure -- Was I ---- all right?

KARLOFF: You were splendid.

LORRE: Now we're really convinced you're more horrible than we are.

LUGOSI: We'll be back, Professor.

LORRE: Meanwhile we'll be in our mummy cases (SOUND - ZIP)

KYSER: (SCARED) Mummy cases - come on chillun - while we're still able to - Yets Dance.

PALE MOONPRODUCTION NUMBER

KYSER: Chillun, at the tobacco auctions you heard a little while ago, remember that leaf-dealer who shouted out his bid like this ...

BOONE: (CHANTS 27 in background 2 Seconds)

VOICE #2: 281

BOONE: - 28 - 28 and out very quick)

NILES: A leaf dealer like that - buying for his own account - may purchase no more than 20 or 25 baskets of tobacco out of 2,000 or more sold in a single day at auctions. But as one well-known independent tobacco buyer, Fred L. Evans of Danville, Virginia, told us recently:

VOICE: I may buy only a few baskets but I watch every sale that's made. It's my business to know just who's buying what tobacco. And I've seen the kind of fine tobaccos Luckies buy. That's why I've smoked Luckies for 13 years now.

HIESTAND: Smokers, sworn records show that among independent tobacco experts like Mr. Evans - buyers, auctioneers and warehousemen - Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined. And remember - Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for over two years, Luckies have averaged less nicotine than any other leading brand. So, for a cigarette of finer tobaccos with a naturally lower nicotine content - a cigarette of proven mildness - smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

8. ("YOU GOT ME THIS WAY"BABBITT)

~~9. ("THE BREATH AND I"ORCH)~~

(FANFARE)

LEAD TO THIRD ROUND

KARLOFF: (WITH ECHO CHAMBER) "The Third Degree."
VOICE:

POWERHOUSE MUSIC

LORRE: Well Professor - the survivors of the first two
inquisitions are yours. All yours.

KYSER: Um well...That's fine!

LUGOSI: Then what are you waiting for?

KARLOFF: You're not going to stop being horrible now, are you?

LORRE: Please..don't disappoint us, Professor. We're so proud
of you.

BUTLER: HORROR LAUGH

KYSER: The final exams kids - ^{third degree for all of us} ~~and everything is dark and awful -~~
~~Oh my Oh my~~ -

Step up and Shudder - sister and brother - and
for the first question Mr _____

(INTO FINAL ROUND)

QUESTION ROUND THREE

1. Tonight we're going way up in the clouds, and talk about the mountains. Our final round is a musical monument to America's mountains and Helen Laughlin, Bremerton, Washington, wants you to tell us what range of Mountains does this song bring to mind. (PLAY) Who is Man Mountain Dean? Are the Grand Tetons a mountain range or a troupe of acrobats?

2. Now Miss _____ I hope it suits you to tell us what range this song brings to mind. (PLAY) Pat Lewis, Miami, Florida wants you to tell us whose theme song is "When The Moon Comes Over The Mountain?" What does this expression mean - "He Makes A Mountain Out Of A Molehill".

3. This song takes us to what mountain range? (PLAY) Barbara Rothschild of Houston Texas says you should be able to tell us who Kenesaw Mountain Landis is? On the side of Mt. Rushmore in South Dakota, the famous sculptor Gutzon Borglum is completing work on the images of four great Americans - Can you name three of them? Is Pike's Peak in the Catskill's, Rocky Mountains or the Smokey Mountains?

4. Dick Davenport of South Bend, Indiana says Here's one that might apply to any mountain range (PLAY) Which of the following is in California - Mt. Mitchell, Mt. Whitney, Mt. Rainier? In what mountains did Rip Van Winkle go for his snooze? How many years would you say?

(SOUND: CLASS BELL)

ENDING FINAL ROUND

LUGOSI: You were wonderful Professor Kyser.

LORRE: That performance was too horrible for words.

KARLOFF: What's your answer - will you join the horror men - or won't you?

KYSER: Well, fellows, I'd like to think it over and while you decide who won the final round - Ken Niles will deliver the tobacco-laureate address.

NILES: With independent tobacco experts -- with men who know tobacco best - its Luckies two to one. 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, for more than two years, Luckies have averaged 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

KARLOFF: All right Kyser -- what's your decision?

KYSER: What's your decision - have y'all picked a winner yet?

LORRE: Yes, we have --

KYSER: That's fine - first I'll read your decision - and then I'll tell you mine.

LUGOSI: Very well - but is it the answer we expect?

KYSER: "YOU'LL FIND OUT".....And now seriously, in spite of all the kidding, the scores were on the level - and the scores show that the all Kyser horror scholar of the evening is _____

AUDIENCE APPLAUSE

KARLOFF: All right Kyser - go no further - You know our decision - WHAT IS YOURS?

LORRE: Horror Man - or no horror man.

KYSER: My answer is.....NO!

(MUSIC IN BRILLIANT and fades immediately to background)

LUGOSI: All right Boys. What are we waiting for.....

KYSER: Now wait a minute fellers - Don't be hasty - Don't do anything rash -

KARLOFF: Kyser - You've Got to Go!

(TUSTLE KYSER AND HORROR MEN WITH PETER BELLA & BORIS MUTTERING) (SOUND: BREAKING OF BOXES SOUND OF BUTLER CRASHING IN) (MUSIC UP AND OUT)

BUTLER: All right - you mugs - "Stick Em Up"

KYSER: David - ^{*the director of our movie, David Butler*} ~~David Butler~~ - the Director of my picture.

BUTLER: Hello Kay. Looks like I'm just in the nick of time -

KYSER: You are David - these horror men were about to bump me off.

BUTLER: I heard it all on the radio - and also that Detroit won ^{*a double header.*}
I heard you three boys threatening Kay. Aren't you ashamed?

LORRE: Why David, he refused to become a Horror Man. We only wanted to kill him.

BUTLER: Are you mad - You can't KILL KYSER = YET

KYSER: You see -

BUTLER: But I'll tell ya - I'll be finished with him pretty soon - then you can have him - -

LUGOSI: ~~When David?~~

BUTLER: ~~Would Halloween be all right.~~

LORRE: Goody - Goody -

BUTLER: And now my three kittens get back to RKO where you belong.

LUGOSI: Goodnight Professor.

LORRE: Bye, bye Kay.

KARLOFF: We'll see you later.

(HORROR MEN AD LIB WITH ONE ANOTHER AS THEY ARE LEAVING)

BUTLER: All right Kay - you can ^{pick up} ~~go right along~~ where you left off -
I'll take care of these boys - HORROR LAUGH

AUDIENCE BIG APPLAUSE

KYSER: Oh where was I - Yes I remember - The first prize for
tonight goes to _____ Ah, my dear _____ may you
sleep soundly tonight with this \$35 first prize under your
pillow. For you, _____ noble second placer this
earthly memento of \$20. Each of the other four scholars
get \$10 each.....and all six receive a carton of
Luckies.....and to each and every member of the student
body here tonight....for those hearty shudders and shivery
goosepimples.....a package of better...than...ever
LUCKY STRIKE CIGARETTES.

AUDIENCE APPLAUSE

10. What's the Reason

11. SIX LESSONS

KYSER THEME - THINKING OF YOU

KYSER: Well, das all, chillun. Next week Daylight Saving Time is over so school will take in at 10 o'clock Eastern Standard Time....so you students living in communities that were on Standard Time this summer don't have to be in your seats until one hour later.....and don't forget your homework

this Saturday which is listening to "YOUR HIT PARADE".....
 and I'd like to thank our three horror men Boris Karloff - Peter Lorre & Bela Lugosi
 And say, David Butler, before you go tonight....after all
 as well as our director, David Butler, for waiting on classroom tonight.
 you've directed some mighty fine pictures....Tell us
 Reprise - well fellows and mighty fine actors.
 how do you think ours is gonna be.....

~~BUTLER: How do I think its gonna be ---- "you'll find out"~~

(HORROR LAUGH) Audience Applause
 and

KYSER: We'll see about that....but now until next Wednesday....
 This is Kay Kyser.....Thinkin' of you....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